

# BOARD OF DIRECTORS MEETING

*June 22, 2026*



# AGENDA



- Call to Order
- Consent Agenda:
  - Approval of previous meeting minutes
  - Financial statement
- Director's Report
- Closed Session
- Public Comment
- Board Announcements
- Adjourn

# CONSENT AGENDA



- Approval of Previous Meeting Minutes
- Financial Statement



# DIRECTOR'S REPORT



# STRATEGIC PLAN PROGRESS

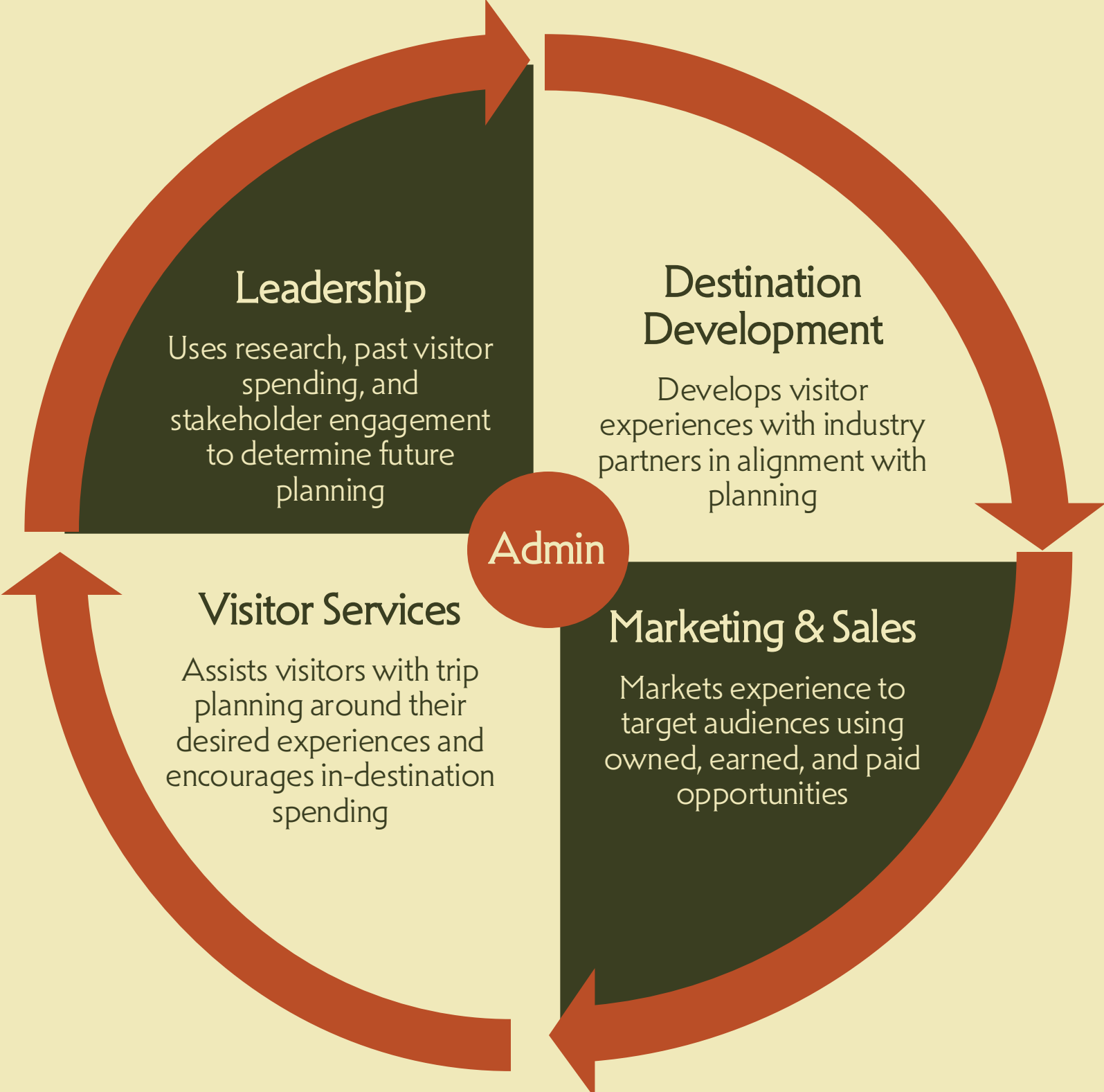
---

# STRATEGIC PLAN PROGRESS: YEAR 1

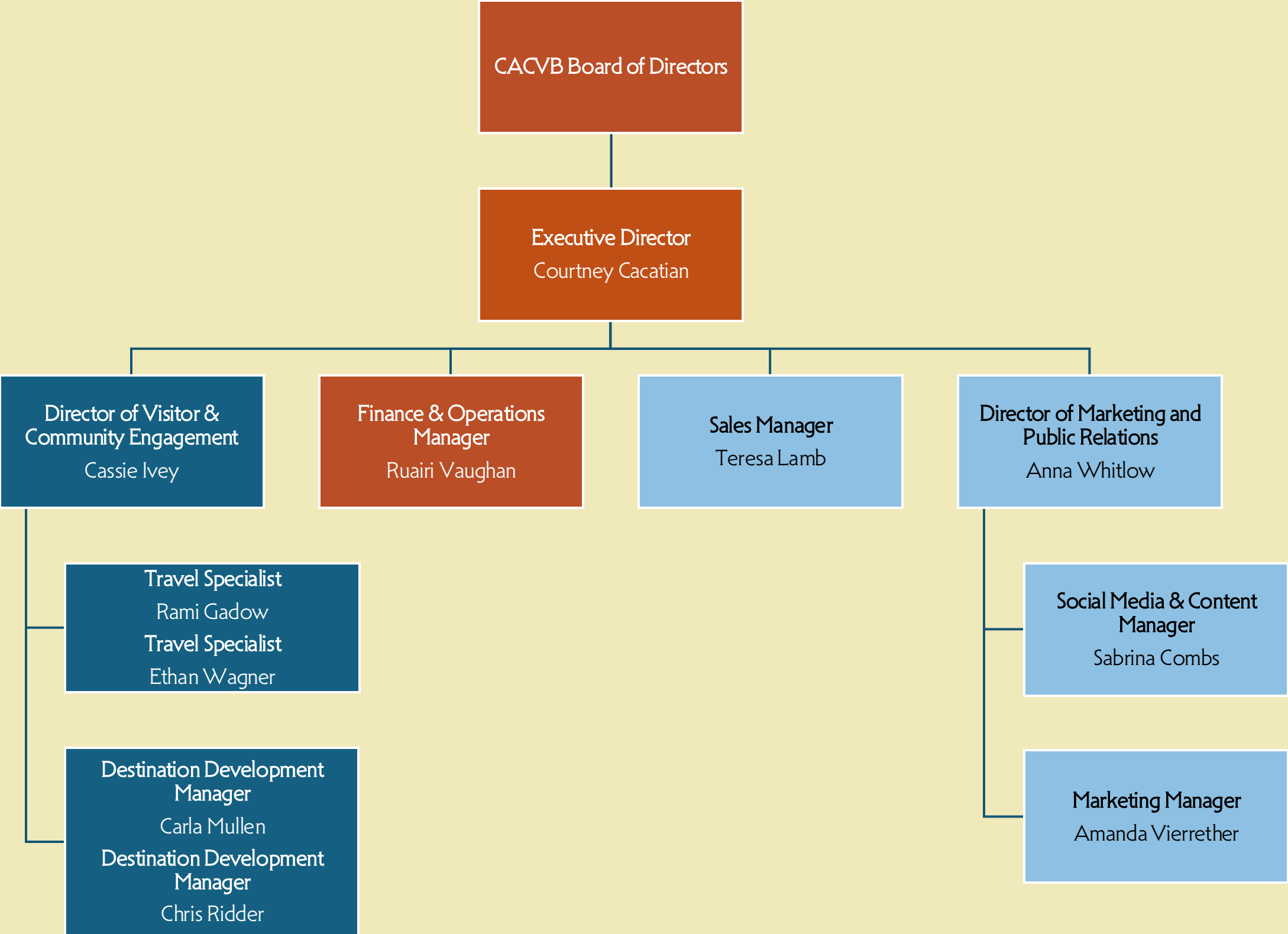


- Amplify Visitor Experiences
  - Rebranding
- Fostering a Welcoming Community
  - Accessibility
  - Tourism for All
- Strengthen Community Partnerships
  - Food & Beverage Campaign
  - VA250
- Enhance local quality of life
  - Crisis Communications Plan
- Boost Sustainable Economic Growth
  - Mid-Week Business
  - Downtown Mall's 50th
- Critical Business Imperatives
  - Work that continues regardless of strategic plan goals

# CACVB STRUCTURE



# CACVB STRUCTURE



Executive

Engagement

Promotion

VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

**AMPLIFY VISITOR EXPERIENCES**

# CACVB REBRAND



**Strategic Plan Goal:** Develop a brand that creates a distinct identity for the Charlottesville-Albemarle region and builds visitor recognition of our destination and its assets.

- What does our new brand do that our previous could not?
- Reflect tourism assets of Charlottesville and Albemarle County
- Create an image of our area that feels relatable and inspires action
- What has the feedback been so far?
- More than 11,000,000 advertising impressions with new logos
- Partner and community engagement through requests to include our logo on promotional items
- Stronger visibility for Mobile Visitor Centers throughout their routes and in visitor locations



# Timeline



Rebrand Agency  
Selected  
(May 2025)

Initial Rebrand  
Presentation  
(August 2025)

Logo Design  
Process  
(Fall 2025)

New Logo Rolled Out to  
CACVB Board  
(December 2025)

Full Brand  
Reveal  
(February 2026)



Community Input  
Sessions and  
Survey  
(Summer 2025)

Special Board  
Meeting for  
Revised Logo  
Direction  
(September 2025)

Advertising Campaign  
Development  
(Fall)

Revamped  
VisitCharlottesville.  
org Launched  
(January 2026)

Advertising  
Campaign  
Launched  
(March 2026)

# What were the Outcomes?



- Community Feedback and Input:
  - 439 survey respondents and 7 in-person focus groups to gauge local resident and tourism stakeholder opinion in brand development
  - Rebrand incorporates the feedback about creating a welcoming environment and celebrating the area's assets
- New Marketing Materials:
  - Updated Advertisements
  - New Mobile Visitor Centers
  - Reskinned Website (More than 1 million visitors annually)
  - Redesigned Visitor Guide (50,000 distributed annually)
- Advertising Placements:
  - Digital advertising led to 11,987,098 impressions and 131,703 clicks, a click through rate of 1.10% with a cost per click of \$1.00 (March 2026 to May 2026)
  - Placements have been across Google Ads, Meta (Facebook and Instagram) and other digital display, all with a focus of creating awareness of Charlottesville and Albemarle County in regional targets to high-travel intent audiences

VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

**FOSTER A WELCOMING COMMUNITY**

# ACCESSIBLE VISITOR EXPERIENCES



- Strategic Plan Goal: Identify and promote visitor experiences that remove barriers and provide equal opportunities for everyone regardless of their abilities.
- What defines our message?
- Partners: Focus on collaboration, shared responsibility, education, and practical impact.
- Visitors: Emphasize welcome, clarity, and confidence in planning.
- What are our vehicles for change?
- Grants/Product Development
- Wheel the World
- Tourism for All
- Promotional Materials



# Timeline



VTC Awards  
CACVB \$10,000  
(Spring 2025)

Wheel the World  
Assessments  
(Summer 2025)

3-Day FAM Tour with  
Downs & Towns  
(Fall 2025)

Downs & Towns Training  
and Content Delivery  
(Winter 2025-26)

ESTO  
Submission  
(Spring 2026)



VTC Workshop  
with Partners  
(Spring 2025)

FAM Tour  
Planning with  
Downs &  
Towns  
(Summer 2025)

Wheel the  
World Webinar  
(Fall 2025)

Tourism for All  
& VAM  
Conferences  
(Winter 2026)

Final Grant  
Report  
(Summer 2026)

# What were the Outcomes?



- Experiential/ On-the-ground Tactics:
  - 3-day Familiarization (FAM) tour with Downs & Towns and 20+ partners
  - 7 new Wheel the World assessments (Total Assessed 65+)
- Content Creation Channels:
  - Professional photography with Downs & Towns (600+ Images)
  - Blog content featuring accessible experiences and itinerary for visitors ([View Here](#))
  - Social media content highlighting FAM tour (66,373 Impressions | 1,506 Engagements)
  - Inclusion in Visitor Guide (50,000 distributed annually)
- Education/Industry Channels:
  - Training materials developed for Tourism for All cohort
  - Accessibility Photography and Advertising SOP
  - Accessibility Panel at TFA (Rating "Very Applicable") + Accessibility Panel at VAM (Rating 4.7 out of 5)
  - VTC workshop with 25 partners and disability advocates
  - Wheel the World Webinar in November

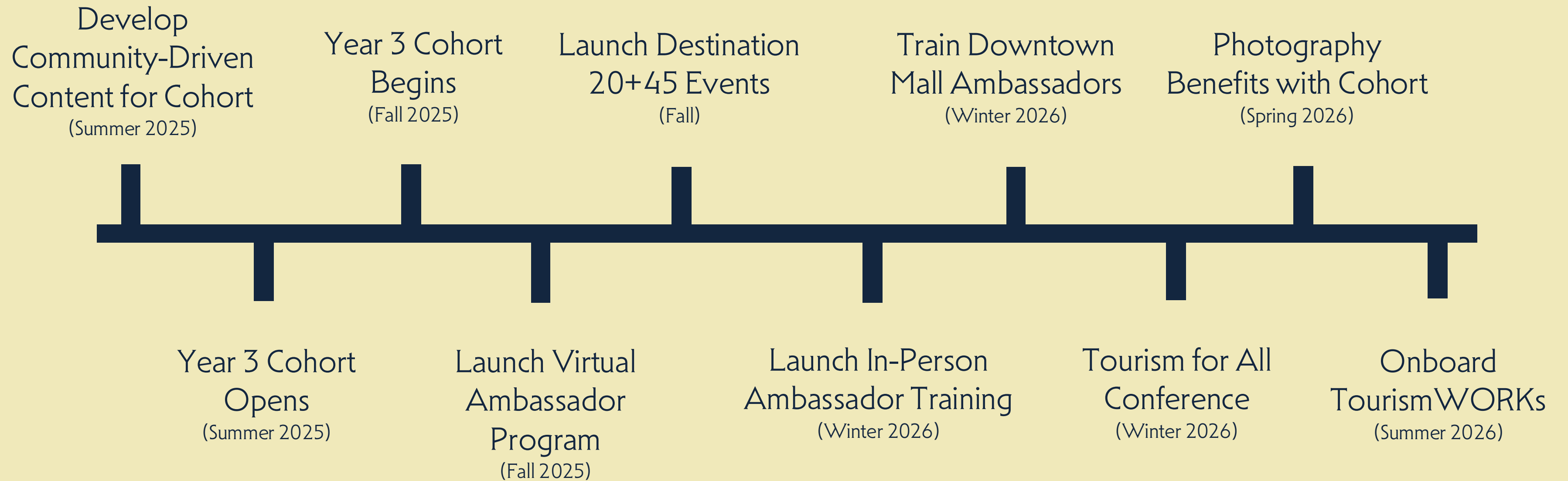
# TOURISM FOR ALL AMBASSADORS



- Strategic Plan Goal: Develop ambassadors through an extension of Tourism for All programming to instill pride and inclusion when welcoming visitors in our destination.
- What defines our message?
- Partners: Tourism for All programs cultivate welcoming community ambassadors/partners.
- Visitors: Emphasize feeling welcomed, valued, and heard.
- What are our vehicles for change?
  - TFA Conference
  - TFA Ambassadors
  - TFA Cohort
  - TourismWORKs



# Timeline



# What were the Outcomes?



- Tourism for All Conference
  - 89 partners in attendance for 2026 (same as 2025), 15 tourism businesses highlighted
  - Attendees rated content of the conference as “Very Applicable”
  - Attendees rated the logistics of the conference as “Exceeding Expectations”
  - Survey results indicated support for charging a conference fee
- Tourism for All Ambassadors and Destination 20+45 Events
  - 4 D20+45 Events (25 partners per event)
  - Overall ratings from year 1 attendees marked the events as “Valuable” or “Very Valuable”
  - Virtual Ambassador program launched, current enrollment 4
  - In-person program launched, Downtown Mall ambassadors trained, interest from Ivy Creek and Loving Cup
- Tourism for All Cohort
  - Graduated 8 Partners (25 total since creation)
  - Moved to community-driven content vs. Destinations International
  - Included photography benefit that then marketing could leverage
  - NEW! TourismWORKs benefit.

VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

**STRENGTHEN COMMUNITY PARTNERSHIPS**

# F&B PROMOTIONAL CAMPAIGN



- Strategic Plan Goal: Develop a promotional campaign alongside food and beverage partners to strengthen relationships and promote Charlottesville and Albemarle County as a premier culinary destination.
- What defines our message?
- Partners: F&B partners are part of the tourism ecosystem and the CACVB has free resources to take advantage of.
- Visitors: Promote Charlottesville and Albemarle County as a premier culinary destination.
- What are our vehicles for change?
- Partner Outreach & Education
- Marketing and Asset Creation



# Timeline



Coffee & Conversations  
with City Economic  
Development  
(Fall 2025)

Senior Stay Day,  
F&B Invites & Panel  
(Winter 2026)

Photoshoot with  
Tourism Partners  
(Spring 2026)



Founding Footprints  
F&B Episodes  
(Fall-Winter 2025)

TFA Conference  
featuring Savor Studio  
(Winter 2026)

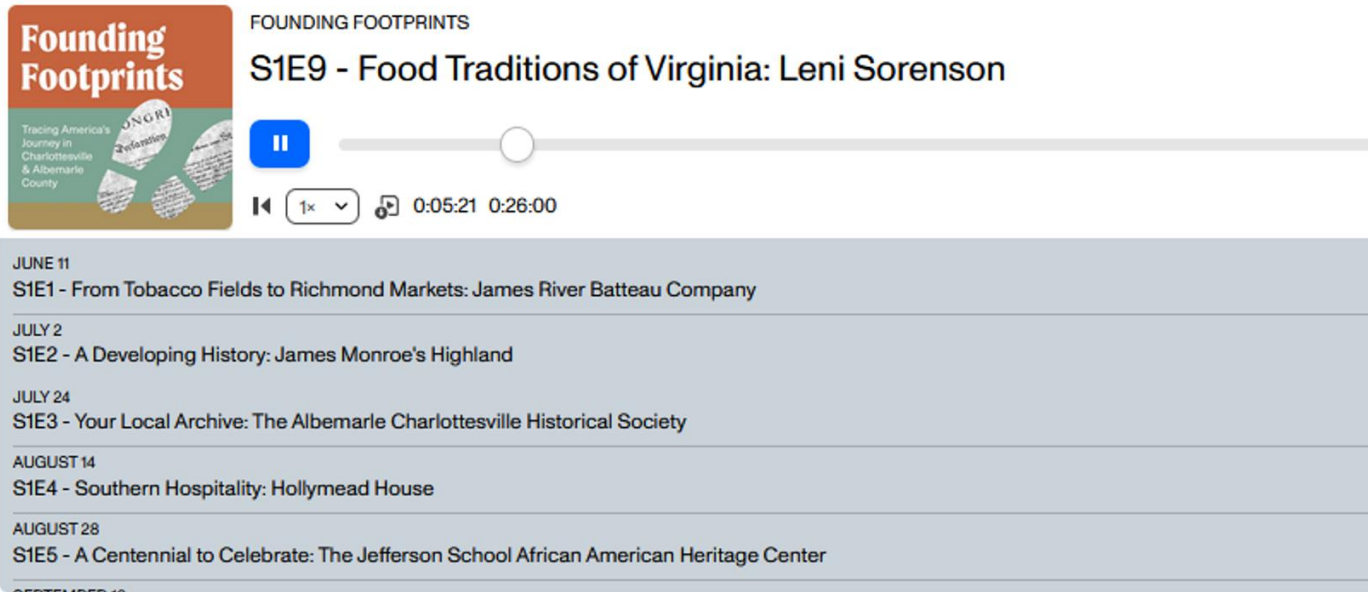
Outreach to F&B  
Partners about Web  
Listings.  
(Summer 2026)

# What were the Outcomes?



- Partner Outreach & Education
  - 8 F&B FAM Tours/Meetings on operations, events and groups, and CACVB resources
  - Destination Development has reached out to 20 F&B partners about having a free listing on our website
  - Zero attendance from F&B partners at the fall Coffee & Conversations with City Economic Development
  - Workforce Panel highlighting ACPS Savor Studio and Culinary Concepts (Rated "Valuable" at TFA Conference)
  - F&B partners made up 5% of the 16% of tourism partners at Senior Stay Day and Community Job Fair
  - Continual presence on Charlottesville Ale Trail and Monticello Wine Trail
- Marketing & Asset Creation
  - Spring photoshoot (15 of the 19 stops were F&B partners)
  - Episodes of Founding Footprints heavily featuring F&B partners (118 F&B mentions across project)
  - Inclusion of F&B Outlets in "What's New" Press Release and Media Outreach
  - Fall photoshoot included 5 F&B partner locations
  - Coordination with Destination Development to create blogs highlighting F&B partners

- Strategic Plan Goal: Coordinate VA250th efforts that showcase our destination's focus on revolutionary history through tours, programming, events, and exhibitions.
- What defines our message?
- Partners: Be the visitor resources for local VA250 initiatives by capitalizing on funding resources and partnerships
- Visitors: Share history leading up and during Revolution, Revolutionary ideas, and lesser-known stories
- What are our vehicles for change?
- Founding Footprints Podcast & Itineraries
- VA250 Mobile Museum
- Partner Collaborations & Grants
- Marketing



**Founding Footprints**  
Tracing America's Journey in Charlottesville & Albemarle County

FOUNDING FOOTPRINTS  
S1E9 - Food Traditions of Virginia: Leni Sorenson


JUNE 11  
S1E1 - From Tobacco Fields to Richmond Markets: James River Batteau Company

JULY 2  
S1E2 - A Developing History: James Monroe's Highland

JULY 24  
S1E3 - Your Local Archive: The Albemarle Charlottesville Historical Society


AUGUST 14  
S1E4 - Southern Hospitality: Hollymead House

AUGUST 28  
S1E5 - A Centennial to Celebrate: The Jefferson School African American Heritage Center



**Episode 2 Itinerary:  
Explore Lesser-Known  
History (Agriculture  
and Outdoor Spaces)**

LEARN MORE →



**Episode 5 Itinerary:  
Explore Lesser-Known  
History (Education and  
Civil Rights)**

LEARN MORE →

# Timeline



Visit Charlottesville starts leading the local VA250 Committee  
(As Early as 2023)

VA250 Mobile Museum visits Highland  
(Summer 2025)

Carla Mullen wins Ordinary Award for VA250 efforts  
(Fall 2025)

Content creation for History pages  
(Winter 2025)

VA250 Mobile Museum visits Downtown Mall  
(Spring 2026)



CACVB awarded VTC VA250 Marketing Leverage Program grant  
(Previous FY)

Founding Footprints 10-episode series Launches  
(Fall 2025)

VA250 letters of support for partners  
(Fall 2025)

Chesapeake Gateways Partner Meeting  
(Winter 2026)

Complete final Grant Report  
(Summer 2026)

# What were the Outcomes?



- Founding Footprints Podcast
  - 10-episode podcast with accompanying itineraries featuring over 350 partners. The podcast has received 1,215 listens.
  - So far, Itineraries 1 – 6 have been posted social media for a total of 14 posts. Those posts have garnered 236,000 impressions, 7,900 engagements, 226 link clicks, and (on Instagram) 524 saves and shares.
  - Destination Development Manager Carla Mullen wins Ordinary Award for VA250 efforts
  - Presentation at Chesapeake Gateway's Partner Meeting
- 250<sup>th</sup> Mobile Museum
  - Summer visit to James Monroe's Highland—Attendance 625 over 3 days
  - Spring visit to the Downtown Mall—Attendance to 764 over 3 days
  - Attendance at other VA locations over 3 days is 500 (Mobile Museum Manager)
  - Coverage by CBS19 and NBC29, visitation by Congressman John McGuire, City Mayor, and two County Supervisors
- Partners Collaborations, Grants & Marketing
  - Visit Charlottesville engages local VA250th committee monthly, committee includes over 100 people from 25 organizations
  - Dedicated partner- and visitor-focused VA250 webpages
  - Awarded VTC VA250 Marketing Leverage Program grant (\$10,000) for podcast, content creation, and Cville Puzzle Hunt
  - Letters of Support for \$15,800 in matching funds to promote local VA250 initiatives

VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

**ENHANCE LOCAL QUALITY OF LIFE**

# CACVB CRISIS PLAN



Strategic Plan Goal: Create a formal destination strategy for responding to global, national, and local threats that takes into considerations visitors and community members.

- How does the crisis plan reflect the specific needs of destination marketing organizations?
- Engaged board members in the tourism industry to gain insight on their businesses
- Researched DMOs nationwide and Destinations International to form the CACVB plan
- Heard from city and county government entities on how the plan can include support for emergency management from the hospitality industry
- How will we roll out the plan?
- Tested and revised during Winter Storm Fern in January 2026
- Will go live for partners in the partner portal during FY27
- Plan will be evaluated after every crisis event and updated annually

9 NS

NEWS WEATHER SPORTS FEATURES HEALTHWISE STATION WATCH LIVE

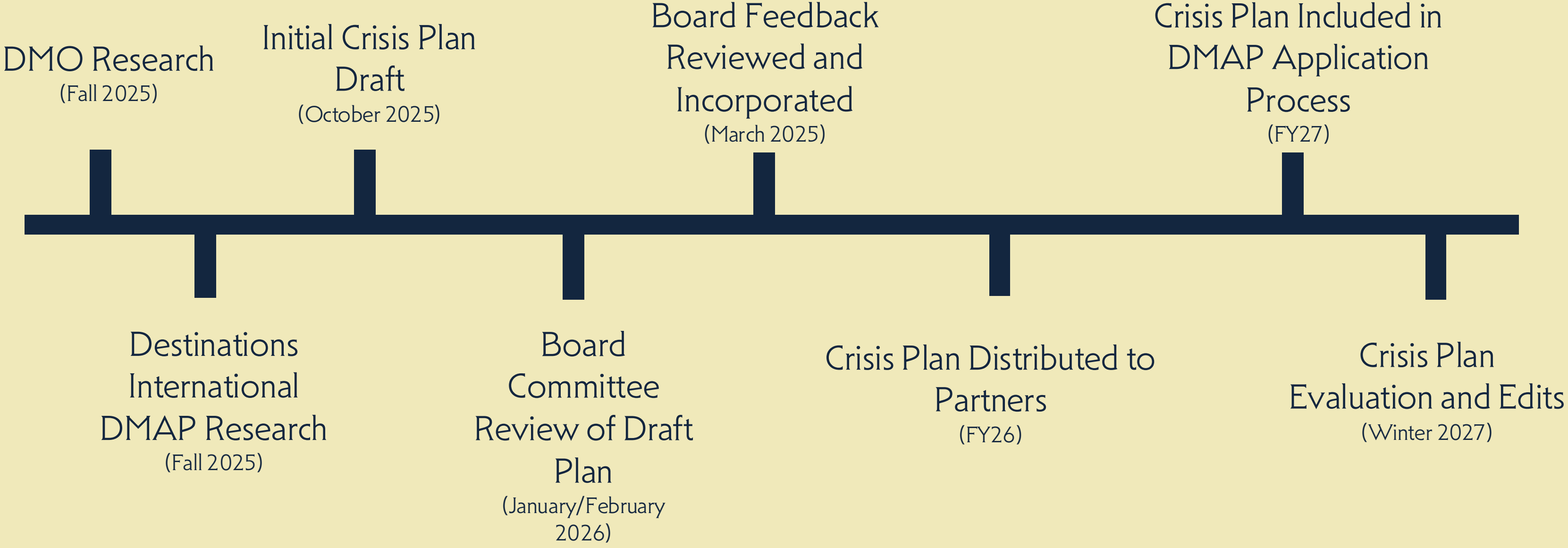
## Powerful winter storm paralyzes Central VA

News and Weather Staff Jan 25, 2026

**WINTER WEATHER THREATS THIS WEEKEND**

	LOW	POSSIBLE	HIGH
<b>DANGEROUS TRAVEL</b>	Low	Medium	High
<b>WIND DAMAGE</b>	Low	Medium	High
<b>POWER OUTAGES</b>	Low	Medium	High
<b>BELOW FREEZING</b>	Low	Medium	High

# CRISIS PLAN TIMELINE



# What were the Outcomes?



- Enhanced coordination with City and County:
  - Engaged city and county emergency management in drafting of plan and in edits to reflect their needs
  - In discussions with city and county for inclusion in their planning processes
  - Attended joint press conference prior to Winter Storm Fern
- Incorporated Industry Insights Via Board Committee
  - Addressed concerns from Board Members relevant to their industries
  - Adjusted elements of the plan to better reflect industry needs
- Built Industry Standard Plan
  - Created crisis plan that reflects Destinations International guidelines for crisis planning for DMO's
  - Consulted peer organizations for insights on their planning process

VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

**BOOST SUSTAINABLE ECONOMIC GROWTH**

# DOWNTOWN MALL 50<sup>TH</sup> ANNIVERSARY



- Strategic Plan Goal: Collaborate with downtown businesses and associations to improve the vibrancy of the Downtown Mall for its 50th anniversary (2026).
- What defines our message?
  - Partners: Focus on collaboration and alignment around key activities and events.
  - Visitors: Join us in celebrating 50 years of the heart of Charlottesville. One of few remaining places where communities can come together to shop, dine, create, and enjoy.
- What are our vehicles for change?
  - Mobile Visitor Centers & Visitor Resources
  - Leveraging VA250 Celebrations
  - Marketing & Advertising
    - Media Relations



# Timeline



Downtown Mall 50<sup>th</sup>  
Communication and  
Activation Planning  
(Winter)

Downtown Mall  
50<sup>th</sup> Presentation at  
City Council  
(Winter)

Mobile Visitor Center  
Lantern Activations  
(Month of June)

July 3-4  
Celebrations  
(Summer)



Friends of Cville present  
Downtown Mall 50<sup>th</sup> at  
the Dec. Board Meeting  
(Winter)

VA250 Mobile  
Museum on  
Downtown Mall  
(Spring)

Ride with GPS  
Downtown Mall 50<sup>th</sup>  
Route  
(Upcoming)

# What were the Outcomes?



- Mobile Visitor Centers & Visitor Resources
  - Lantern making activities started at the MVC on Wed., June. 3. These activities will be done at Downtown Mall and Ix Art Park shifts. Over the course of one month of lantern making (approximately 12 shifts), the team has the opportunity to engage with more than 350 people based on previous shift attendance.
  - This initiative is ongoing through July 3.
- Leveraging VA250 Celebrations
  - The Mobile Museum on Downtown Mall saw 764 visitors over Apr. 13-15
  - CBS19 and 29 News coverage
- Marketing & Advertising:
  - Established a partnership with Friends of Cville Downtown that led to the inclusion of Fridays After Five and a Monticello–Paramount Theater collaboration in boosting attendance for the 50th anniversary lantern parade
  - Pitched and secured an online story highlighting the merchants of the Downtown Mall and 50<sup>th</sup> anniversary events in Garden & Gun

# 1 Amplify Visitor Experiences

Strategic Plan Goals:	Yr 1 FY26	Yr 2 FY27	Yr 3 FY28	Future SP	Team Lead
Develop a brand that creates a distinct identity for the Charlottesville-Albemarle region and builds visitor recognition of our destination and its assets.	✓				Promotion
Complete a comprehensive facelift of the existing website's design, structure, functionality, and content to drive higher visitation from targeted audiences.		✓			Promotion
Increase visitation to enable greater discovery of the destination through crafting a long-term plan for brochure distribution.			✓	✓	Engagement
Purchase or upfit current Mobile Visitor Centers (MVCs) to meet the needs of our visitors and employees.			✓	✓	Engagement

## 2 Foster a Welcoming Community

Strategic Plan Goals:	Yr 1 FY26	Yr 2 FY27	Yr 3 FY28	Future SP	Team Lead
Identify and promote visitor experiences that remove barriers and provide equal opportunities for everyone, regardless of their disabilities.	✓	✓	✓		Engagement
Develop ambassadors through an extension of Tourism for All programming to instill pride and inclusion when welcoming visitors in our destination.	✓	✓	✓		Engagement, Executive
Complete Destinations International's DMAP accreditation to ensure the CACVB is an organization of high-quality performance and standards, equitable opportunity, and accountable to its stakeholders.		✓	✓		Executive

# 3 Strengthen Community Partnerships

Strategic Plan Goals:	Yr 1 FY26	Yr 2 FY27	Yr 3 FY28	Future SP	Team Lead
Develop a promotional campaign alongside food and beverage partners to strengthen relationships and promote Charlottesville and Albemarle County as a premier culinary destination.	✓	✓			Engagement, Promotion
Coordinate VA250th efforts that showcase our destination's focus on revolutionary history through tours, programming, events, and exhibitions.	✓	✓			Engagement, Promotion
Foster a stronger relationship with University of Virginia and UVA Foundation to increase mid-week business and visitor services, especially as the Virginia Guesthouse enters and shapes the market.		✓		✓	Executive, Engagement
Develop a partner guidebook and industry communications strategy that outlines the CACVB's development, promotional, and visitor support for partners.		✓			Engagement, Promotion

# 4 Enhance Local Quality of Life

Strategic Plan Goals:	Yr 1 FY26	Yr 2 FY27	Yr 3 FY28	Future SP	Team Lead
Create a formal destination strategy for responding to global, national, and local threats that takes into considerations visitors and community members.	✓				Executive, Promotion
Support destination-wide outdoor recreation improvement efforts by auditing web listings across multiple platforms to assess the existing representation and sentiment of the industry.		✓	✓		Engagement
Craft a destination stewardship plan (or strategy) with the goal of fostering responsible use of outdoor recreation assets and advancing a culture of caring among our stakeholders.			✓	✓	Engagement

# 5 Boost Sustainable Economic Growth

Strategic Plan Goals:	Yr 1 FY26	Yr 2 FY27	Yr 3 FY28	Future SP	Team Lead
Complete a thorough investigation of midweek business to create foundational research, possibly leading to a conference center feasibility study.	✓	✓	✓	✓	Executive, Promotion
Develop a workforce focus group for engaging students and prospective employees with professional development opportunities and job openings.		✓	✓		Engagement
Collaborate with downtown businesses and associations to improve the vibrancy of the Downtown Mall for its 50th anniversary (2026).	✓	✓			Executive, Engagement, Promotion

# STRATEGIC PLAN PROPOSED CHANGES



- Amplify Visitor Experiences:  
Purchase or upfit current Mobile Visitor Centers (MVCs) to meet the needs of our visitors and employees.

**Recommendation:** Pause for a future strategic plan due to budget constraints.

# STRATEGIC PLAN PROPOSED CHANGES



- **Strengthen Community Partnerships:** Foster a stronger relationship with University of Virginia and UVA Foundation to increase mid-week business and visitor services, especially as the Virginia Guesthouse enters and shapes the market.

**Recommendation:** Include as part of Boost Sustainable Economic Growth and the mid-week study, given that the Virginia Guesthouse does not partner with the CACVB on visitor services.

# STRATEGIC PLAN PROPOSED CHANGES



- Strengthen Community Partnerships: Develop a partner guidebook and industry communications strategy that outlines the CACVB's development, promotional, and visitor support for partners.

**Recommendation:** Reword to the following:

Develop a robust partner portal and industry communications strategy that clearly outlines CACVB's development, promotional, and visitor support resources, providing partners with easy access to tools, information, and opportunities to engage with the organization.

# STRATEGIC PLAN PROPOSED CHANGES



- Enhance local quality of life:  
Support destination-wide outdoor recreation improvement efforts by auditing web listings across multiple platforms to assess the existing representation and sentiment of the industry.

**Recommendation:** Reword to the following:

Strengthen CACVB-wide stewardship by evaluating internal department operations and identifying opportunities for improvement.

# STRATEGIC PLAN PROPOSED CHANGES



- Enhance local quality of life: Craft a destination stewardship plan (or strategy) with the goal of fostering responsible use of outdoor recreation assets and advancing a culture of caring among our stakeholders.

**Recommendation:** Reword to the following:

Craft and implement a strategy that meaningfully increases stewardship across existing programs, promoting responsible use of the destination and cultivating a shared culture of care among stakeholders.

# HIGHLIGHTS



- Virginia Guesthouse and Birdwood openings
- Chamber2Chamber trip to Chapel Hill
- Southern Pilgrimage with Monticello and UVA
- Governor's Economic Development Policy session
- Two Charlottesville city features (request into County for Monday Minute)
- CIC Spring Luncheon
- Performance reviews and leadership strategic planning
- Botanical Garden of the Piedmont groundbreaking
- Henley Middle School Career Day
- VTC team filmed Heart & Soul segment



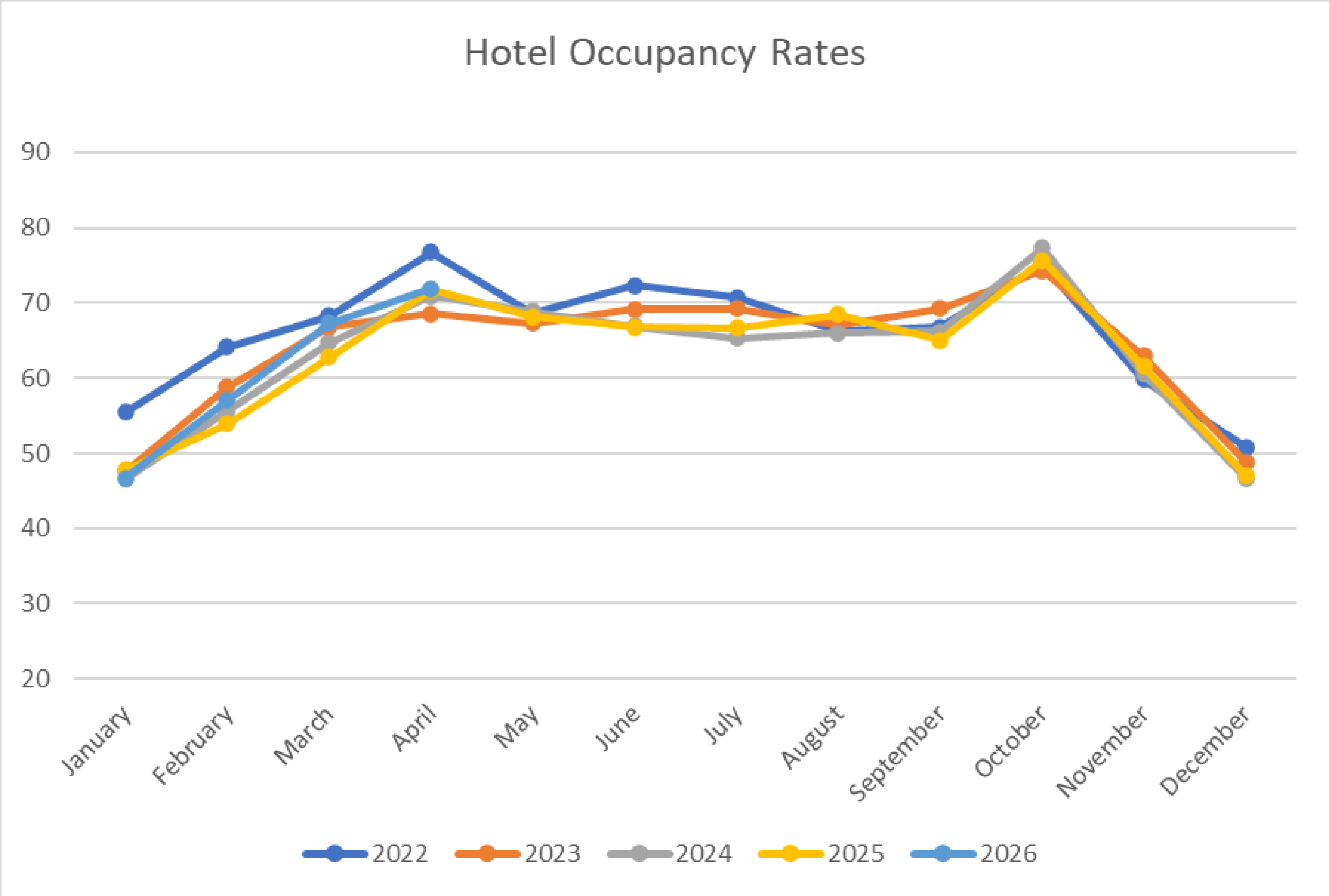
# COMING SOON



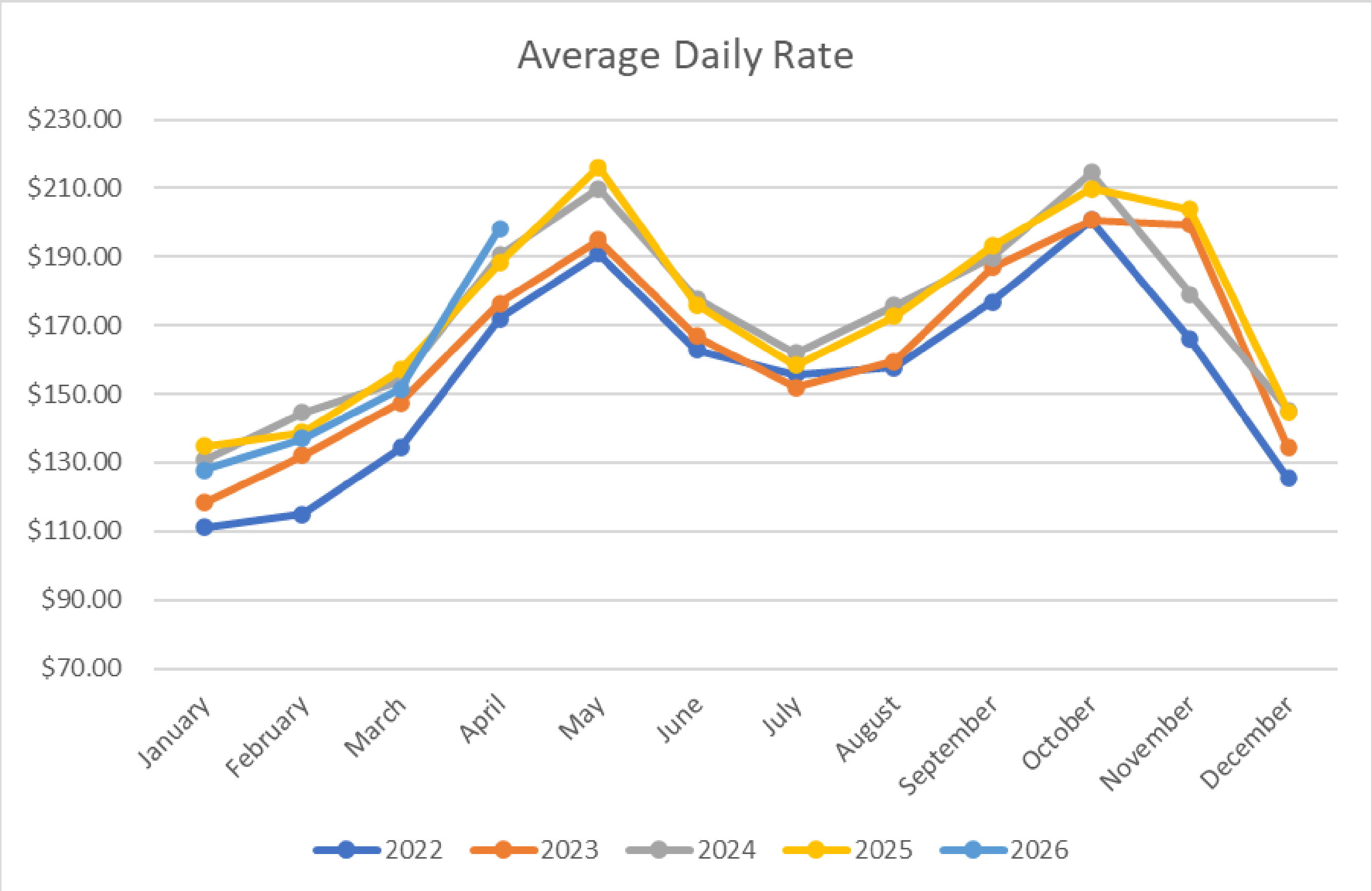
- Civic Season: Juneteenth through July 4<sup>th</sup>
- Monticello Wine Week
- Accommodations Directors of Sales meeting at the Virginia Guesthouse July 1
- VADMO board retreat
- Destinations International Annual Conference
- Finalize FY2027 team goals
- Virginia Tourism Corporation strategic leadership meeting
- CACVB board meeting August 24



# HOTEL OCCUPANCY



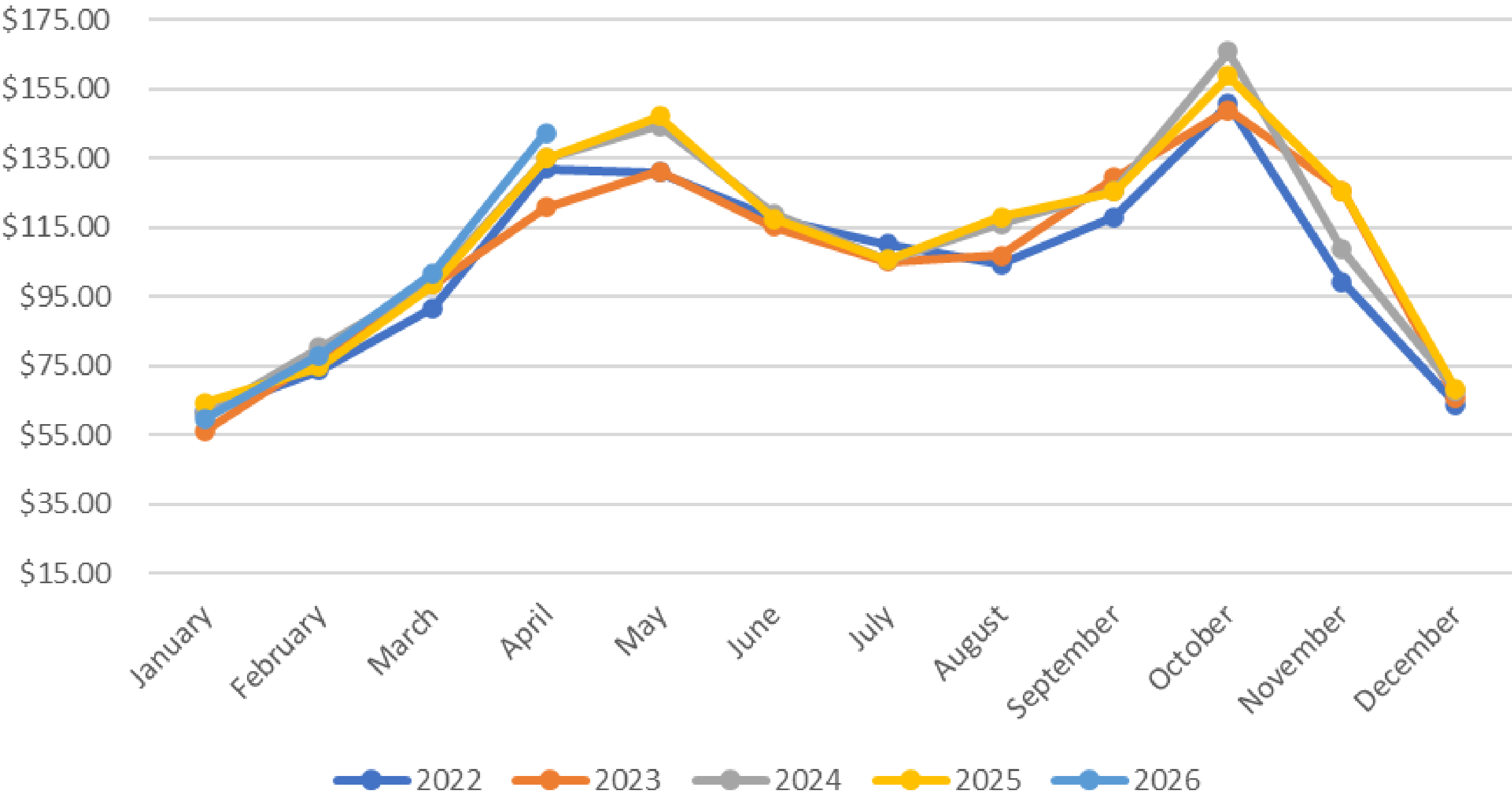
# HOTEL AVERAGE DAILY RATE



# HOTEL REVENUE PER AVAILABLE ROOM



Revenue per Available Room





# MARKETING AND PUBLIC RELATIONS UPDATE

---



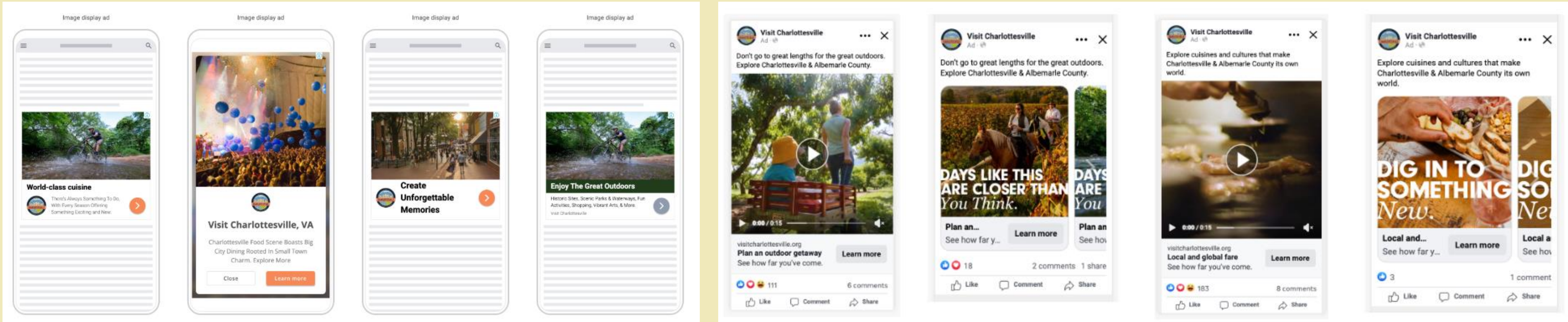
# MARKETING AND PR UPDATES

# CACVB MARKETING AND PR UPDATES



- Received \$30,000 VTC Marketing Leverage Grant for production of new [visitcharlottesville.org](https://www.visitcharlottesville.org) and campaigns targeting UVA alumni
- Finalized FY27 budget and planning to drive new campaigns for advertising, public relations and social media
- Conducted a 5-day, 19-location photo and video shoot for production of new brand video, new advertising assets, new social media assets, and new website content
- Celebrated National Travel and Tourism Week with release of Tourism For All video via LinkedIn
- Appeared on local news outlets to talk about the economic impact of UVA Final Exercises, the opening of the Virginia Guesthouse, and the NCAA Men's Lacrosse Championships

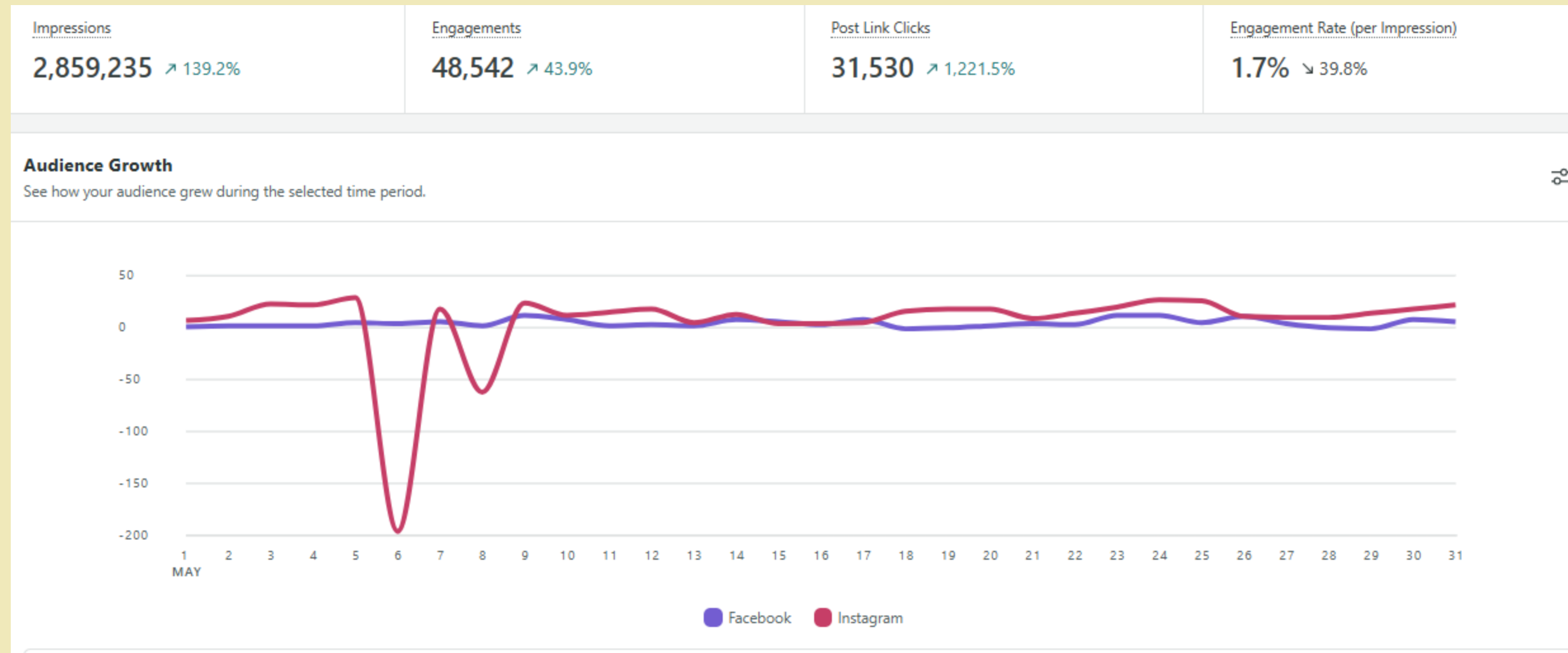
# CACVB PAID MEDIA CAMPAIGN HIGHLIGHTS



	Clicks	Impressions	CTR	Spend
Google Ads	22,861	764,565	2.99%	\$18,319
Meta	84,252	3,385,360	2.49%	\$24,180
Digital	24,590	7,837,173	0.31%	\$89,176
Totals	131,703	11,987,098	1.10%	\$131,674.29

*Timeline: March 2026 through May 2026*


# CACVB SOCIAL MEDIA HIGHLIGHTS




- We have focused on increasing impressions and engagement with both organic and paid social media efforts.
  - Net audience growth of **264 followers** (the dip on May 6th represents a purge of bot/inactive accounts by Meta)
  - Organically, our **engagement rate is 3.3% on Facebook and 1.4% on Instagram**
  - Post links, which lead predominantly to VisitCharlottesville.org, are **up 1,221.5% from May 2025.**

# CACVB SOCIAL MEDIA HIGHLIGHTS



 **charlottesvilleva**  
 Mon 5/4/2026 4:54 pm EDT

Welcome to Charlottesville,  
**@kafemontbleu!** 🍌 🍷 🍷  
 ...




<u>Engagements</u>	1,923
<u>Likes</u>	1,158
<u>Comments</u>	8
<u>Shares</u>	616
<u>Saves</u>	141

 **charlottesvilleva**  
 Fri 5/8/2026 7:42 pm EDT


A day well spent in Crozet ❤️  
 9AM @crozetcrepecompany breakfast...




<u>Engagements</u>	1,013
<u>Likes</u>	595
<u>Comments</u>	13
<u>Shares</u>	224
<u>Saves</u>	181

 **charlottesvilleva**  
 Wed 5/27/2026 11:41 am EDT


Welcome to Charlottesville! A small sampling of free things to do around town this summer — each photo is tagged wit...



<u>Engagements</u>	714
<u>Likes</u>	487
<u>Comments</u>	6
<u>Shares</u>	106
<u>Saves</u>	115

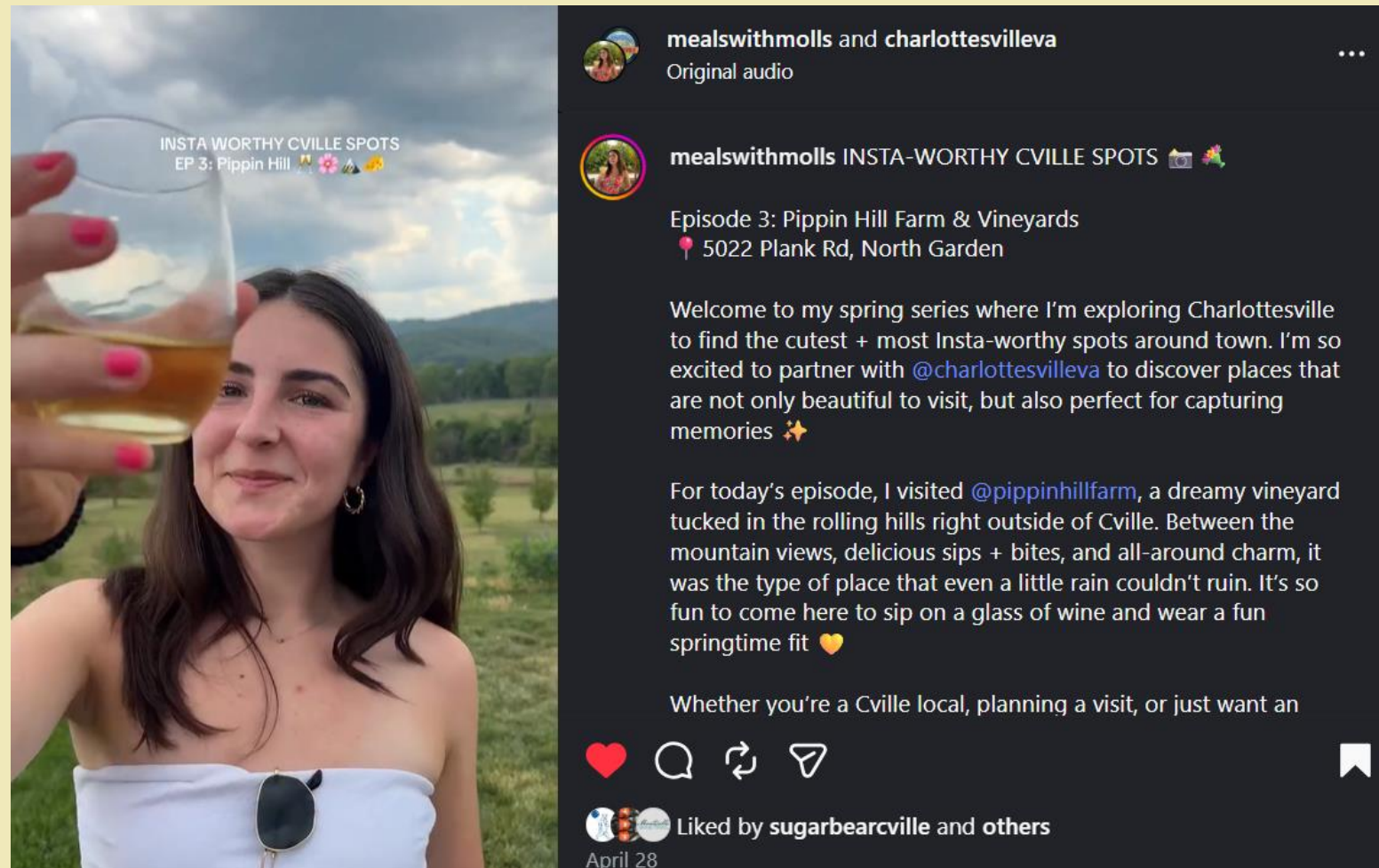
 **charlottesvilleva**  
 Sun 5/10/2026 10:28 am EDT

is it too soon to start planning? 🍂 ❤️  
 📸: @aerowingva gorgeous shot of...



<u>Engagements</u>	606
<u>Likes</u>	561
<u>Comments</u>	4
<u>Shares</u>	22
<u>Saves</u>	19

# CACVB SOCIAL MEDIA HIGHLIGHTS

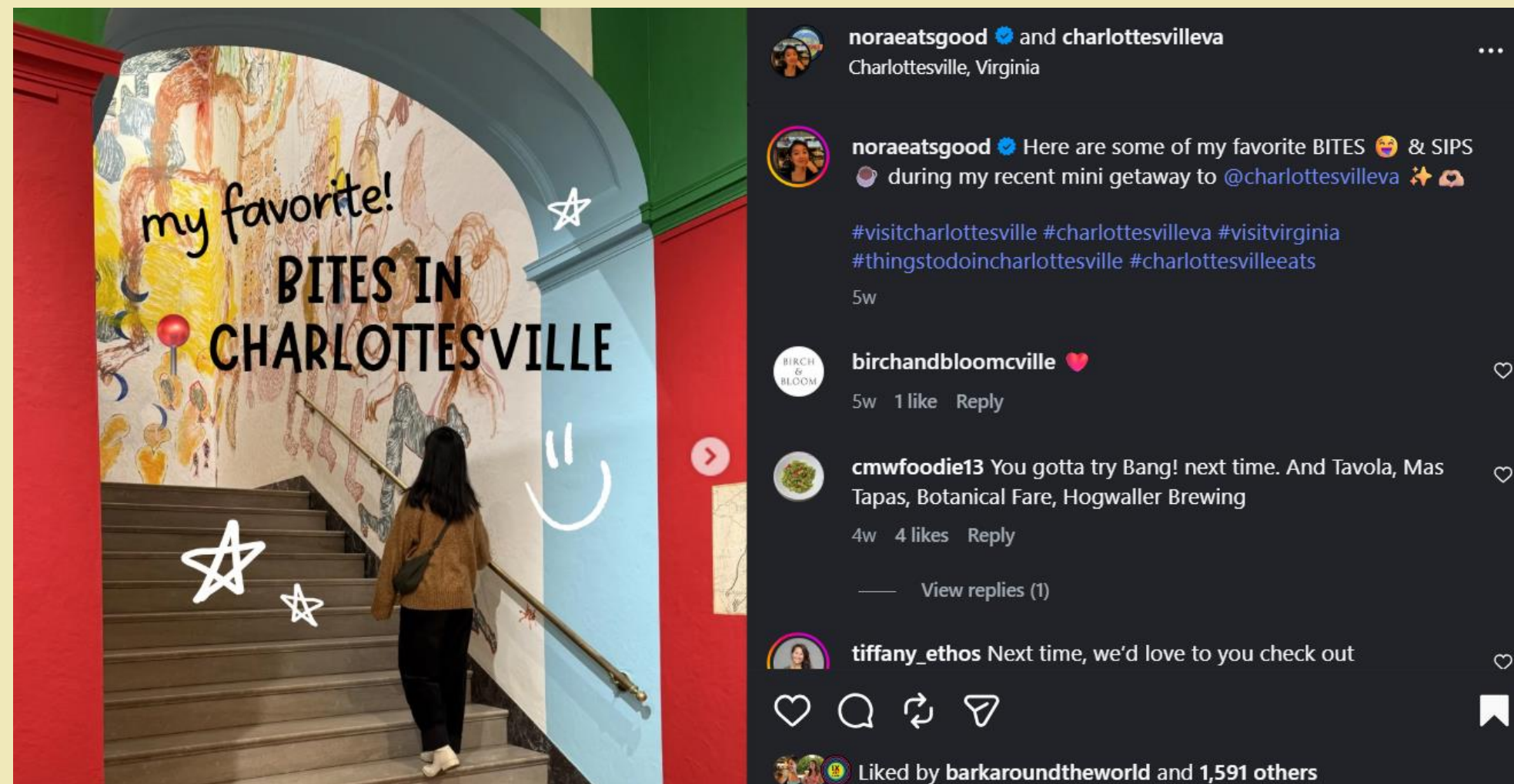


Collaborated with RVA food influencer @NoraEatsGood in April to promote F&B in the area with a reel, photo carousel, and stories.

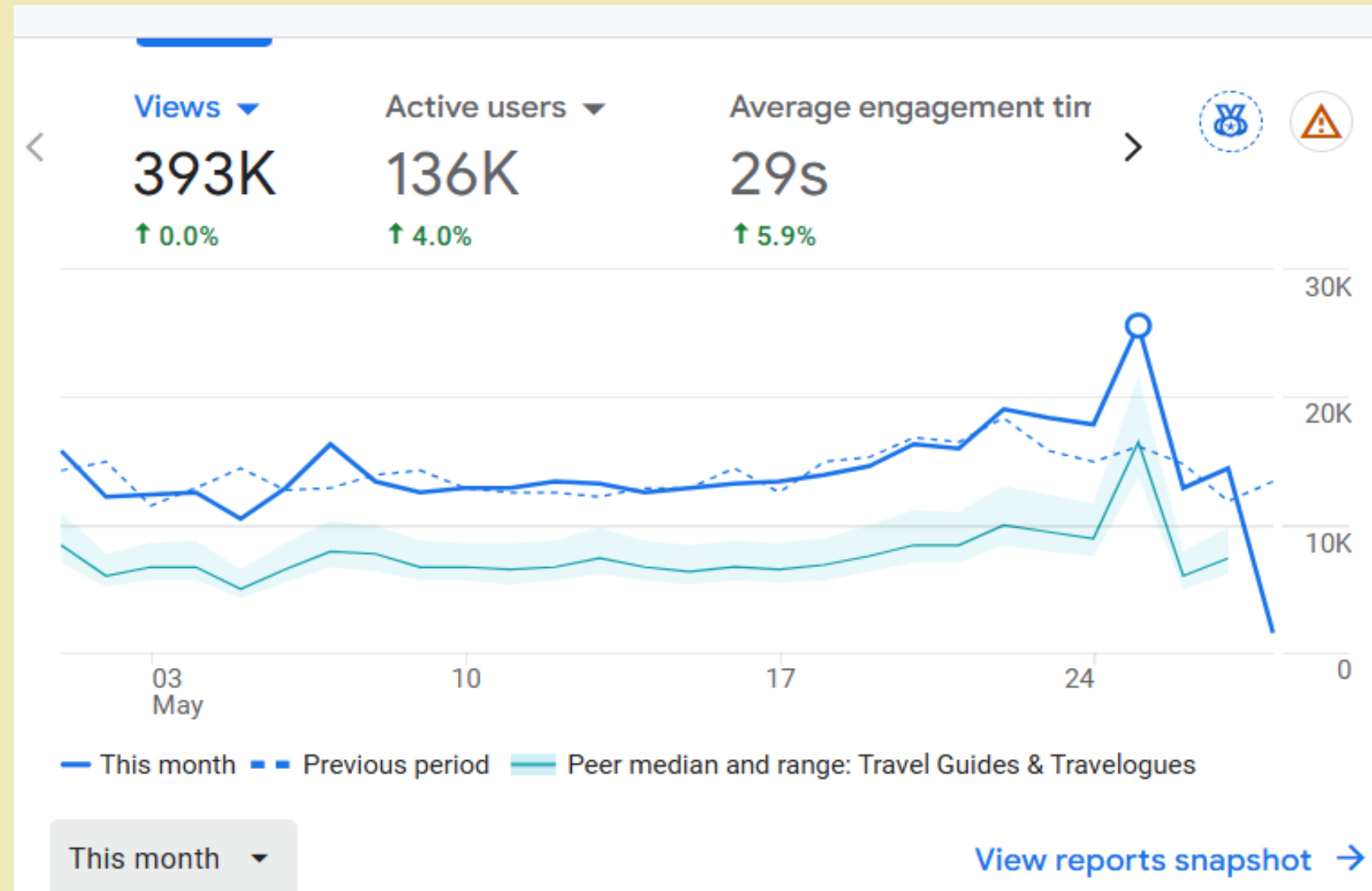
Views: 123,000 | Shares: 1,005 | Saves: 1,250  
Followers Gained: 121

Collaborated with UVA graduate and local influencer @MealsWithMolls on a five video series in April/May highlighting "Insta-worthy" spots in Charlottesville and Albemarle County.

Views: 85,880 | Shares: 293 | Followers Gained: 99



# WEBSITE HIGHLIGHTS



- VisitCharlottesville.org had 393,000 views in May 2026, representing a 26% increase year over year

# WEBSITE HIGHLIGHTS



Page path and screen class ▾ +		↓ Views -----
Total		<b>392,876</b> 100% of total
1	/	106,854 (27.2%)
2	/food-drink/	21,187 (5.39%)
3	/events/	20,485 (5.21%)
4	/things-to-do/	16,585 (4.22%)
5	/lacrosse-championship-charlottesville/	15,118 (3.85%)
6	/events/concerts-live-music/	14,719 (3.75%)
7	/toastto2026/	11,203 (2.85%)

- For the May 2026 time period, the top visited sub-page was the Charlottesville restaurants and dining page, exceeding the events page for the time period
- The CACVB ran digital advertising campaigns to support the Lacrosse Championship page as well as a partnered campaign with Loudoun County around wine regions, which elevated both pages to the top 7 pages visited

# NEWSLETTER HIGHLIGHTS



The screenshot shows a dark blue newsletter email layout. At the top center is the Charlottesville Albemarle County logo. Below it is the title "May Roundup: Worth the Trip!" in a light yellow font. A paragraph of text describes the month of May in the region. Below the text are three call-to-action buttons: a large light yellow button for "VIEW OUR SPRING BUCKET LIST" with a purple circle containing the number "69" overlaid; a blue button for "PLACES TO STAY" with a purple circle containing "36"; an orange button for "EVENTS CALendars" with a purple circle containing "112"; and a green button for "MAY THINGS TO DO" with a purple circle containing "54".

- The consumer-focused May newsletter was sent to 12,257 subscribers and had a 46.2% open rate and 3.2% click rate
- Events remain a click driver in the Consumer Newsletter



Sales Update

---

# CACVB SALES EFFORTS



## Requests for Proposals:

- Assisted with and/or distributed 25 new RFPs

## Trade Shows Attended:

- Governor Spanberger's Strategic Tourism Plan announcement held at Level 10
- African American Travel Conference in Birmingham, AL with 48 appointments
- Monticello Wreath Laying in honor of Founders Day
- SGMP Joint Leadership Meeting (Virtually)
- SGMP Chapter Leadership Meeting (Virtually)
- Virginia Guesthouse Open House
- VSAE Annual Conference in Williamsburg, VA
- SGMP Monthly Meeting in Richmond, VA
- VADMO Sales Mission – met with 25 AAA offices and 13 Group Tour Operators

throughout WV, PA, DE, and MD.



# CACVB SALES EFFORTS



## Partner Meetings

- Jefferson School Foundation
- Stay Charlottesville
- CoCo's Adventure Factory
- WorldStrides
- Jefferson School City Center

## Site Visit

- Virginia Association of Museums at the Virginia Guesthouse

## Welcome Bags Distributed:

- 161 welcome bags delivered to 2 different groups

Arranged parking for 2 Tour Groups visiting the Downtown Mall





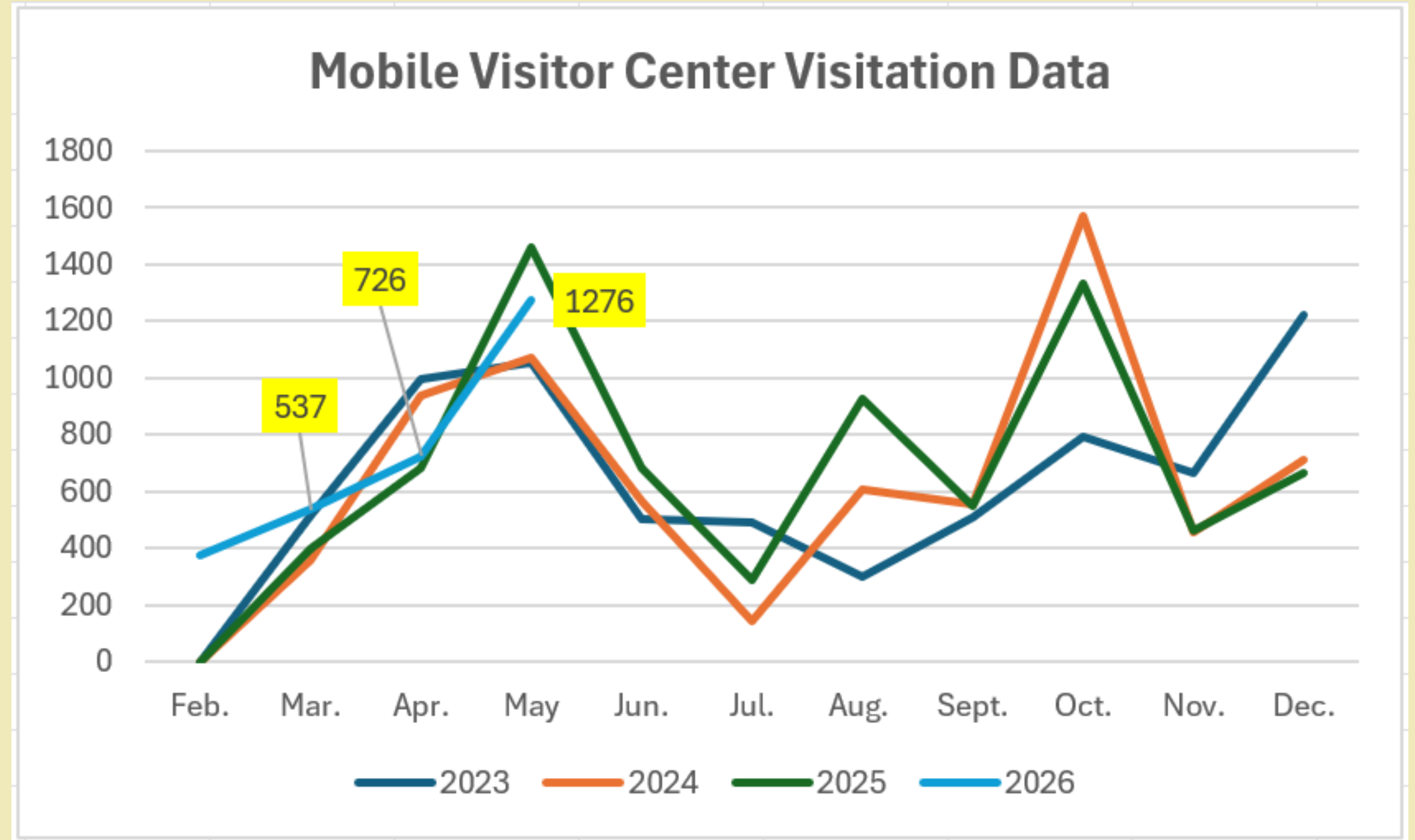
# VISITOR SERVICES UPDATES



# MOBILE VISITOR CENTER UPDATES



- Numbers include MVC visitation, office, and special event participation.
- So far visitation in 2026 is trending above 2025 (up 14%).
- First time attending 1<sup>st</sup> Annual Filipino Spring Festival, NCAA Fan Zone events, Pints on Preston, UVA alumni events, and both days of the Crozet Arts & Craft Festival.



# VISITOR SERVICES UPDATES



## All Brochure Distribution (up to June 1)

- FY26: 62,961
- FY25: 64,045

## Visitor Guide Distribution (up to June 1)

- FY26: 16,909
- FY25: 15,405

- During June, the team will run lantern making activities at the Mobile Visitor Center to support the Downtown Mall 50<sup>th</sup> lantern parade on July 3.



# DESTINATION DEVELOPMENT UPDATES



# DESTINATION DEVELOPMENT UPDATES



## Partner Support & Education

- On May 15, the CACVB hosted Coffee & Conversations with Charlottesville's Economic Development Office. 35 people were in attendance.
- Discover Black Cville Committee meetings resumed with newly awarded contract to 4Z Digital. Kick-off meeting included proposed committee roles.
- DDM Chris Ridder attended the National Outdoor Recreation Conference ahead of setting FY27 stewardship goals.
- The Local Planning Committee for Virginia Association of Museums (VAM) kicks off June 16. Cassie Ivey and Jason Woodle of Highlands are leading efforts.
- DDM Carla Mullen provided letters of supports to local partners helping secure \$65,400 grant funds.

## Business & Event Listings

- Since the start of FY26, more than 1,400 special events have been reviewed and approved, ensuring compliance with CACVB standards, requirements of the CMBS, and visitor priorities. That's approximately 130 partner interactions a month with DDMs.
- Since the start of FY26, 50 new businesses have been added to Visitcharlottesville.org, and 71 new CRM accounts have been created.
- Over the summer, DDMs and the CACVB will be building a large guide for using iDSS/the CRM.

# DESTINATION DEVELOPMENT



## FY27 Programming

- Destination 20+45 Events | An informal coffee social with 15-min. presentation
  - Jul. 29: The Collaboration Code: Creators Talk Working With Brands
  - Sept. 23: Right Event, Right Time: Planning Without Oversaturating the Calendar
  - Nov. 18: Beyond the Basics: Creating Experiences That Feel Premium
  - Jan. 27: Shared Stewardship: What Makes Our Destination Special
  - May 26: Access for All: Honoring Global Accessibility Awareness Day
- Industry Sprint | A focused period of meetings to engage partners with the CACVB
  - First Sprint: August 10-21
- Tourism for All Cohort | 6-month program to develop an action plan
  - Registration runs July 6-August 28.
  - Cohort starts on Sept. 8
- Tourism for All Conference | 1-day conference highlighting our destination
  - February 23, 2027 (Mar. 3 Snow Date)





**CLOSED SESSION**

---



# PUBLIC COMMENT

---



# BOARD ANNOUNCEMENTS

---



ADJOURN

---