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Virginia Beach Restaurant Association and Virginia Restaurant, Lodging & Travel Association Launch Next Phase of “86 the VB Meals Tax” Campaign

Virginia Beach, VA — July 7, 2026 - The Virginia Beach Restaurant Association (VBRA), in partnership with the Virginia Restaurant, Lodging & Travel Association (VRLTA), today announced the next phase of the 86 the VB Meals Tax campaign, a grassroots advocacy initiative encouraging the Virginia Beach City Council to reduce the City’s 6% Meals Tax.

The campaign comes at a time when restaurants continue to navigate rising costs for food, labor, insurance, rent, utilities, and credit card processing, while consumers are also feeling the effects of higher prices on everyday purchases.

“Virginia Beach restaurants are more than places to enjoy a meal—they are small businesses that employ thousands of people, support local suppliers, attract visitors, and serve as gathering places for our community,” said Martha Davenport, Executive Director of the Virginia Beach Restaurant Association. “Our goal is to work collaboratively with City Council to find meaningful tax relief that benefits both restaurants and the residents and visitors they serve.”

The 86 the VB Meals Tax campaign encourages restaurant owners, hospitality employees, local residents, and visitors to make their voices heard by contacting City Council and expressing their support for reducing the Meals Tax.

“Many of us are feeling it,” Davenport said. “Restaurant owners are feeling it. Employees are feeling it. Families are feeling it. We believe this is an opportunity for our community to come together and advocate for policies that strengthen Virginia Beach’s hospitality industry and make dining out more affordable.”

As part of the next phase of the campaign, VBRA and VRLTA will distribute educational posters and palm cards to participating VBRA member restaurants throughout Virginia Beach in the coming weeks. The materials will help inform diners about the Meals Tax and encourage community participation in the advocacy effort.

In the meantime, VBRA is encouraging member restaurants to share the campaign with their employees, customers, and email subscribers by directing them to the campaign’s online action center.

“Our restaurant industry is one of Virginia Beach’s largest small business sectors and a vital part of our local economy,” Davenport added. “When restaurants succeed, they create jobs, support local farmers, watermen, distributors, artists, and countless other businesses throughout our region. This campaign is about ensuring that our hospitality industry remains competitive for years to come.”

Community members can learn more about the campaign and send a message to the Virginia Beach City Council by visiting: [Campaign Link](#)

To learn more about VBRA’s advocacy efforts, please visit [here](#).

ABOUT THE VIRGINIA BEACH RESTAURANT ASSOCIATION

The Virginia Beach Restaurant Association (VBRA) is the only dedicated restaurant business association in Hampton Roads, representing over 130 local restaurants.

VBRA advocates for policies that support a vibrant, sustainable hospitality industry while promoting Virginia Beach as a premier culinary destination.

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