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The Virginia Beach Hospitality PAC is a non-partisan committee that encourages discussion vital to the positive and continued growth of the hospitality industry in Virginia Beach. The PAC is an independent organization supporting incumbents and candidates whose positions are consistent with those of the Virginia Beach Hospitality PAC and the Virginia Beach Hotel Association (VBHA).

2026 TOP PRIORITIES

Tourism Investments Program (TIP): The Virginia Beach Hospitality PAC supports the Tourism Investment Program Fund to maintain, and enhance, develop, and improve economic & tourism initiatives for the resort area to position Virginia Beach as a leading tourist destination. The Virginia Beach Hospitality PAC strongly supports the protection of the tip fund for projects that it was developed and intended for. Projects include but are not limited to capital maintenance repairs along Atlantic Avenue, Sports Center improvements, increased parking capacity, site acquisition in the Resort Area, and investment in sports infrastructure within the City. In addition, The PAC supports the Tourism Advertising Program (TAP) for its intended use.

TIP and TAP are the PAC's primary priorities but not limited to.

Tourism Promotion: The Virginia Beach Hospitality PAC supports strengthening the Virginia Beach Convention & Visitors Development for empowerment to improve tourism related activities as the prime economic driver to include the following initiatives:

- Increased accountability within the organization.
 - Support, develop and enhance existing sports facilities for participatory sports for continued growth and first-class offerings.
 - Meetings & Conventions activities to supplement existing business base.
- Advertising Advisory Committee.
 - On-going support of sports marketing initiatives, facilities and future venue development.
 - Resort Management Office support.

Workforce Development: The Virginia Beach Hospitality PAC believes that Virginia is the number one state to do business in and work. The Virginia Beach Hospitality PAC supports Virginia as a right-to-work state and opposes efforts to expand burdensome requirements on business owners, such as predictive scheduling, mandatory paid leave, etc.

- The Virginia Beach Hospitality PAC supports workforce housing initiatives for J1 students as well as affordable housing to support all staffing needs during seasonal high demand.

Parking and Public | Private Development Initiatives: The Virginia Beach Hospitality PAC supports tourism related enhanced projects for the betterment of the oceanfront community to create year-round opportunities. Initiatives supported by The Virginia Beach Hospitality PAC include additional and strategic parking for residents, employees, and visitors.

Support of Existing Resort Community Pillars: The Virginia Beach Hospitality PAC supports funding and sustenance of Virginia Beach icons and successes which includes the Virginia Aquarium and Marine Science Center.

Legislative initiatives: Working in tandem with Virginia Restaurant Lodging and Tourism Association (VRLTA) initiatives that align with Virginia Beach's position and goals. Priority to maintain Virginia Beach's image of a family friendly, first-class destination while monitoring Issues to include cannabis regulation, short term rental guidelines, and special event zones.