

BOARD OF DIRECTORS MEETING

August 24, 2026



AGENDA



- Call to Order
- Consent Agenda:
 - Approval of previous meeting minutes
 - Financial statement
 - FY26 year end financial statement
- Director's Report
 - Approval of fund balance
- Public Comment
- Board Announcements
- Adjourn

CONSENT AGENDA



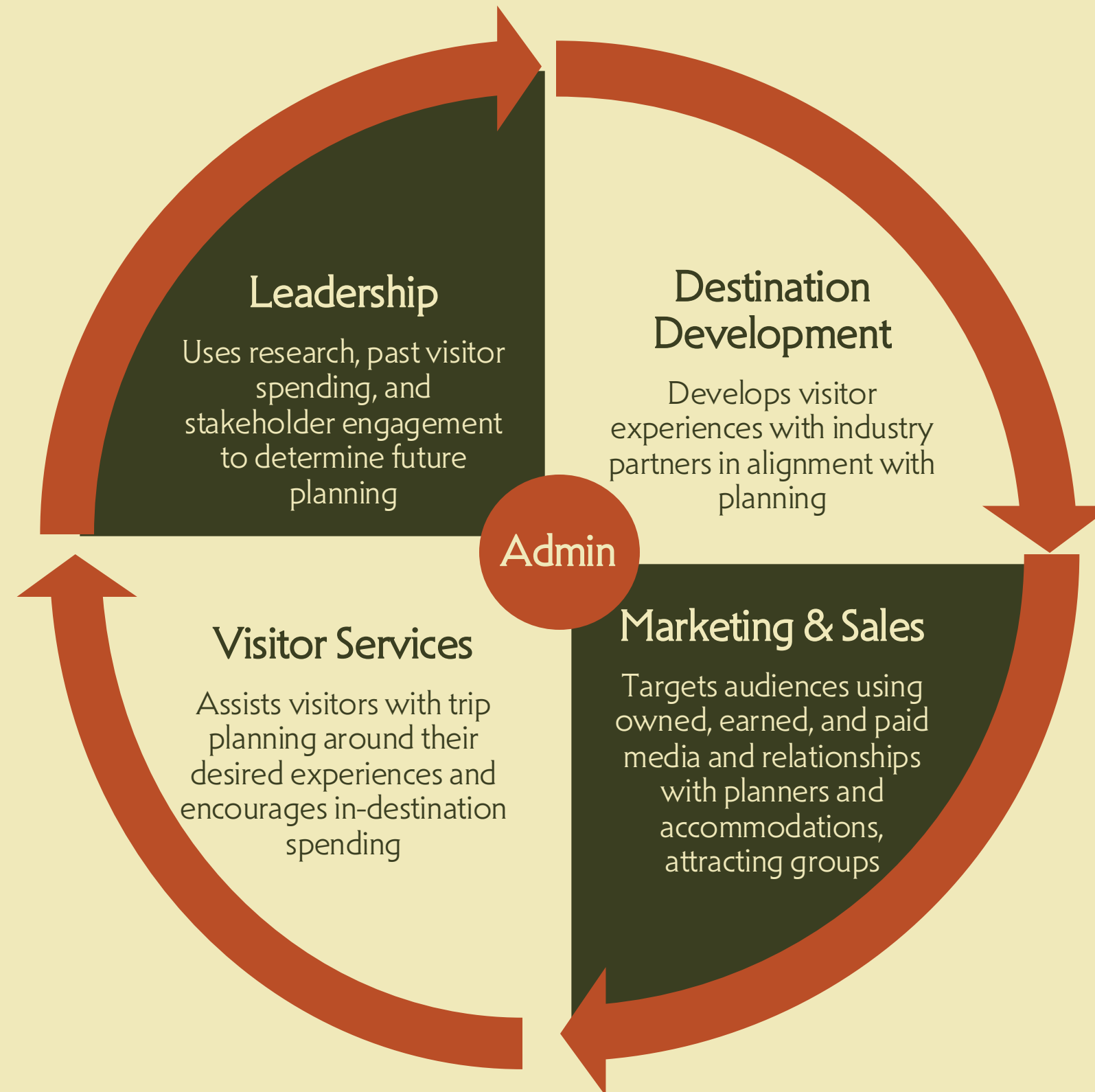
- Approval of Previous Meeting Minutes
- Financial Statement





DIRECTOR'S REPORT

CACVB STRUCTURE



CACVB Board Composition



- One member of the Albemarle County Board of Supervisors
- One member of Charlottesville City Council
- One accommodations representative appointed by the County Board of Supervisors
- One accommodations representative appointed by Charlottesville City Council
- County Director of Economic Development or designee
- City Director of Economic Development or designee
- Executive Vice President and Chief Executive Officer of the University of Virginia or designee
- One tourism industry representative appointed by the County Board of Supervisors
- One tourism industry representative appointed by City Council
- One food or beverage representative appointed by the County Board of Supervisors
- One food or beverage representative appointed by the City Council
- One representative of the arts community jointly appointed
- One representative of the recreation community jointly appointed
- President or CEO of the Charlottesville Regional Chamber of Commerce or designee
- President or CEO of the Thomas Jefferson Foundation or designee

Albemarle County Support



- Writes tourism section of County's annual financial plan to help secure AAA bond rating
- Provides tourism insight to Community Development/Zoning, Economic Development, Parks and Recreation, Equity and Accessibility, Community Engagement, Budget projections, and more
- Collaborates on crisis communications to distribute messages to visitors and visitor-facing businesses, as well as determine hotel room availability as needed
- Provides letters of support for grants County seeks
- Provides lists of contacts, particularly for wineries
- Served as local VA250 coordinator without support funding
- Serve as ACPS curriculum advisors and partners with Scholar Studios through ACPS and support Senior Stay Day



Albemarle County Comprehensive Plan



The defense industry is one of several industries with major local economic impacts. Notable entities for this industry include Northrop Grumman and Rivanna Station.

- Total county impact (2020): \$567.2 million.
- Total jobs (direct, indirect, and induced): 4,790.
- In 2023, the County purchased 462 acres around Rivanna Station with the intent to both retain and grow the defense sector in the community, an initiative known as Rivanna Futures. Since acquiring the land in 2023, the County has rezoned 172 acres for light industrial use. This is now one of the largest development opportunities in the county.
- In 2024, the University of Virginia announced the creation of the National Security Data and Policy Institute and the establishment of a strategic research and development partnership between the Institute and the Office of the Director of National Intelligence.

The biotechnology and life sciences sector is another area of opportunity for the region.

- Gross regional product for this sector in the county is \$269 million, the highest of any sector that is export-oriented (goods and services are sold outside of the county).
- There are more than 75 companies in this sector in the region. They have more than 1,900 employees.
- The Commonwealth BioAccelerator, an accelerator program for biotechnology and life sciences companies, opened in 2025. It accepts four to eight companies and provides access to mentorship, technical support, and shared wet lab space.

- The Manning Institute, which is anticipated to open in 2027 and will host up to 100 clinical research laboratories at the Fontaine Research Park to advance research, development, commercialization, and manufacturing of new cellular, gene, and immunotherapies, is expected to continue to grow opportunities in this sector.

Outdoor recreation activities, historic resources, and other local assets bring visitors to the area and drive the tourism and hospitality economy. The Charlottesville Albemarle Convention and Visitors Bureau (CACVB) is the direct marketing organization that supports the tourism sector in the region.

- The tourism sector represents a \$1.3 billion annual economic impact on the regional economy, with more than half of direct visitor spending occurring in county lodging, dining, destination, and recreation locations.
- There are more than 45 wineries, cideries, distilleries, and breweries in the county. According to the most recent Census of Agriculture (2022), grapes are now a top five crop (from an acreage standpoint). This is a change from the 2017 Census of Agriculture, when grapes did not make the top five list.
- In 2024, thanks to the efforts of the county's family vineyard and winery owners and with the assistance of the CACVB, the region was recognized as "Wine Region of the Year" by Wine Enthusiast. Strategic partnerships with Discover Black Cville, 'Tourism for All' with Destinations International TripAdvisor, and Wheel the World ensure that the region is welcoming and accessible to all.
- The CACVB's 2024 tourism master plan, Destination 2045: Crafting Our Tourism Future Together, guides its efforts to promote the region.

- Recognizes tourism industry's economic impact, the CACVB's role, Destination 2045, Wine Region of the Year award, Discover Black Cville, Tourism for All, and accessibility efforts
- Commitment to growing tourism and outdoor recreation industries in addition to workforce
- Collaborates with the Economic Development Office and the CACVB to promote local outdoor recreation tourism and events, including for biking, running, bird watching, and kayaking
- Recognizes CACVB's role in promoting cultural, historic, and art resources to visitors

STRATEGY 3.7

Expand the agritourism economy through partnership with Charlottesville-Albemarle Convention and Visitors Bureau.

A strategy to grow rural tourism by expanding lodging, events, and farm-based food and beverage experiences.

WHY IT MATTERS
Agritourism is already a core strength of Albemarle County's economy, anchored by its wineries, scenic landscapes, and vibrant local food scene. But many producers face barriers to expanding into lodging, events, or year-round experiences that generate sustained revenue. With targeted support and deeper collaboration between the county and the Charlottesville-Albemarle Convention & Visitors Bureau, Albemarle can scale its rural tourism economy, draw new visitor segments, and strengthen the financial sustainability of its agribusinesses. Agritourism is not just a lifestyle asset—it's a growing economic driver that connects rural vitality with broader regional appeal.



WHAT'S NEEDED			
	Continue to expand destination marketing and visitor experience development focused on rural assets.	→	Elevates agritourism offerings and draws new tourism demand into rural parts of the county.
	Support producers and rural entrepreneurs in expanding lodging, food and beverage, and event-based tourism, including by exploring County Code amendments to allow restaurants in rural areas by special use permit.	→	Unlocks new business models and adds year-round economic value to working lands.
	Identify and address regulatory or permitting barriers that limit the growth of agritourism operations.	→	Makes it easier for producers to scale visitor-facing services.
	Promote cross-sector tourism experiences that connect agribusiness with arts, outdoor recreation, and cultural heritage.	→	Builds more holistic and compelling visitor itineraries across the county.

Albemarle County Economic Development Plan

- Focus for economic development in next 18 – 36 months
- CACVB to gather baseline data based on identified success metric: tracking the number of new or expanded agritourism experiences. Awaiting definition of “experiences” from Albemarle County.
- CACVB to identify the regulatory issues we have heard from our partners
- CACVB proposed meeting this winter when economic development will likely have a better idea of timeline, and we’ll know what we can measure and ways we can effectively move the needle.
- The CACVB already has a running list of what we want to include in our next strategic plan, so we’re adding this, since the timing for that would be 25 months from now (with CACVB board approval likely happening well before then – more at the 18-month point – October or December 2027 ahead of planning our budget).

Charlottesville City Support



- Provides tourism insight to Community Development/Zoning, Economic Development, Parks and Recreation, Equity and Accessibility, Community Engagement, revenue projections, and more
- Collaborates on crisis communications to distribute messages to visitors and visitor-facing businesses, as well as determine hotel room availability as needed
- Provided arts council strategic direction
- Served as local VA250 coordinator without support funding



Charlottesville Comprehensive Plan



3 GUIDING PRINCIPLES

These Five Guiding Principles are priorities that apply to the entire Comprehensive Plan. Each Goal in the topic-specific chapters addresses one or more Guiding Principle, demonstrating how the Goals and Strategies can work together to achieve these important community priorities.

Each Guiding Principle has an associated icon, shown to the left below. For each Goal in the topic-specific chapters of this plan, you will see the icons that correspond to the Guiding Principles that are connected to each Goal.



EQUITY & OPPORTUNITY

All people will be able to thrive in Charlottesville.

The City will support development and initiatives that take into consideration the full range of needs of Charlottesville's diverse community, including residents, visitors, people who work in Charlottesville, business owners, and property owners.

All Charlottesville residents, regardless of race, ethnicity, age, income, neighborhood, religious affiliation, gender expression, sexual orientation, country of origin, immigration status, and other personal characteristics, will have equitable and expanded access to safe and affordable housing options, desirable jobs and wealth building opportunities, healthy and local foods, robust parks and natural resources, high-quality education and training, and other infrastructure and services that support a high quality of life.



COMMUNITY CULTURE & UNITY

Charlottesville's rich and diverse culture and form will be celebrated, and the entire community will feel welcomed, valued, and respected.

The City will protect, celebrate, and enhance the people and places that have added to the uniqueness and cultural diversity of the community.



LOCAL & REGIONAL COLLABORATION

From the neighborhood to the region, open conversations and partnerships will make the city stronger.

The City will actively and meaningfully seek community input in strategizing and implementing all planning efforts and will utilize local and regional partnerships, including with UVA and Albemarle County, to achieve stronger, more effective outcomes.

- Visitors considered throughout comprehensive plan, including in transportation, urban design, and economic prosperity
- Increase tourism to help expand the positive economic impact visitors have on the city
 - Ensure all visitors feel welcome, regardless of race, ethnicity, religion, sexual orientation, gender identity, age, mental/physical disability, citizenship, or other personal or cultural characteristics alongside regional partners in creating inclusive content and sharing diverse local stories.
 - Seek out opportunities for public-private partnerships in the provision of infrastructure that supports the tourism industry.
 - Explore ways of creating recreational/trail access routes to our community's cultural sites and neighborhoods to enhance understanding of Charlottesville's culture and history, and to enhance their effect on the economy.

STRATEGY

4.2

Explore, with community partners, the creation of a welcoming initiative.

A Citywide diversity, equity, and inclusion (DEI) and welcoming initiative can have an important impact on making the Charlottesville economy more inclusive. Such a program can encourage business creation and the participation of disadvantaged and underrepresented groups. It is also a great way to bolster the local economy by widening the pool of suppliers and creating competition, both of which have a positive impact on quality and prices. Finally, it will provide businesses of color with new avenues for networking and gaining new clients, emphasizing the City's commitment to equitable economic growth.

Welcoming America is an organization that focuses on creating such initiatives. Their goal is to help communities become more prosperous by "ensuring everyone belongs." This is done through connecting with leaders in the community, building welcoming places, and creating welcoming policies. One example of the work they have done is found in the Welcoming Initiative for Immigrants in Austin, Texas. Through this, Austin gained an understanding of how "welcome" immigrants felt in their community and what steps it could take in order to be more inclusive. Charlottesville could undertake a similar initiative with BIPOC communities.

ACTIONS

- Utilize Charlottesville's marketing and communication platforms to promote various City-wide cultural programs and initiatives, featuring participating companies, businesses, and community leaders.
- Assemble a diverse advisory committee, including City officials, residents, cultural representatives, business and community leaders, and philanthropic representatives to help guide the City's welcoming efforts.
- Evaluate best practices from other Virginia and Mid-Atlantic communities.



Partners include Black Cvllie, the Charlottesville Albemarle Convention and Visitors Bureau, Live Arts, Paramount Theater, the Tom Tom Foundation, and United Way of Greater Charlottesville.

Charlottesville Economic Development Plan

- Goal 2: We will build an innovative economy: one that embraces intentional growth, value-added partnerships, and sustainability for tomorrow
- Goal 3: We will create pathways of opportunity for all Charlottesville residents.
- The CACVB addresses both above goals through workforce pipeline initiatives and Tourism for All training.
- Charlottesville Economic Development Plan recognizes partnership with the CACVB, which happens regularly; and support for the downtown mall, which we have done through the 50th and will continue as is appropriate as a key driver for visitors. It also lists the CACVB as a partner in the creation of promotional materials. We are supporting this through fireworks and downtown/city-wide photography.
- For NEW ENTERTAINMENT AND HOSPITALITY INVESTMENTS: Tracking the number and amount of investments in Tourism infrastructure and workforce, we are not sure how the City EDO is tracking this information.

Charlottesville Parks & Recreation Plan



5.2.3 Regional Park

A regional park functions as a destination location that serves a large area of several communities, residents within a city or county, or across multiple counties. Depending on activities within a regional park, users may travel as many as sixty miles for a visit. Regional parks include recreational opportunities such as soccer, softball, golf, boating, camping, conservation-wildlife viewing and fishing. Although regional parks usually have a combination of passive areas and active facilities, they are likely to be natural resource-based parks.

A common size for a regional park is 75 to 1,000 acres but some parks can be 2,000 to 5,000 acres in size. A regional park focuses on activities and natural features not included in most types of parks and often based on a specific scenic or recreational opportunity. Facilities could include those found in a community park and have specialized amenities such as an art center, amphitheater, boating facility, golf course, or natural area with interpretive trails. Regional parks can and should promote tourism and economic development. Regional parks can enhance the economic vitality and identity of the entire region.

+ **Service Radius:** Three miles or greater radius

+ **Site Selection:** Prefer location which can preserve natural resources on-site such as wetlands, streams, and other geographic features or sites with significant cultural or historic features. Significantly large parcel of land. Access from public roads capable of handling anticipated traffic.

+ **Length of Stay:** All or multiple day experience

ster Plan

CHARLOTTESVILLE
parks & recreation

- References Destination 2045 in resources included in considering the plan
- Defines “regional park” and the assets needed to have a tourism draw
- References the work the CACVB has convened with outdoor recreation and discussions that have developed surrounding access to the Rivanna River from the CACVB’s outdoor recreation working group and the Piedmont Mobility Alliance
- Recognition of the importance of equal access and accessibility of all sorts to park resources

CHARLOTTESVILLE
parks & recreation

+ **Amenities:** 10 to 12 amenities to create a signature facility (e.g., golf course, tennis complex, sports complex, lake, regional playground, 3+ reservable picnic shelters, camping, outdoor recreation/extreme sports, recreation center, pool, gardens, trails, zoo, specialty facilities); restrooms with drinking fountains, concessions, restaurant, appropriate parking, special event site. Sport Fields and Sport Complexes are typical at this park.

+ **Revenue Facilities:** Typically, the park is designed to produce revenue to offset operational costs

Lodging Partner Expectations



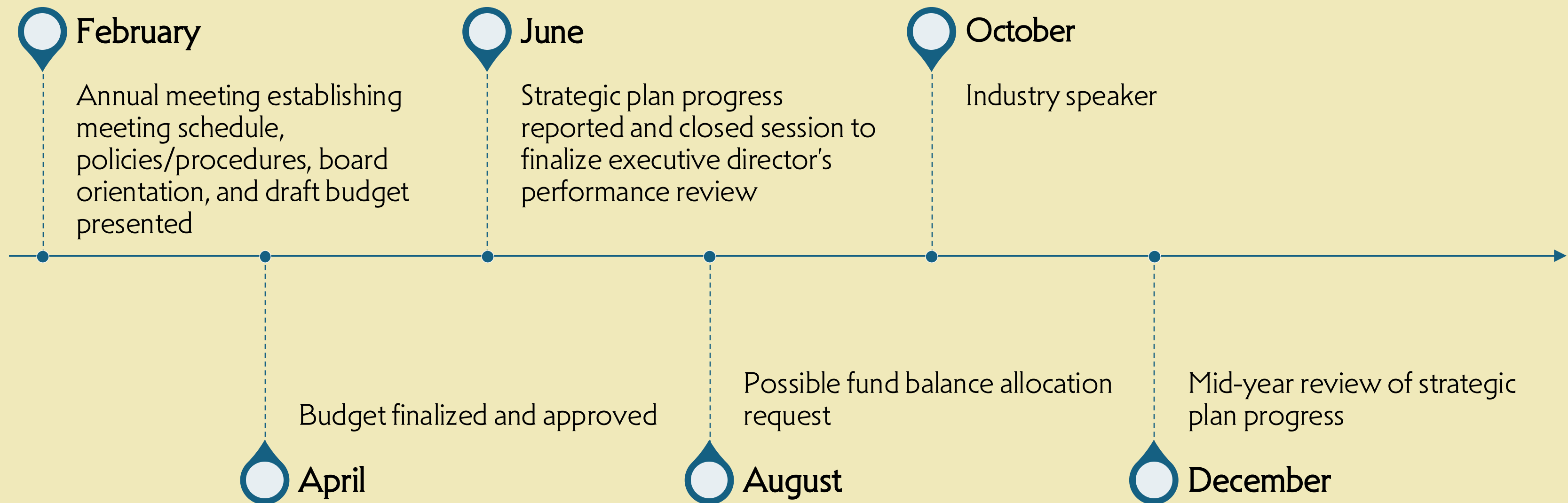
- **Small boutique full-service hotels 10 to 100 rooms (5)**
 - Total Hotel Rooms: 99
 - 2.29%
 - 200 South Street
 - Albemarle Estate at Trump Winery
 - Clifton Inn
 - The Inn at Court Square
 - Oakhurst Inn
- **Standard full-service hotel 150–400 rooms (4)**
 - Total Hotel Rooms: 856
 - 19.83%
 - DoubleTree by Hilton
 - Kimpton The Forum Hotel
 - Omni Charlottesville Hotel
 - Virginia Guesthouse
- **Resort 80–500+ rooms (2)**
 - Total Hotel Rooms: 250
 - 5.79%
 - Boar's Head Resort
 - Keswick Hall
- **Limited-service hotels (29)**
 - Total Hotel Rooms: 3,111
 - 72%
- **Large convention hotel 400–1,000+ rooms (0)**

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CACVB Annual Board Meeting Schedule



CACVB runs July 1 – June 30 for fiscal year but board appointments happen on a calendar year schedule

STRATEGIC PLAN PROGRESS: YEAR 2



- Amplify Visitor Experiences
- Fostering a Welcoming Community
- Strengthen Community Partnerships
- Enhance local quality of life
- Boost Sustainable Economic Growth
- Critical Business Imperatives

VISIT
CHARLOTTESVILLE
ALBEMARLE COUNTY

AMPLIFY VISITOR EXPERIENCES

AMPLIFY VISITOR EXPERIENCES



- Kicked off the website redesign process with Tempest, our current website vendor, in July
 - Developing website project plan
 - Incorporating opportunities for CACVB team and board input
 - Target site completion date of 6/30/27

VISIT
CHARLOTTESVILLE
ALBEMARLE COUNTY

FOSTER A WELCOMING COMMUNITY

FOSTER A WELCOMING COMMUNITY



- Tourism for All
 - Registration for Cohort 4 opened Friday, July 31.
 - Cohort 4 will be in partnership with PVCC. PVCC will also host the 2027 Tourism for All Conference.
 - Cohort 1-2 will have access to TourismWORKs program. Application opens Monday, Sept. 14.
- Wheel the World Partnership
 - Scheduling 6 accessibility assessments for fall 2026. This will bring out total number of accessed properties to 72.
 - Audit of website to ensure listings are accurate.
- Accessible Event Checklist
 - Developing an accessible event checklist guide for CACVB programming.

VISIT
CHARLOTTESVILLE
ALBEMARLE COUNTY

STRENGTHEN COMMUNITY PARTNERSHIPS

STRENGTHEN COMMUNITY PARTNERSHIPS



- Food & Beverage
 - Destination Development did outreach to 8 food and beverage partners to share about CACVB resources and encourage them to create a web listing.
 - The FY27 advertising campaign features specific Food & Beverage creative
 - The FY27 social media strategy includes campaigns with food and beverage content
- VA250
 - CACVB continues to lead local planning committee.
 - Mobile Museum was stationed downtown Jul. 3-4, total attendance: 452
 - Mobile Museum was stationed at Highland's County Fair, Jul. 30-Aug. 1
- Partner Resources
 - First Industry Sprint held Aug. 10-21. Outreach to 23 partners in 2 weeks about CACVB resources.

VISIT
CHARLOTTESVILLE
ALBEMARLE COUNTY

ENHANCE LOCAL QUALITY OF LIFE

ENHANCE LOCAL QUALITY OF LIFE



- CACVB Stewardship Practices
 - A sustainable event checklist is being created for small CACVB events, like D20+45, and for large events, like the Tourism for All conference.
- Stewardship Programming
 - January's D20+45 event will focus on Sustainability. The event is scheduled for Wed., Jan. 26. Register now.

VISIT
CHARLOTTESVILLE
ALBEMARLE COUNTY

BOOST SUSTAINABLE ECONOMIC GROWTH

BOOST SUSTAINABLE ECONOMIC GROWTH



- Workforce Pipeline & Efforts
 - Successfully entered into partnership with PVCC and TourismWORKs for Tourism for All
 - Workforce meeting scheduled for Aug. 28 to discuss existing programs and pipeline.
 - Two scheduled Coffee & Conversations with City Economic Development (Oct. 2 and Apr. 9)
- Downtown Mall 50th
 - CACVB marketing had a presence tabling with Friends of Charlottesville Downtown during celebrations.
 - Lantern activities increased mobile visitor center visitation and time spent talking to travel specialists.

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: Keep. Conversations with UVA and the UVA Foundation have started, discussing the unique opportunity UVA grounds and the Foundation properties provide in the region.

HIGHLIGHTS



- UVA/UVA Foundation/Forum meeting and ongoing conversation to partner more effectively
- Director of Sales meeting at Virginia Guesthouse discussing sales and promotional strategies
- Support of July 3rd and July 4th programming
- VADMO board retreat
- Destinations International Annual Conference
- Preparation for DMAP in team FY27 goals
- Standing up programming with PVCC
- Arts council steering committee wrap-up
- CARE Labs support for the Mayor's Challenge: Downtown mall's 50th (summer camp for high schoolers to ideate on community issues)
- Chamber Economic Forum
- Virginia Tourism Corporation meetings:
 - Central Virginia Regional meeting to discuss next steps of VTC's strategic plan
 - Strategic partnership meeting with VTC's VPs of Marketing and Partnership Marketing (covering promotional and destination development efforts)
 - Grant programs stakeholder roundtable
- Monticello Wine Trail executive director support
- Marketing Request for Proposal Research
- CHO Airport meeting
- B.E.A.C.O.N. Kitchen meeting about catering capacity
- New Omni general manager meeting
- 10th and Page workforce meeting

COMING SOON



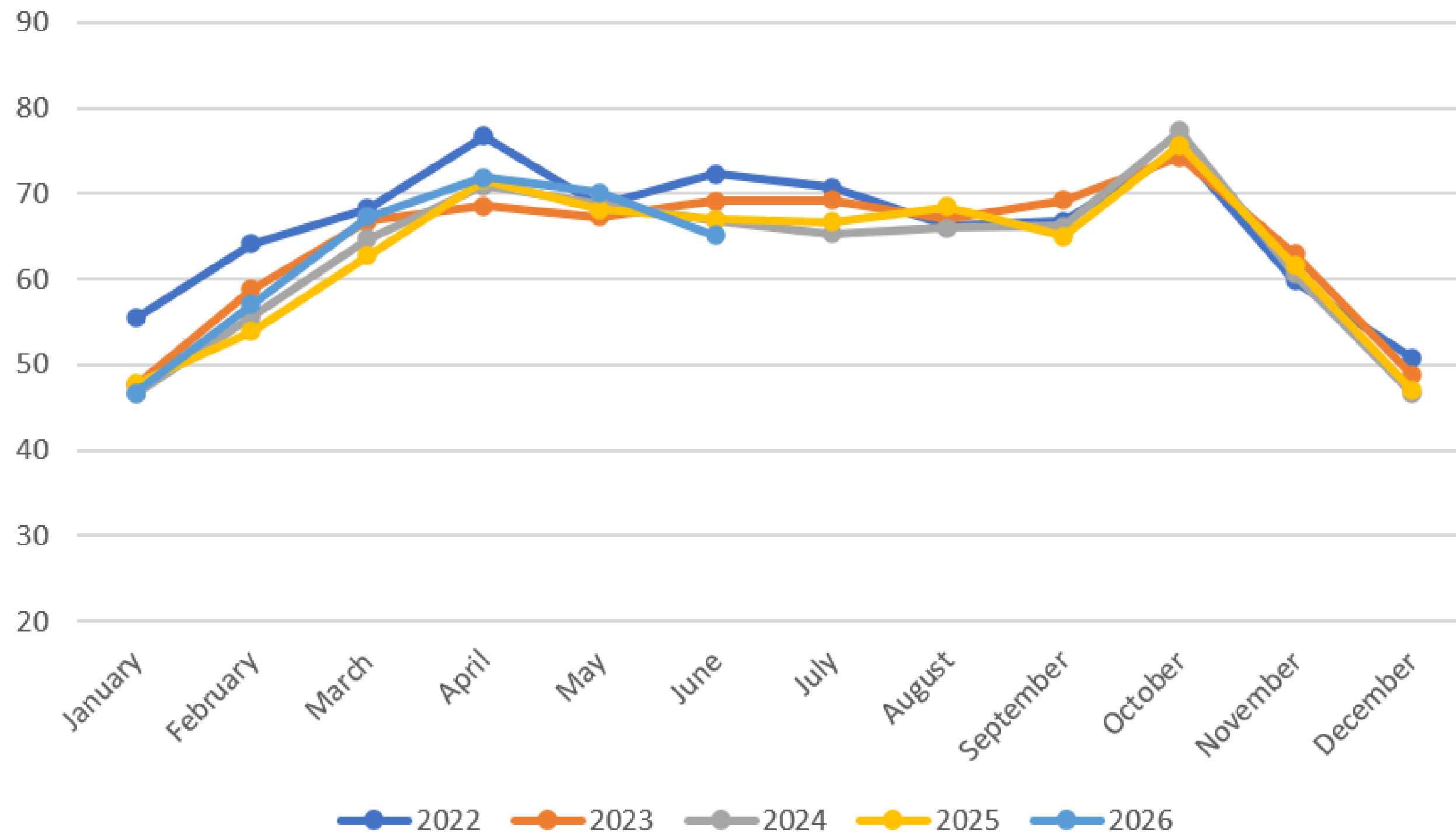
- CACVB Board meeting October 26 with guest speaker Renee Areng on DMAP accreditation
- Presentation to the Albemarle County Board of Supervisors on September 16
 - Greg MacDonald to be recognized for his contributions
- Albemarle Supervisors' Conference
- Convening regional workforce conversation at PVCC
- Follow-up meeting for UVA and Foundation
- Website redesign kick-off
- Chapel Hill Chamber delegation visiting
- VADMO Fall meet-up
- VRLTA Ordinary Awards and fall meeting
- Juandiego, Bea, Courtney meeting



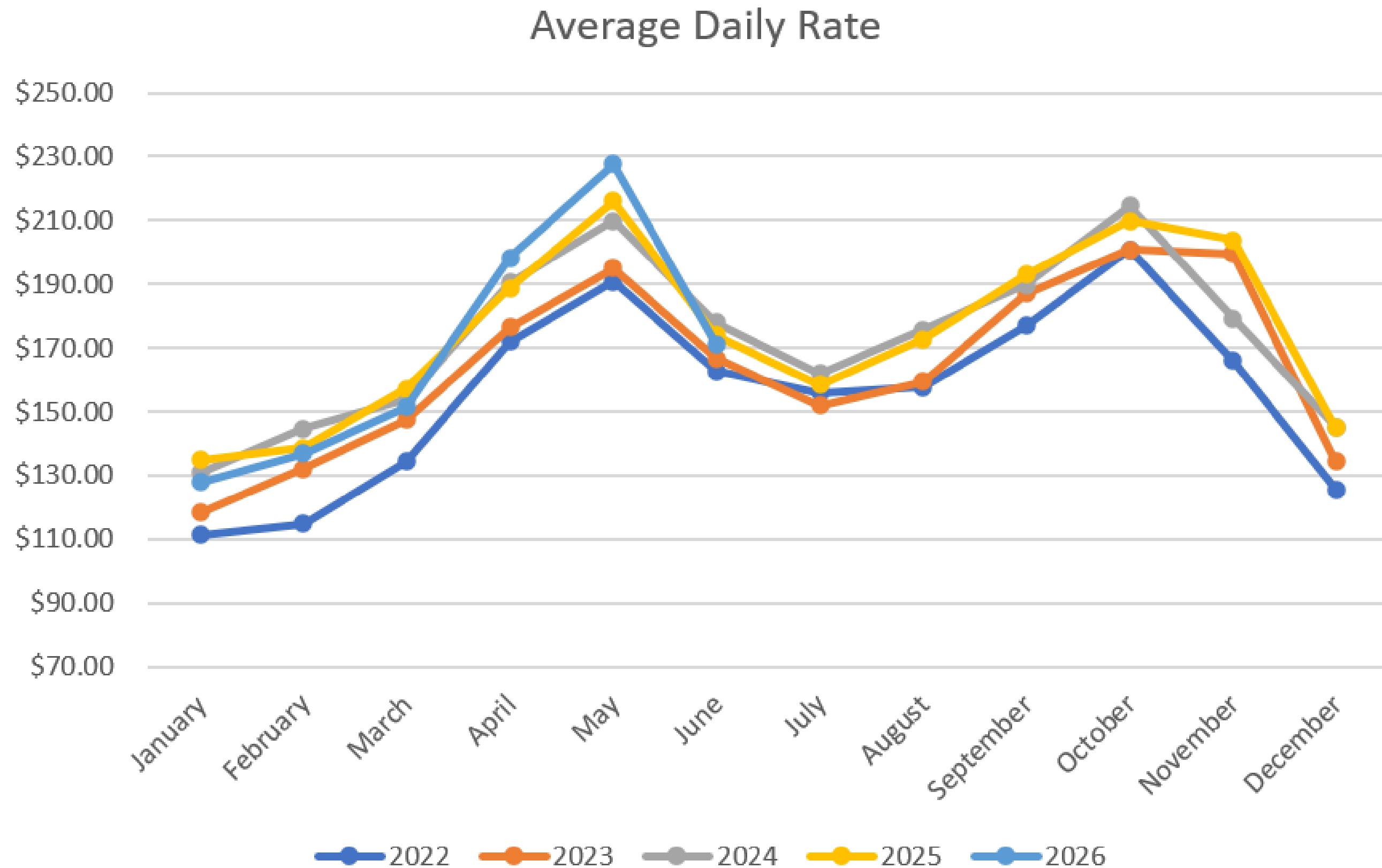
HOTEL OCCUPANCY



Hotel Occupancy Rates



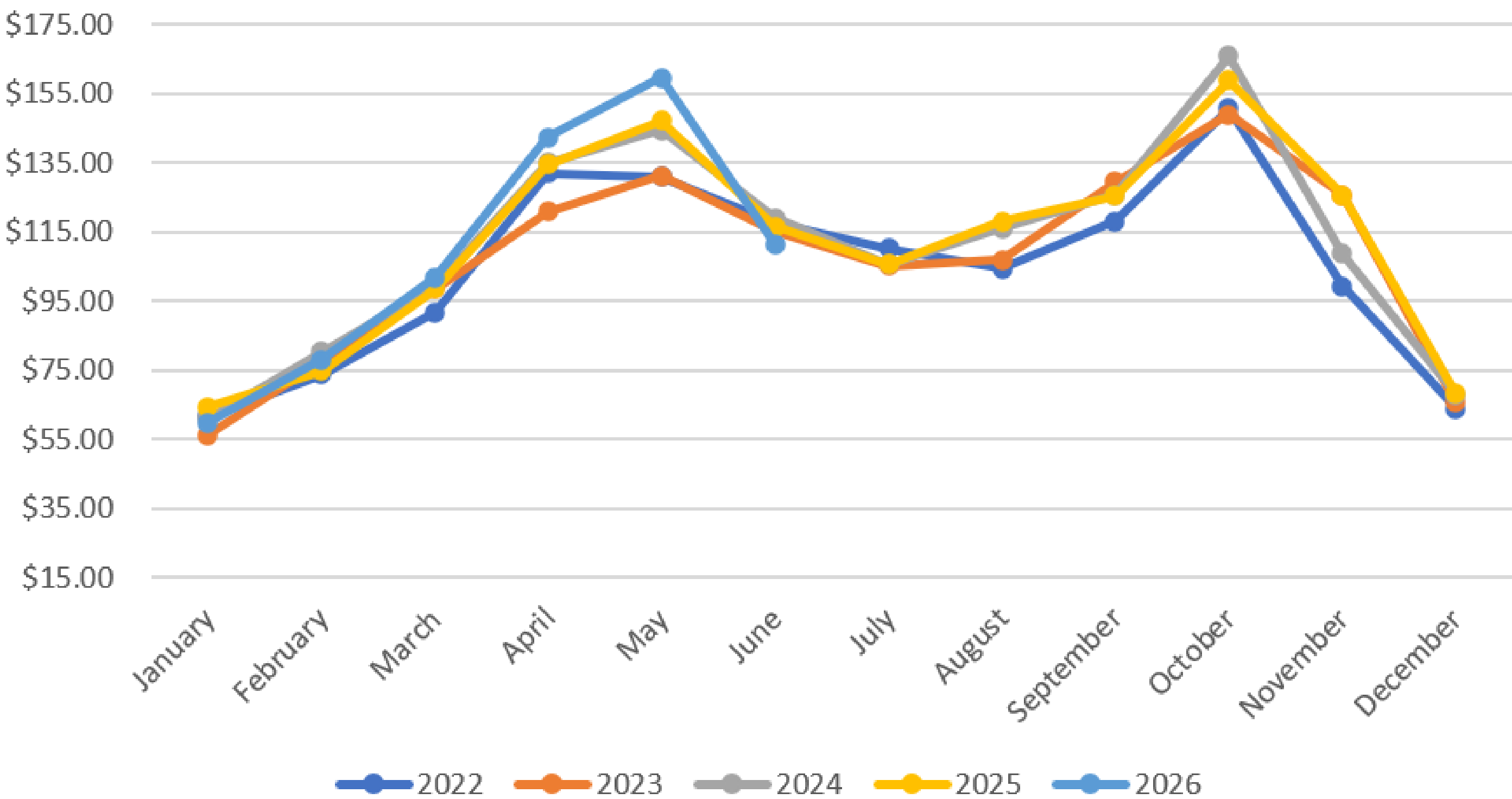
HOTEL AVERAGE DAILY RATE



HOTEL REVENUE PER AVAILABLE ROOM



Revenue per Available Room



RevPAR determines transient occupancy tax (TOT) collection – the only funding source for the CACVB



CACVB FY27 Marketing Plan

CONTENTS



Goal



Objectives



Audiences



Strategies/Tactics



Budget



Timeline



PRIMARY GOAL: Increase visitor spending in Charlottesville and Albemarle County, surpassing \$1 billion in economic impact for the tourism industry, as measured by Virginia Tourism Corporation and Tourism Economics

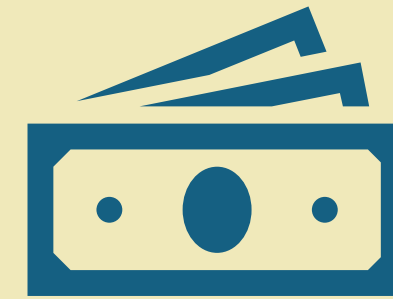
FY27 MARKETING OBJECTIVES



Reach 65 million impressions through marketing campaigns to drive awareness of Charlottesville and Albemarle County as a premier visitor destination



Further define the unique value proposition of Charlottesville and Albemarle County to differentiate it from competitors



Drive awareness of Charlottesville and Albemarle County as a destination for groups and meetings by allocating 15% of advertising budget to support sales initiatives

TARGET AUDIENCES



250 to 300 mile radius (within 50-mile radius excluded)
Key markets: DC, Baltimore, Virginia statewide, North Carolina,
Secondary Markets: Philadelphia, Chicago, Atlanta



Primary: Women 22 – 60
Secondary: Men 22 – 45



- Persons with above average household income
 - Families, Young Couples, Singles, Friends
- High Travel Intent; Interested in Arts & Culture, Cuisine, History, Visual & Performing Arts, Outdoor Activities, & Shopping



OBJECTIVE 1: Reach 65 million impressions through marketing campaigns to drive awareness of Charlottesville and Albemarle County as a premier visitor destination

OBJECTIVE 1 SUPPORTING STRATEGIES



Build an advertising campaign driving awareness of Charlottesville and Albemarle County as a unique destination in key markets, positioning it against competitive destinations, and ultimately attract new travelers and additional/ longer visitation from repeat travelers.



Build connection with high intent visitors through two-way communication and engagement with potential visitors to drive visitation, growing social media platform engagement by 5% year over year

FY27 ADVERTISING CAMPAIGN



Strategy: Build an advertising campaign driving awareness of Charlottesville and Albemarle County as a unique destination in key markets, positioning it against competitive destinations, and ultimately attract new travelers and additional/ longer visitation from repeat travelers.



Campaign Theme: Charlottesville and Albemarle County invite travelers to reconnect with what inspires them. Whether it's standing where history changed the nation, tasting the craft of award-winning vineyards, or hiking to panoramic Blue Ridge views, every moment here reminds visitors of the journeys they've taken and the ones still ahead. Our campaign, **"You Don't Have to Go Far to See How Far You've Come,"** celebrates personal discovery through a place rich in culture, nature, and creativity. It encourages travelers to pause, reflect, and experience a destination that helps them appreciate their own story while exploring ours.

ADVERTISING CAMPAIGN



MEDIA	VENDOR	JUL	AUG	SEPT	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	NET
LEISURE																	
Omni Platform	Sojourn																\$130,000
Print	Media Max, VA Living, People Inc																\$65,000
Digital (Pause Ads)	Nexxen																\$74,000
Paid Social	Meta																\$45,000
Google	Performance Max (YouTube, Responsive Display, Gmail)																\$30,000
Paid Search	Search, Display, YouTube																\$30,000
LEISURE TOTAL:																	\$374,000
MEETINGS/GROUPS																	
Paid Social	Meta, LI																\$26,000
Google	Performance Max (YouTube, Responsive Display, Gmail)																\$20,000
Paid Search	Search, Display, YouTube																\$20,000
MEETINGS/GROUPS TOTAL:																	\$66,000
Client Print/Travel Guides	TBD																\$60,000
PRINT/TRAVEL GUIDE TOTAL:																	\$60,000
MEDIA TOTALS																	\$500,000
Ad Serving																	\$0.34 CPM

SOCIAL MEDIA ENGAGEMENT



Strategy 2: Build connection with high intent visitors through two-way communication and engagement with potential visitors to drive visitation, growing social media platform engagement by 5% year over year



Develop engaging content with a focus on food and beverage partners

Weekend Itinerary in/for, Infographic/Listicle/10 Things/This & That, Top Spots to_/Top___ Spots, Add This ____to your itinerary



Revitalize blog content to inspire action from visitors

Complete full audit of blog content to ensure that content is current and enticing
Structure blog content to align with SEO and AEO



Develop two-way messaging criteria and strategy

Create messaging workflow and response templates
Develop an FAQ that answers top-asked questions



OBJECTIVE 2: Further define the unique value proposition of Charlottesville and Albemarle County to differentiate it from competitors

OBJECTIVE 2 SUPPORTING STRATEGIES



Strategy 1: Create a new online persona for the Charlottesville Albemarle Convention and Visitors Bureau



Strategy 2: Develop strong brand messaging framework with a unique value proposition for Charlottesville and Albemarle County for use in 100% of campaigns in FY27



Strategy 3: Showcase the assets of Charlottesville and Albemarle County through high quality visuals by creating a new asset library with new imagery and video

NEW ONLINE PERSONA



Strategy 1: Create a new online persona for the Charlottesville Albemarle Convention and Visitors Bureau



Working with Tempest, redesign VisitCharlottesville.org

Information architecture restructure, content designed to perform well for SEO and AEO



Develop microsites to more clearly define material for targeted audiences

Create microsites for Partners, Sales Targets, and Discover Black Cville

STRONG BRAND MESSAGING



Strategy 2: Develop strong brand messaging framework with a unique value proposition for Charlottesville and Albemarle County for use in 100% of campaigns in FY27



Communicate the economic impact of tourism through media relations

CY25 Economic Impact press release and media outreach
Seasonal media relations around economic impact



Support and promote Tourism for All efforts to highlight the CACVB's inclusive approach

Develop marketing collateral to support Tourism for All events
Promote the work results of Tourism for All participants to highlight inclusivity



Drive awareness of leisure travel attractions and "things to do"

Seasonal media relations around new tourism businesses
Blog and social media content highlighting things to do



Work with Virginia Tourism Corporation to update messaging across their platforms in preparation for the Virginia Piedmont announcement

Work with the VTC public relations team to update messaging and take advantage of opportunities
Ensure that virginia.org content is up to date and accurate through working with the VTC digital team

HIGH QUALITY VISUALS



Strategy 3: Showcase the assets of Charlottesville and Albemarle County through high quality visuals by creating a new asset library with new imagery and video



Obtain seasonal drone imagery reflecting the national beauty of Charlottesville and Albemarle County

Fall drone imagery at city and county locations
Winter drone imagery at city and county locations



Develop an overall brand video reflective of Charlottesville and Albemarle County

Showcase “only in Charlottesville and Albemarle County” offerings in a lifestyle brand video



Increase outdoor recreation imagery to reflect the many ways to experience Charlottesville and Albemarle County

Trail running photography
Hiking photography
Biking photography



Refine the asset management system to reflect the frequent needs of both media and advertising partners

Update the Press Room with new photography acquired during FY26
Develop brand imagery system for advertising



OBJECTIVE 3: Drive awareness of Charlottesville and Albemarle County as a destination for groups and meetings by allocating 15% of advertising budget to support sales initiatives

OBJECTIVE 3 SUPPORTIVE STRATEGY



Strategy 1: Develop a “Make Meetings Unconventional” campaign highlighting the unique group offerings of Charlottesville and Albemarle County

MAKE MEETINGS UNCONVENTIONAL



Strategy 2: Develop a “Make Meetings Unconventional” campaign highlighting the unique group offerings of Charlottesville and Albemarle County



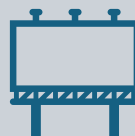
Develop a meetings and group sales video reflective of Charlottesville and Albemarle County

Work with venues that host meetings and groups to obtain footage
Develop a script and storyboard to reflect the venues of the area



Support the sales department to develop collateral and materials for trade shows

Promo items
Trade show booth items
One-sheets and collateral



Purchase advertising that supports direct sales efforts and drives brand awareness

Working with the Sales Manager, identify outlets to support trade shows
Working with media buyers, purchase advertising to support sales efforts



BUDGET

BUDGET



FY27 Marketing Budget

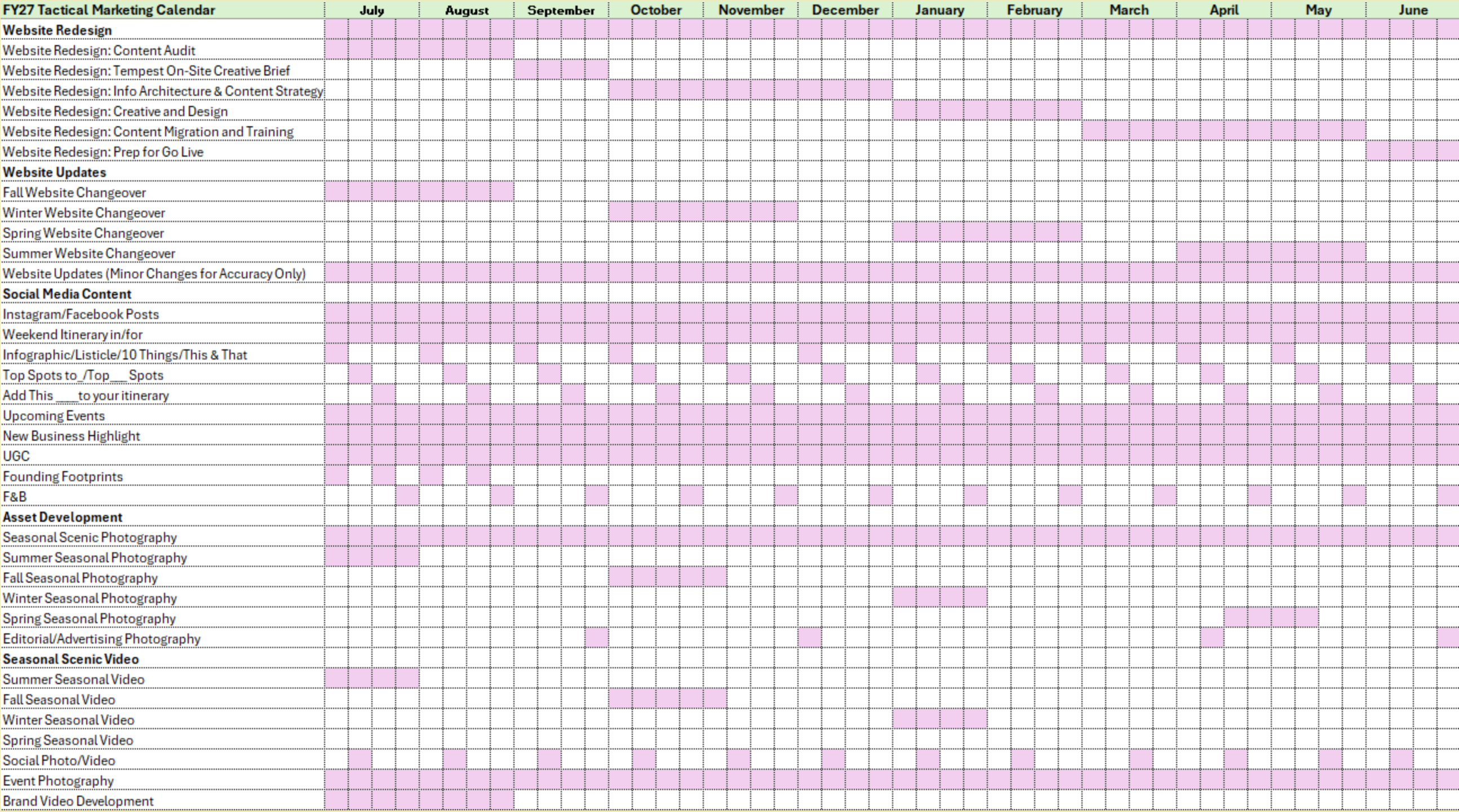
Advertising: FuseIdeas	599,750.00
Advertising: Media Two (through November)	125,000.00
Fund Balance	200,000
Public Relations	50,000.00
Photography and Videography	50,000.00
Promo Items	50,000.00
Graphic Design	25,000.00
Website	70,000.00
Discover Black C'ville	33,000.00
Engagement/Destination Development	50,000.00
Trade Show	30,000.00
TOTAL	1,082,750.00

Fund balance allocation of \$200,000 needs CACVB board approval



TIMELINE

MARKETING TACTICS TIMELINE



Click on Gantt Chart for Full Timeline

GLOSSARY



- **VCR (Video Completion Rate)**
The percentage of viewers who watched a video ad all the way to the end. It helps measure how engaging or relevant the video content is.
- **CTR (Click-Through Rate)**
The percentage of users who click on an ad after seeing it. Calculated as clicks divided by impressions. It's a common measure of how effective an ad is at generating interest or action.
- **Impressions**
The number of times an ad is shown on a screen. This indicates exposure, not engagement — so one person seeing the same ad five times equals five impressions.
- **CTV (Connected TV)**
Advertising shown on internet-connected televisions or streaming devices. This includes platforms like Roku, Apple TV, Amazon Fire TV, smart TVs, and streaming apps.
- **OLV (Online Video)**
Video ads delivered through digital platforms on mobile, desktop, or in-app — distinct from CTV because it's not tied to a television device. Think YouTube pre-rolls, social video ads, or embedded website video ads.
- **Display**
Static or animated banner ads that appear on websites or apps. Usually image-based, sometimes with simple animations, and often used for broad reach and brand awareness.
- **Native**
Ads designed to match the look, feel, and function of the surrounding content. Often appear as recommended articles or in-feed ads. They're meant to be less disruptive and more integrated into the user experience.



MARKETING AND PUBLIC RELATIONS UPDATE

CACVB MARKETING AND PR UPDATES



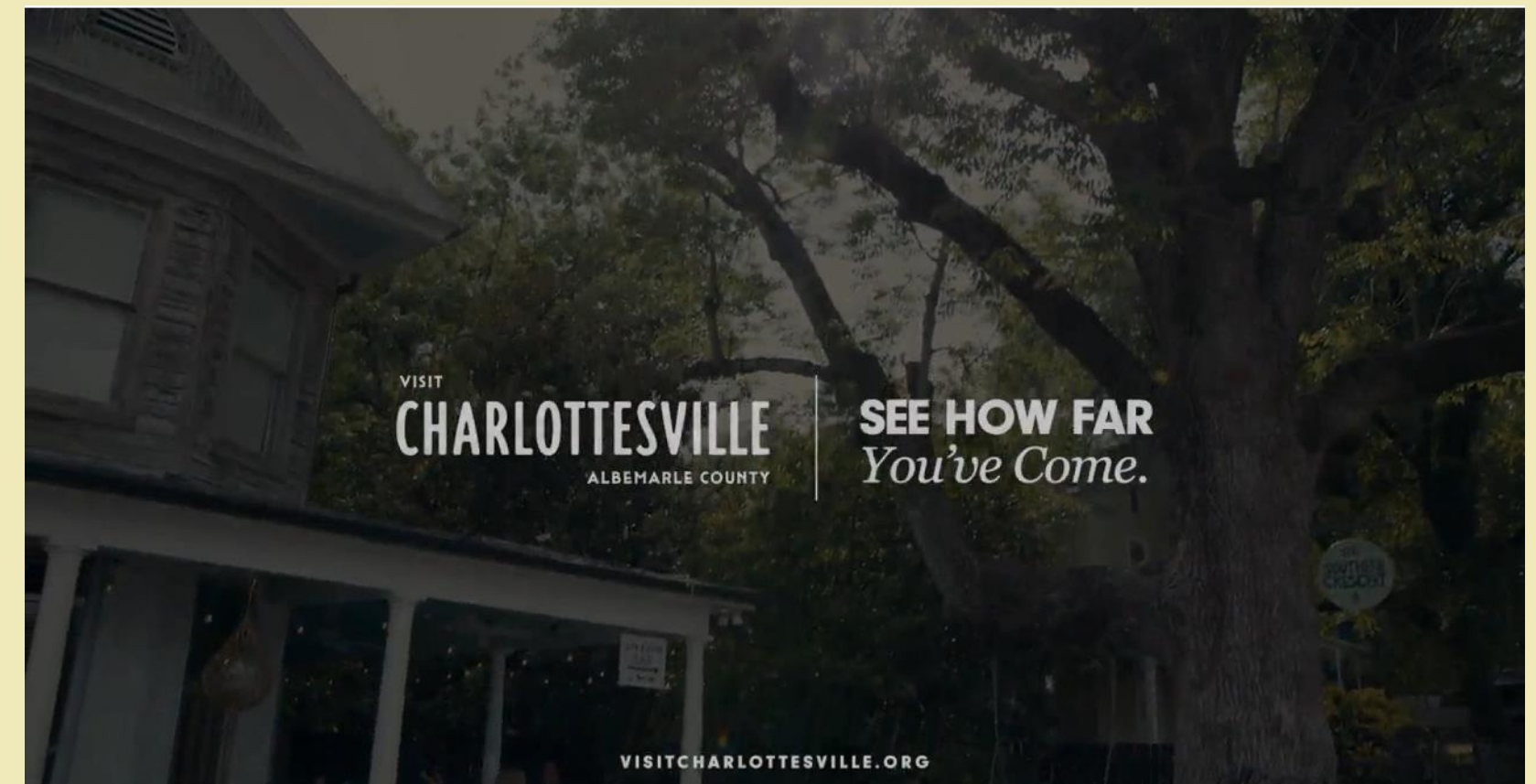
- Finalizing creative for FY27 “See How Far You’ve Come” Campaign
- Secured VTC Philly Takeover Inclusion for Fall 2026
- Attended TBEX Conference in Richmond and hosted 3 content creators from the conference for a post-event FAM during Monticello Wine Week.
 - Attended Monticello Wine Trail events, went to Monticello and enjoyed a food tour of the Downtown Mall
- Revived “Stay Local, Play Local” television segments with CBS19, highlighting the events happening in Charlottesville and Albemarle County that are great for visitors and locals
- Hosted national travel freelancer Kinsey Gidick and local Charlottesville food creators. CVille Bites for an informative Destination 20+45 session about how to promote small businesses working with journalists and content creators.

FY27 PAID MEDIA CAMPAIGN CREATIVE



Charlottesville and Albemarle County invite travelers to reconnect with what inspires them. Whether it's standing where history changed the nation, tasting the craft of award-winning vineyards, or hiking to panoramic Blue Ridge views, every moment here reminds visitors of the journeys they've taken and the ones still ahead.

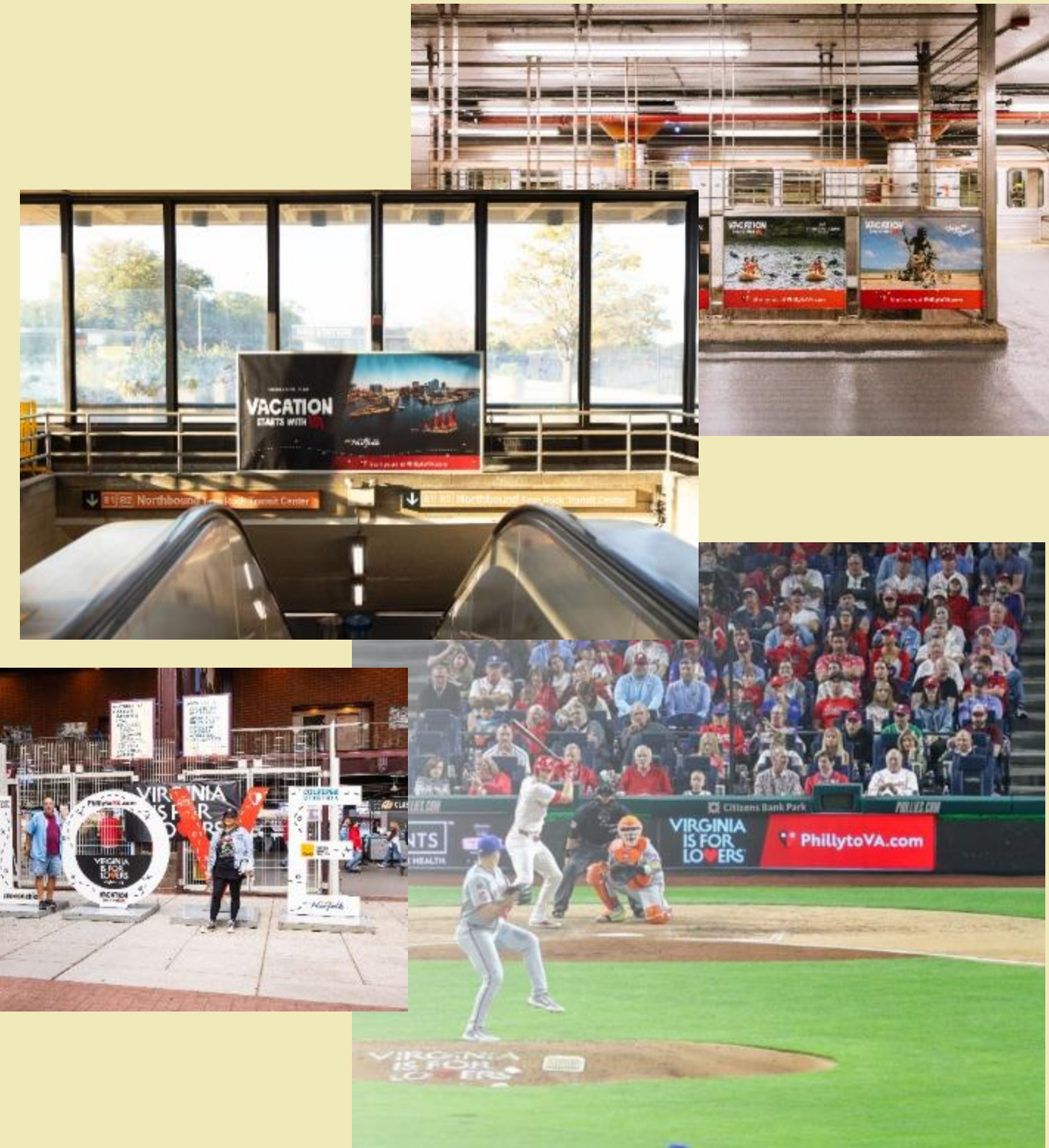
Our campaign, "**See How Far You've Come,**" celebrates personal discovery through a place rich in culture, nature, and creativity. It encourages travelers to pause, reflect, and experience a destination that helps them appreciate their own story while exploring ours.



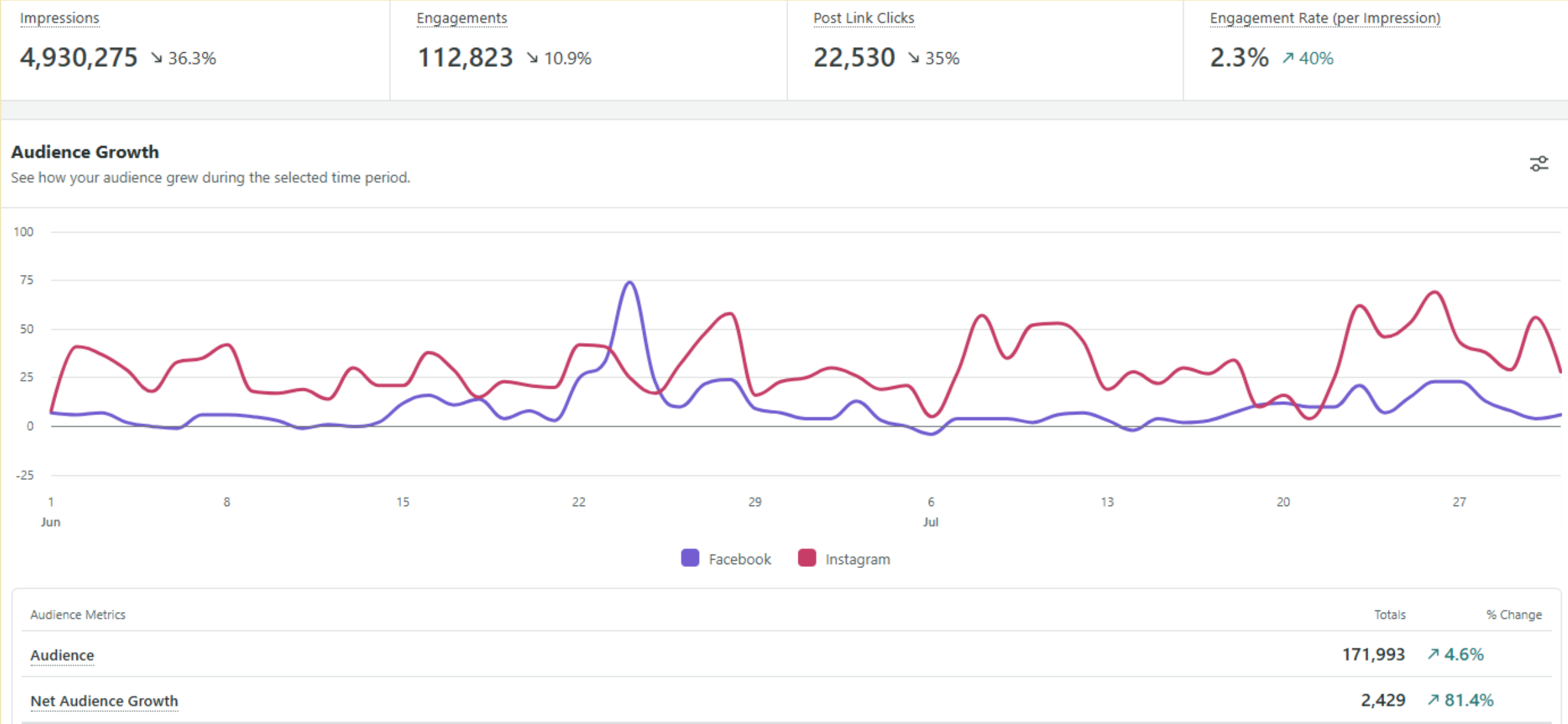
VTC PHILLY TAKEOVER



- **Timing:** The Takeover will launch Labor Day weekend with the Atlanta Braves series & run through the end of October.
- **Multi-Touchpoint Campaign:**
 - NRG Metro Station Takeover
 - Phillies In-Game signage for Atlanta Braves Series on Labor Day Weekend:
 - Pitcher's Mound
 - Behind Home Plate, 1st Base and 3rd Base. Jumbotron
 - Upper Home Plate
 - Kiss Cam Feature sponsor for all home games in September
- **Onsite Activation**
 - Co-branded LOVE signs with Phillies logo
- **Phillies Media Support:**
 - Two (2) Digital E-Blast to 850k+ Active Subscribers
 - Seventy (70) :30 In-Game Phillies Radio Spots
 - **NEW!** Social Media inclusion on Phillies Instagram account
- **Retargeting Campaign: October - November**
 - **NEW!** Targeting Atlanta Braves fans during series
- PR/Earned Media Activations



CACVB SOCIAL MEDIA HIGHLIGHTS



- Net audience growth of 2,429 followers.
- Organically, our engagement rate is 5.9% on Facebook and 2.8% on Instagram.
- Organic engagements are up 150% YOY on Instagram.

CACVB SOCIAL MEDIA HIGHLIGHTS [ORGANIC POSTS]



 **charlottesvilleva**
Mon 6/22/2026 10:58 am EDT

Happy Evan Almighty Day to all that celebrate! 🇺🇸

...



Engagements	3,607
Likes	2,123
Comments	38
Shares	1,214
Saves	232

 **Visit Charlottesville**
Mon 6/15/2026 4:42 pm EDT

Oh pizza, my pizza 🍕

We consulted our pizza expert AND...



Engagements	2,714
Reactions	690
Comments	83
Shares	44
Post Link Clicks	42

 **charlottesvilleva**
Thu 7/9/2026 4:45 pm EDT

is your love language quality time?
we got ya ➡ ➡ ➡

...



Engagements	2,577
Likes	1,205
Comments	33
Shares	598
Saves	741

 **charlottesvilleva**
Tue 6/2/2026 5:09 pm EDT

for when you want to get out of the city and see how GORGEOUS Albemarle is 🌄🌄🌄...



Engagements	1,638
Likes	836
Comments	53
Shares	383
Saves	366

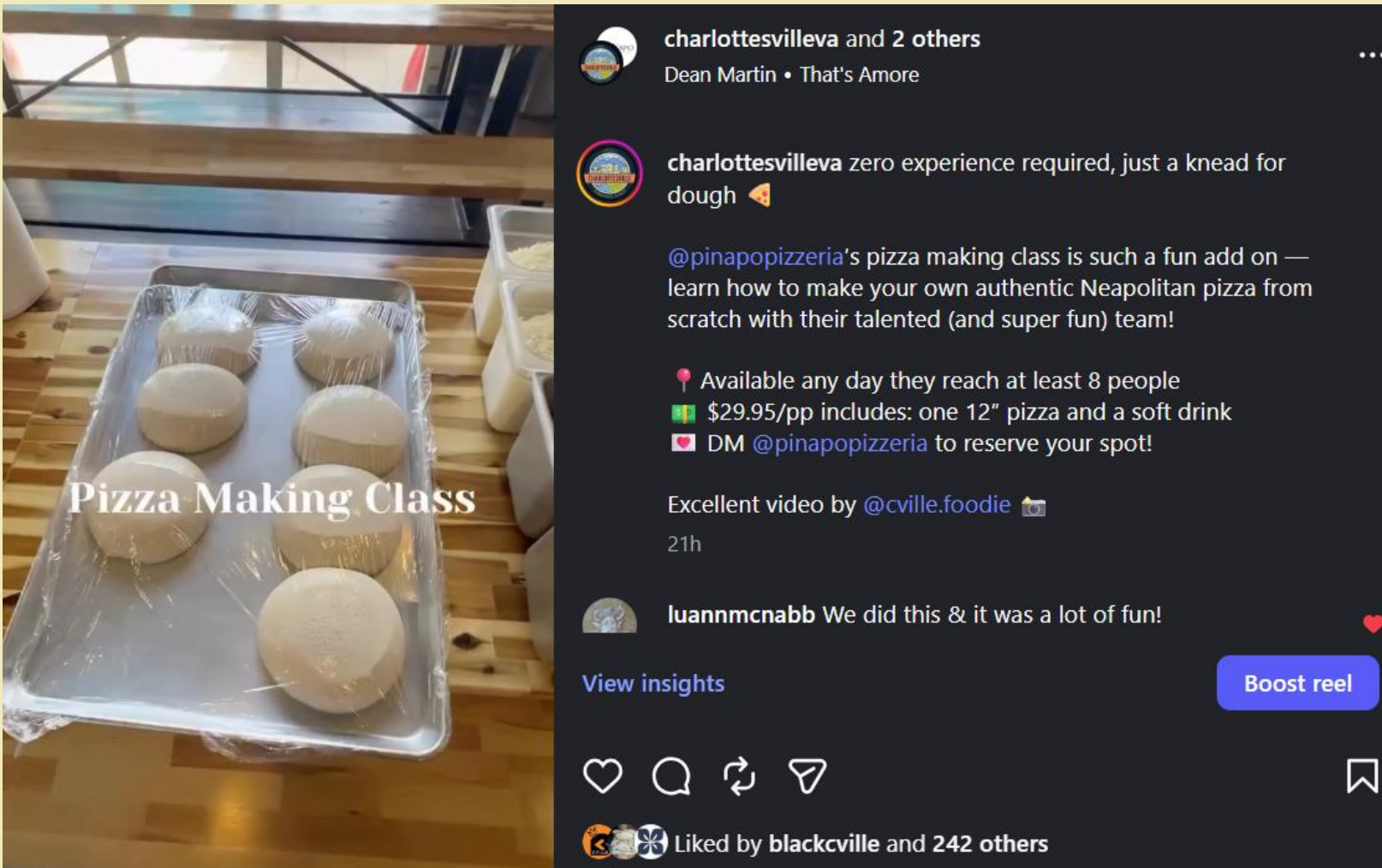
 **charlottesvilleva**
Wed 7/29/2026 6:51 pm EDT

@ your girls, it's time to book that fall trip 🍂🍂🍂



Engagements	1,768
Likes	843
Comments	21
Shares	399
Saves	505

CACVB SOCIAL MEDIA HIGHLIGHTS [COLLABORATION]

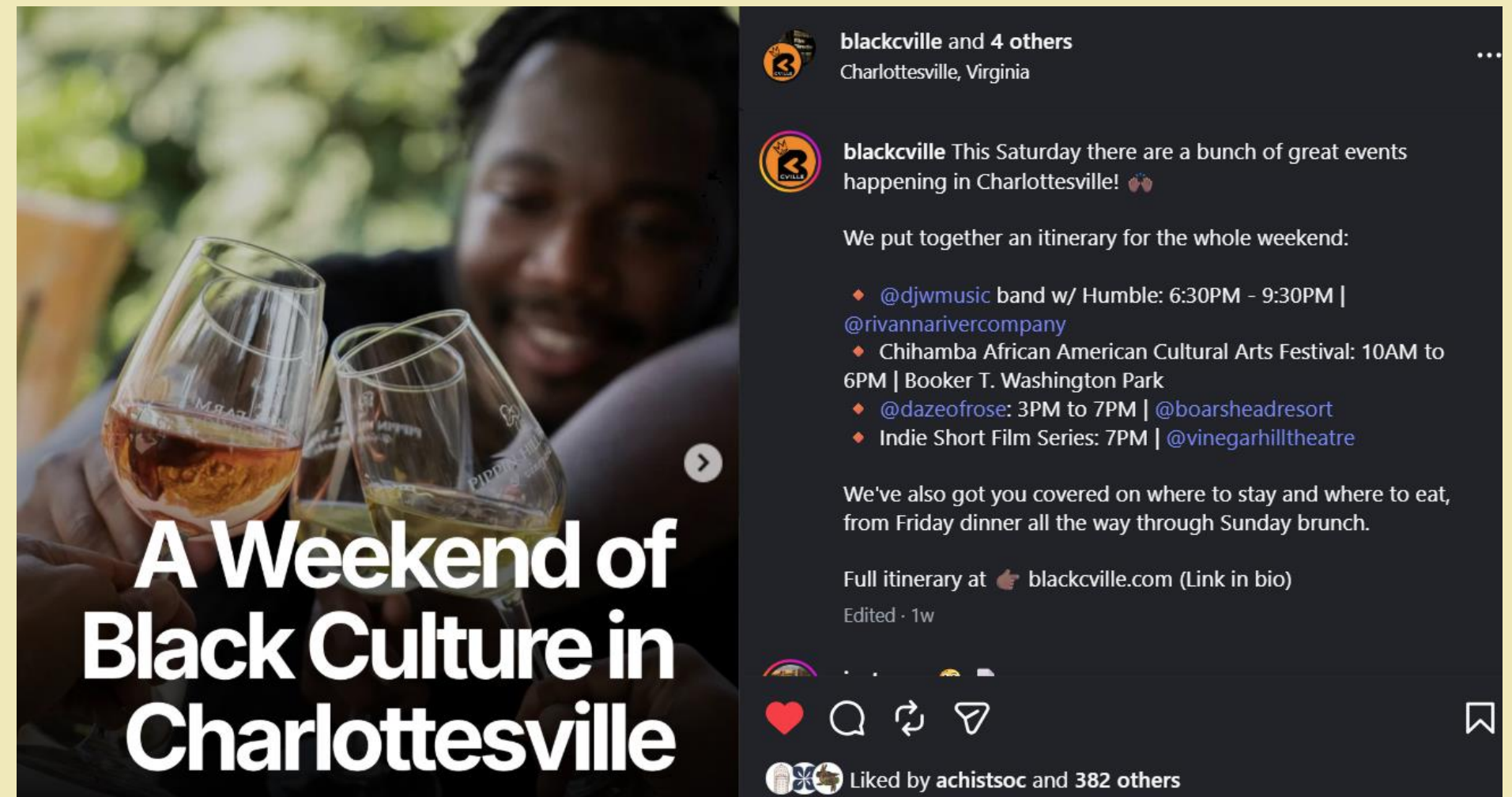


Collaborated with local influencer @cville.foodie to promote various businesses and their offerings with a variety of video and carousel posts on Instagram.

Views: 180,000 | Shares: 3,600 | Followers Gained: 220

Collaborated with Discover Black Cville (@blackcville) on Facebook and Instagram to promote upcoming events and new black-owned business openings.

Views: 256,000 | Shares: 800 | Followers Gained: 164



CACVB SOCIAL MEDIA HIGHLIGHTS [POST-TBEX TOUR]

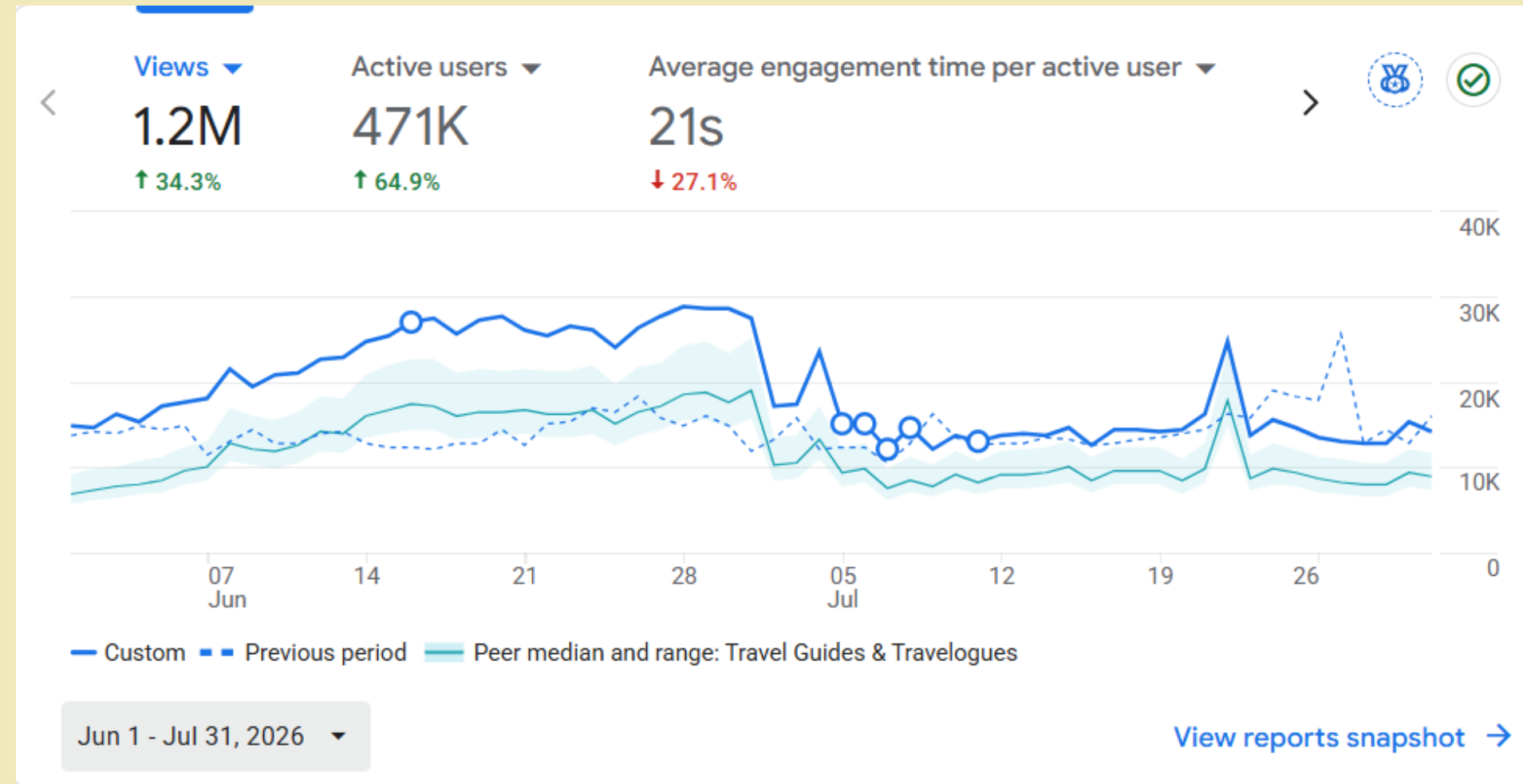


Views: 5,474 | Engagements: 67



Views: 41,000 | Engagements: 1030

WEBSITE HIGHLIGHTS



- VisitCharlottesville.org had 1.2 million views in June and July 2026, representing a 34.3% increase year over year

WEBSITE HIGHLIGHTS



Page path and screen class +		↓ Views -----
Total		1,167,568 100% of total
1	/	241,224 (20.66%)
2	/events/	125,225 (10.73%)
3	/food-drink/	92,382 (7.91%)
4	/things-to-do/	62,575 (5.36%)
5	/plan/weather/	50,306 (4.31%)
6	/events/concerts-live-music/	38,836 (3.33%)
7	/blog/4th-of-july-events-in-charlottesville/	27,017 (2.31%)
8	/things-to-do/shopping/	21,595 (1.85%)
9	/wineries/	19,768 (1.69%)
10	/places-to-stay/	18,121 (1.55%)

- For the June and July 2026 time period, the top visited sub-page was the Charlottesville restaurants and dining page, exceeding the events page for the time period

NEWSLETTER HIGHLIGHTS



Newsletter Date	Subscribers	Open Rate	Click Rate
August 2026	12,652	43%	4%
June 2026	12,373	46%	3%
May 2026	12,257	46%	3%
April 2026	12,193	52%	3%
March 2026	12,151	55%	5%
February 2026	12,106	49%	3%



SAVE THE DATE(S)

Whether you're planning a first date or just looking for an excuse to spend some more time together, we've got you covered. We've rounded up 10 date ideas that are equal parts fun, romantic, and uniquely Albemarle County. Pick one (or a few) and start planning!

[FIND MORE INSPIRATION ON OUR BLOG](#)

[PLACES TO STAY](#)

[EVENTS CALENDAR](#)

[SUMMER BUCKET LIST](#)



Pack a blanket, grab some lunch on the way, and spend a Sunday afternoon watching polo at King Family Vineyards. It's one of



Sales Update

CACVB SALES EFFORTS



Requests for Proposals:

- Assisted with and/or distributed 36 new RFPs

Trade Shows Attended:

- VSAE Community Services Committee Meeting (Virtually)
- SGMP National Educational Conference (Williamsburg)
- SGMP Old Dominion Chapter Board Retreat (Williamsburg)
- CVENT Connect Conference (Nashville)
- MPI Networking Event at The Perch



CACVB SALES EFFORTS



Partner Meetings

- DoubleTree by Hilton Charlottesville Regional Corporate Sales Manager
- DoubleTree by Hilton Charlottesville new Director of Sales
- The Doyle Hotel
- Michie Tavern
- Birdwood Mansion

Site Visit

- Virginia Department of Veteran Services

Welcome Bags Distributed:

- Prepared 355 welcome bags delivered to 3 different conferences

Arranged parking for 1 tour group visiting the Downtown Mall



CACVB SALES DEFINITES FOR FY2026



- 807,000 room nights via Sales
- \$17,000,000 in TOT generated
- \$25,000,000 in total local tax generated
- **For a total of \$300,000,000 in visitor spending coming through our Sales department alone**
 - Does not account for football, basketball, concerts, etc., which are assisted by our Marketing and Visitor Services teams
 - No incentives given, other than welcome bags and occasional visitor services
 - Always low estimates to ensure accuracy
- *Source: Destinations International's Economic Impact Calculator, which pulls data from our database and makes calculations based on our local tax rates, etc.*
- Sales capacity expanded through assistance of one of our Travel Specialists

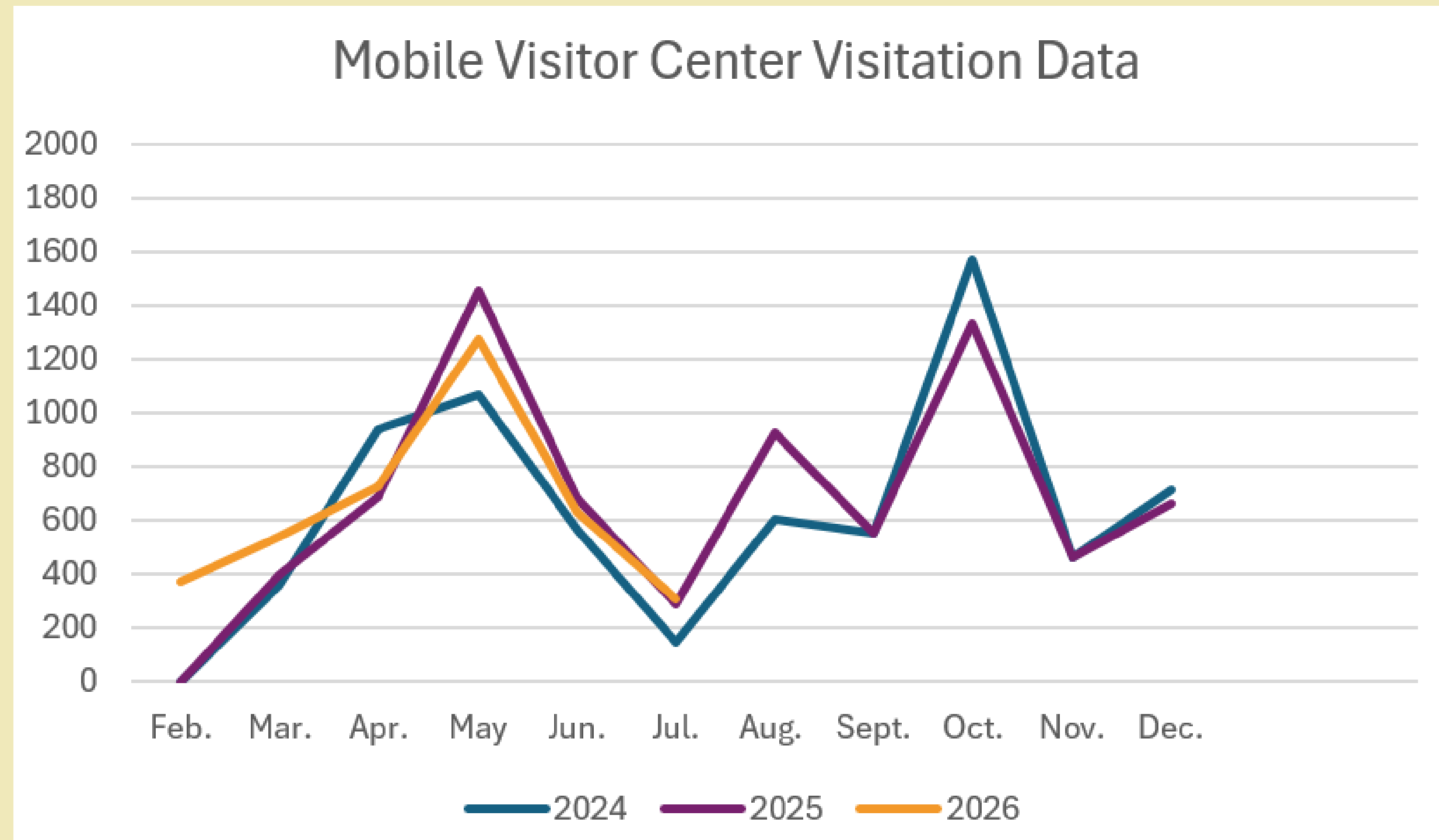


VISITOR SERVICES UPDATES

MOBILE VISITOR CENTER UPDATES



- Numbers include MVC visitation, office, and special event participation.
- 2026 visitation remains higher than 2025. Currently, up by 10%.
- Sudden decrease in July is due to annual summer break. MVCs returned for the season on July 29.



VISITOR SERVICES UPDATES



All Brochure Distribution (up to Jul. 1-Aug. 1)

- FY27: 5,037
- FY26: 8,223

Visitor Guide Distribution (up to Jul. 1-Aug. 1)

- FY27: 873
- FY26: 959
- We've received additional large orders of our visitor guide from City Select and Virginia Tourism Corporation's PMAP program. In early July, VTC let us know they had already gone through their initial supply. The refreshed visitor guide is brighter, more engaging, smaller, and clearly resonating with visitors.



DESTINATION DEVELOPMENT UPDATES

DESTINATION DEVELOPMENT UPDATES



Business Listings by Category



DMAP & Business Listings

- DMAP requires broad and up-to-date business representation on the DMO's website. Throughout FY27, DDMs are focusing on strengthening standards for partner outreach, consistent communication, and addressing gaps caused by outdated listings and limited engagement.
- Since the Jan. 1, 34 new businesses have been added to [Visitcharlottesville.org](https://www.visitcharlottesville.org), and 70 new CRM accounts have been created.
- Since the start of FY27, 162 events have been reviewed and approved for the special events calendar, ensuring compliance with CACVB standards, requirements of the CMS, and visitor priorities. There's been 1,343 events posted since Jan. 1.
- **Listing categories may shift with the upcoming website redesign, but they will continue to reflect the core sectors of tourism economy.*

DESTINATION DEVELOPMENT



FY27 Programming

- Destination 20+45 Events | An informal coffee social with 15-min. presentation
 - Aug. 19: The Collaboration Code: Creators Talk Working With Brands
 - Sept. 23: Right Event, Right Time: Planning Without Oversaturating the Calendar
 - Dec. 2: 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
- Tourism for All Cohort | 6-month program to develop an action plan
 - Registration runs July 31-August 24.
 - Cohort starts on Sept. 8
- Tourism for All Conference | 1-day conference highlighting our destination
 - February 23, 2027 (Mar. 3 Snow Date)
- Coffee & Conversations | Informal Employer/Job Seeker Events
 - Oct. 2, 2026
 - Apr. 9, 2027





PUBLIC COMMENT



BOARD ANNOUNCEMENTS



ADJOURN