



Board of Directors Meeting: March 6, 2023





Call to Order





Annual Business

- Election of Officers
- Establish Meeting Schedule
- Rules & Procedures



Consent Agenda

- Approval of Previous Meeting Minutes
- Financial Statement



Budget Presentation



2024 Budget	
REVENUES	
Contribution from Charlottesville	1,354,258
Contribution from Albemarle	964,617
Miscellaneous	40,000
TOTAL	2,358,875

2024	
EXPENDITURES	Budget
Full Time Salaries	699,637
Overtime/Holiday	3,000
Part Time	9,200
FICA	53,523
Virginia Retirement System	107,884
VLDP - Disability	5,947
VRS Hybrid Retirement	15,165
Health Insurance	91,045
Dental Insurance	2,640
HSA Contributions	3,000
VRS Group Life	9,375
Worker's Comp Ins	4,340
Salary and Benefit Total	1,004,756

Other Contractual Services	3,000
Professional Services	11,000
Website Development	30,000
I.T. Infrastructure	15,050
Printing/Duplicating	30,000
Advertising/Marketing	919,981
Research	125,000
Computer M&R/Software Licenses	4,950
Postage	11,000
Telephone	10,500
Cell Phone Stipend	800
Insurance Liability	9,000
Equipment Rental	3,000

Lease	30,000
Education/Training	23,460
Local Travel	5,000
Non-Local Travel	28,000
Meals	3,000
Dues/Subscriptions	15,000
Office Supplies	5,000
Fuel for Vans	5,000
Repairs for Vans	10,000
Furniture	8,000
Machinery	2,000
GF Admin Charges	46,378
Other Expenses Total	1,354,119
TOTAL	2,358,875



Director's Report



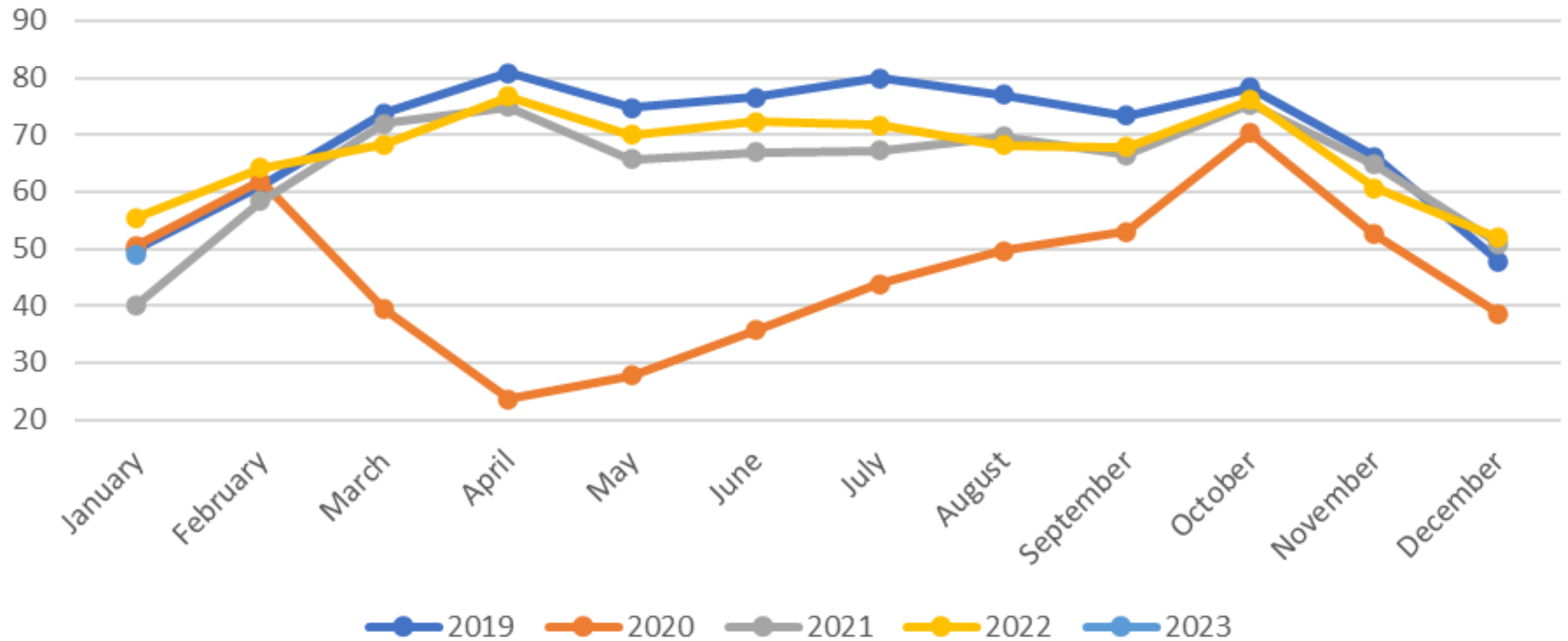


Highlights

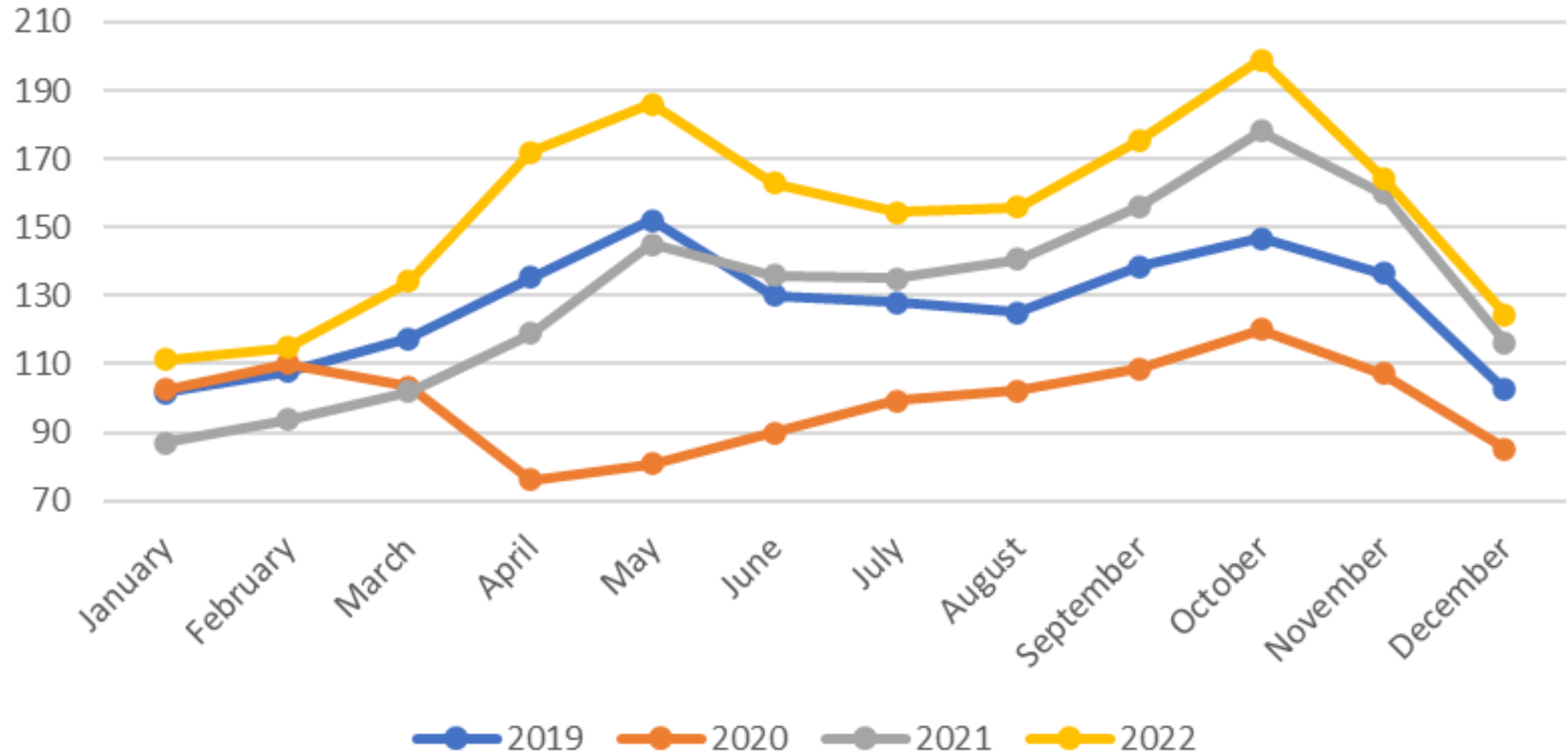
- HSMAI Adrian Award received for Discover Black Cville
- Wheel the World accessibility assessments
- TJPDC Transportation, CEDs
- Charlottesville Economic Development planning
- Outdoor recreation meeting
- XC23 Championship assistance
- CACVB emergency plan
- Charlottesville Business Exchange



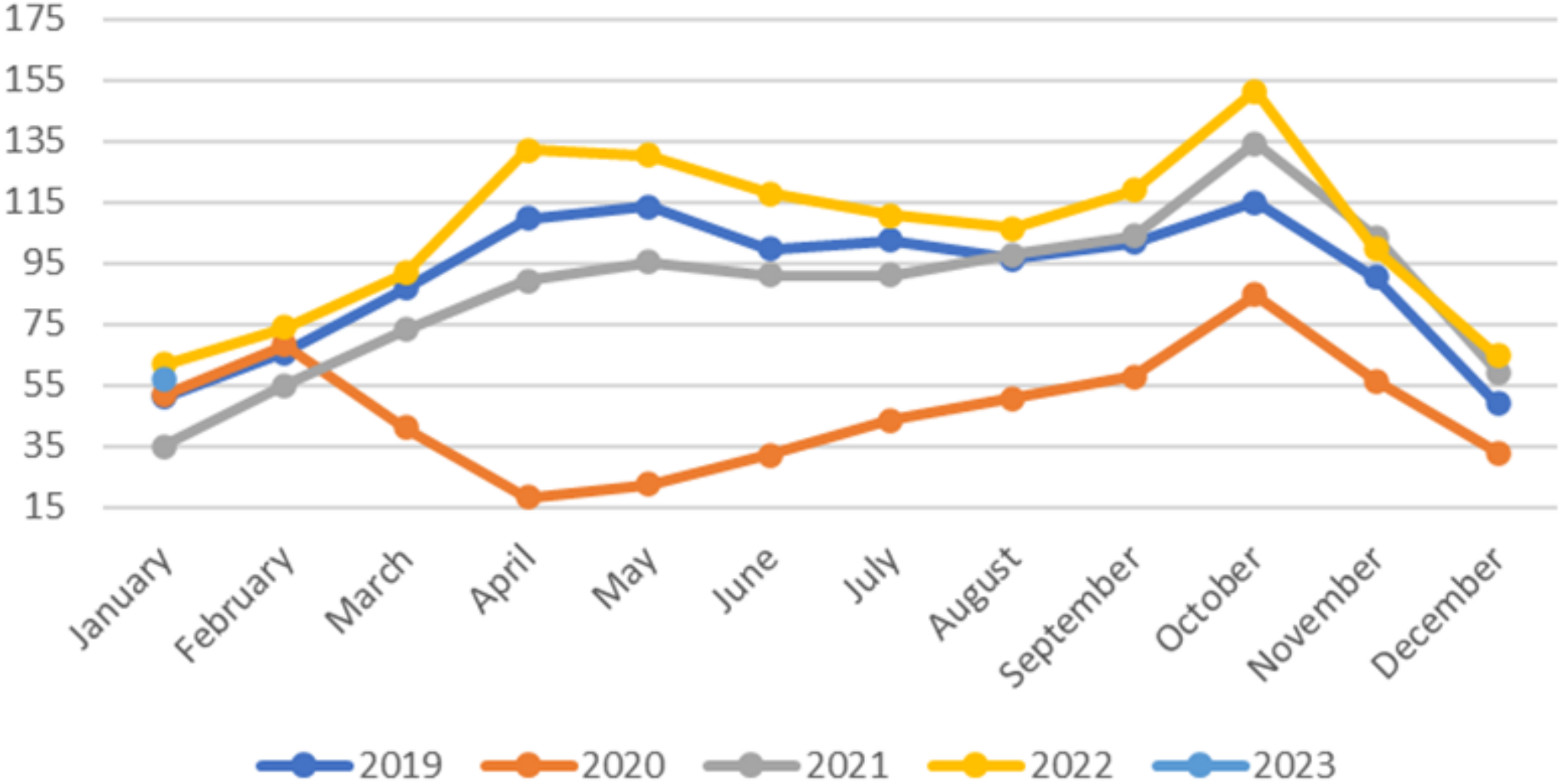
Hotel Occupancy Rates



Average Daily Rate



Revenue per Available Room



Zartico Key Insights on Monticello Visitation

1

4% of all visitors to Charlottesville–Albemarle County visited Monticello. Furthermore, 93% of all observations at Monticello were visitors.

2

Over 80% of all visitors to Monticello were from out-of-state markets and 48% were observed as an overnight trip.

3

Monticello visitors were observed visiting a variety of points of interest throughout Charlottesville and **nearly 30% of Monticello visitors were observed at accommodations.**

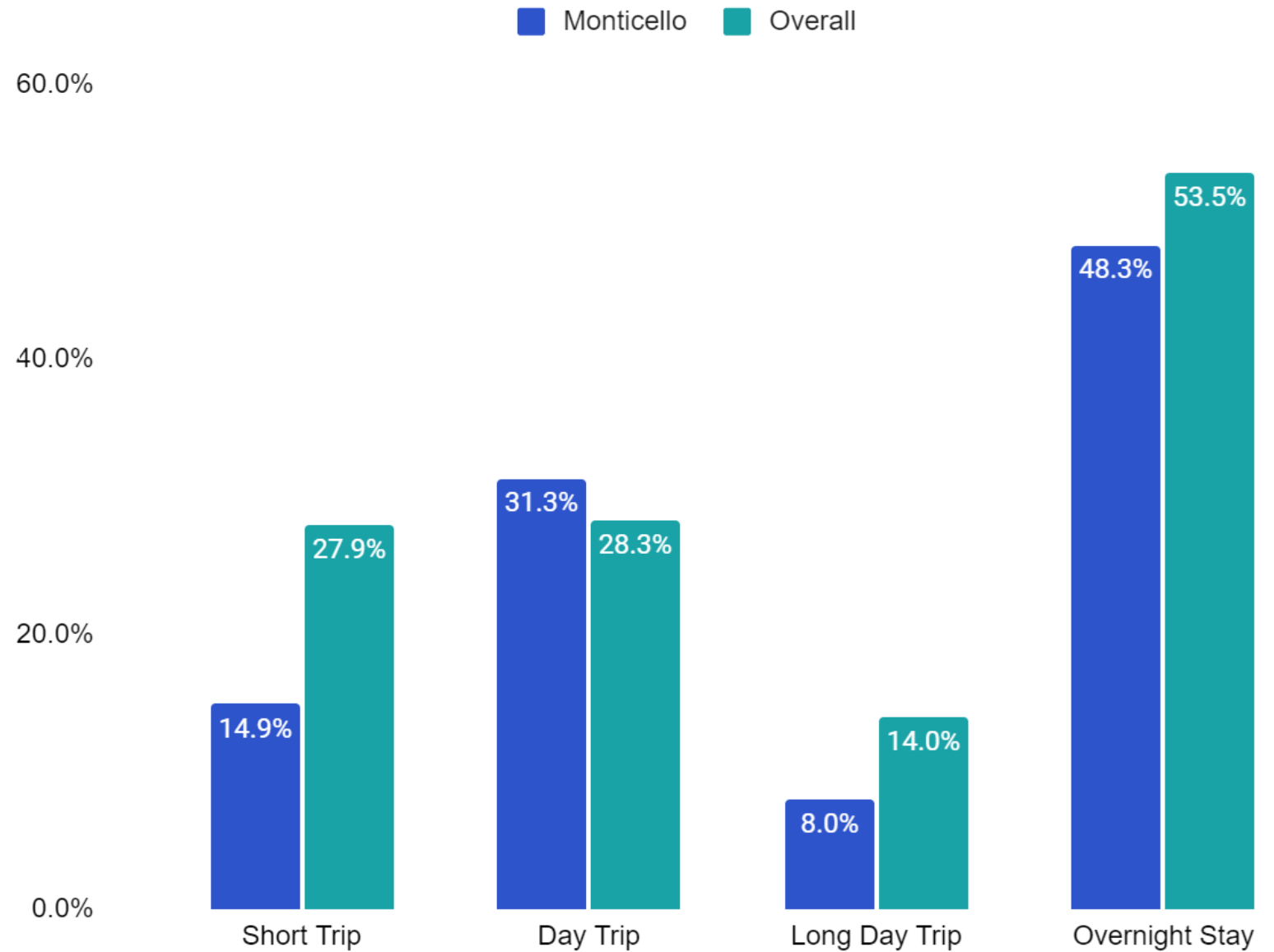
Are Monticello visitors more likely to stay overnight?

Monticello visitors are **-9.7% less likely to have an overnight trip** compared to the average visitor to Charlottesville – Albemarle County.

Source: Near

Definitions:

- Short Trip = 2-4 hours
- Day Trip = 4-8 hours
- Long day Trip = 8+ hours
- Overnight Stay = 8+hours & Next Day



The background image shows several Virginia football players in blue jerseys and white pants running on a field. The player in the center has jersey number 27. To his left, a player with number 31 is visible. To his right, a player with number 20 is visible. Further right, a player with number 88 is partially visible. The players are wearing helmets and are in motion. The background is a large crowd of spectators in a stadium.

KEY INSIGHTS

There was an average **6.7% increase in total visitor spending in Albemarle County during the Virginia vs North Carolina game** compared other 2022 home football games.

62% of the Virginia vs North Carolina football game attendees were visitors. Furthermore, 45.5% of these visitors were from out-of-state markets.

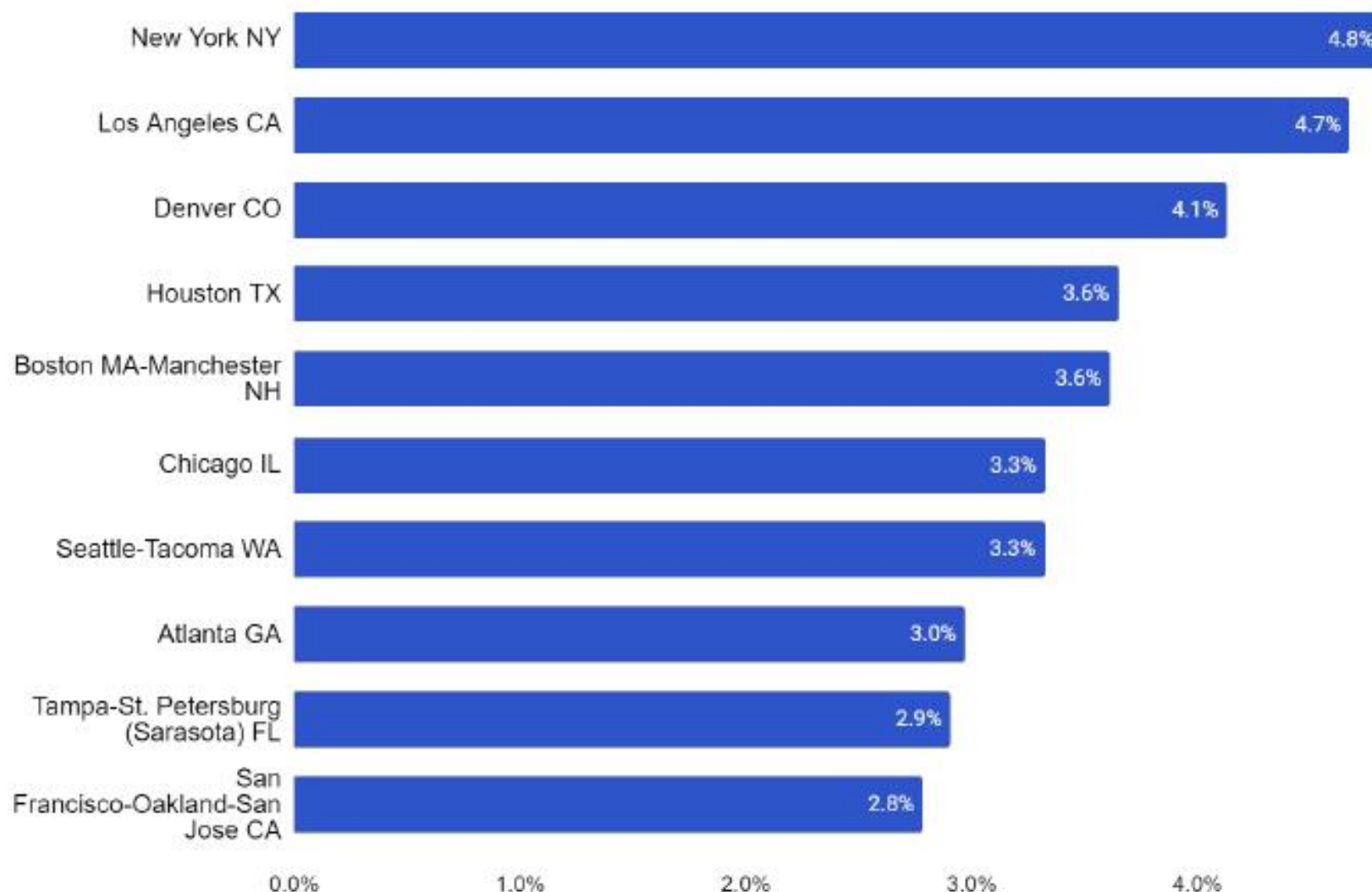
Virginia vs North Carolina football game visitors were observed at other POIs throughout Albemarle County and **38% of visitors were also seen at accommodations.**

What are the top visitor origin markets that travel through Dulles International and also visit Charlottesville POIs?

As a reference for potential opportunities, below is the Zartico Market Index rank of the top visitor origin markets:

- New York NY - #5
- Los Angeles CA - #16
- Denver CO - #24
- Houston TX - #33
- Boston MA - #13
- Chicago IL - #12
- Seattle WA - #39
- Atlanta GA - #11
- Tampa FL - #28
- San Francisco CA - #26

Source: Near; December 2021 - November 2022;
The "Zartico Market Index" looks at the relationship between website traffic, visitation, and visitor spending from those origin markets.



KEY INSIGHTS

1

Visitors represented 24% of total retail spending in 2022.

Furthermore, the share of visitor wallet in the retail category was 14.8%, which made it the 3rd-highest spending category for visitors behind food and accommodations.

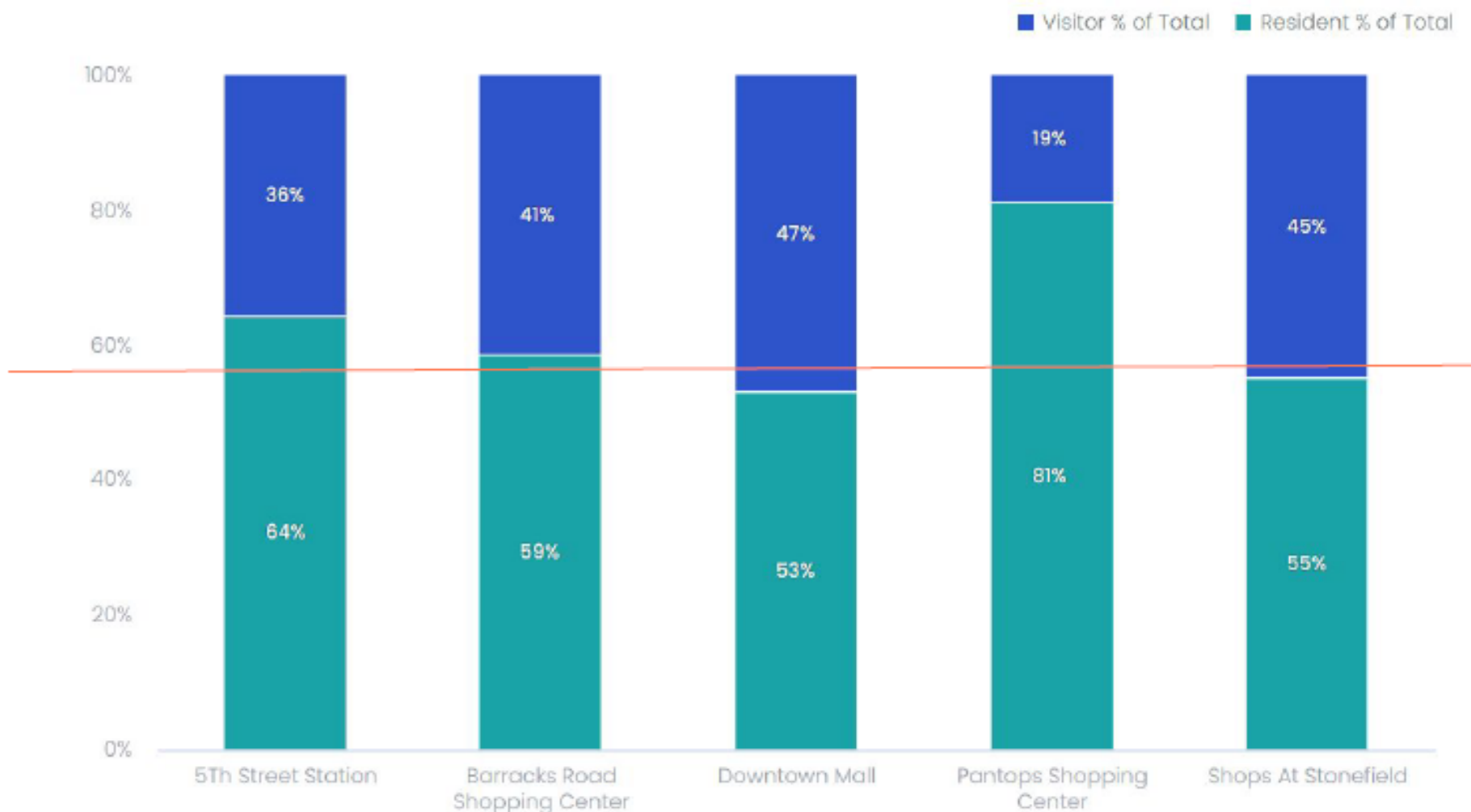
2

18.9% of all Charlottesville visitors were observed at a retail POI in 2022. 59.4% of visitors to retail POIs were from in-state markets and 59.7% were observed as an overnight trip.

3

There were unique visitor trends in the origin markets of retail visitors, their spending behaviors, as well as their visitation patterns to various points of interest throughout Charlottesville from each primary retail POI studied.

What is the visitor to resident mix at the Charlottesville primary retail POIs?

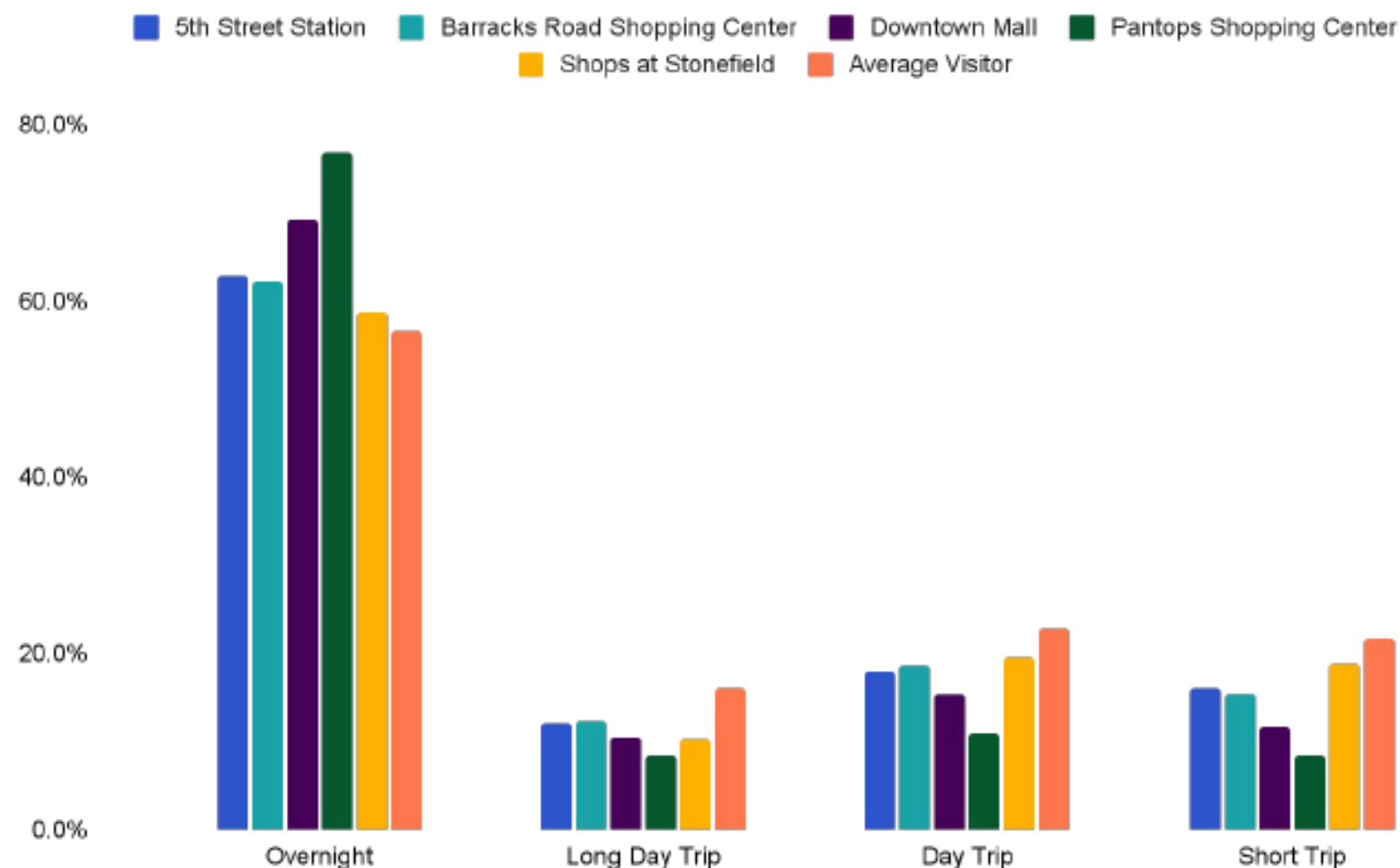


The **Downtown Mall, Shops at Stonefield, and the Barracks Road Shopping Center** have the highest share of **visitors** compared to the other retail POIs.

The Pantops Shopping Center had the highest share of residents compared to other retail POIs.

The average visitor to resident mix at Retail POIs is 56% resident and 44% visitors.

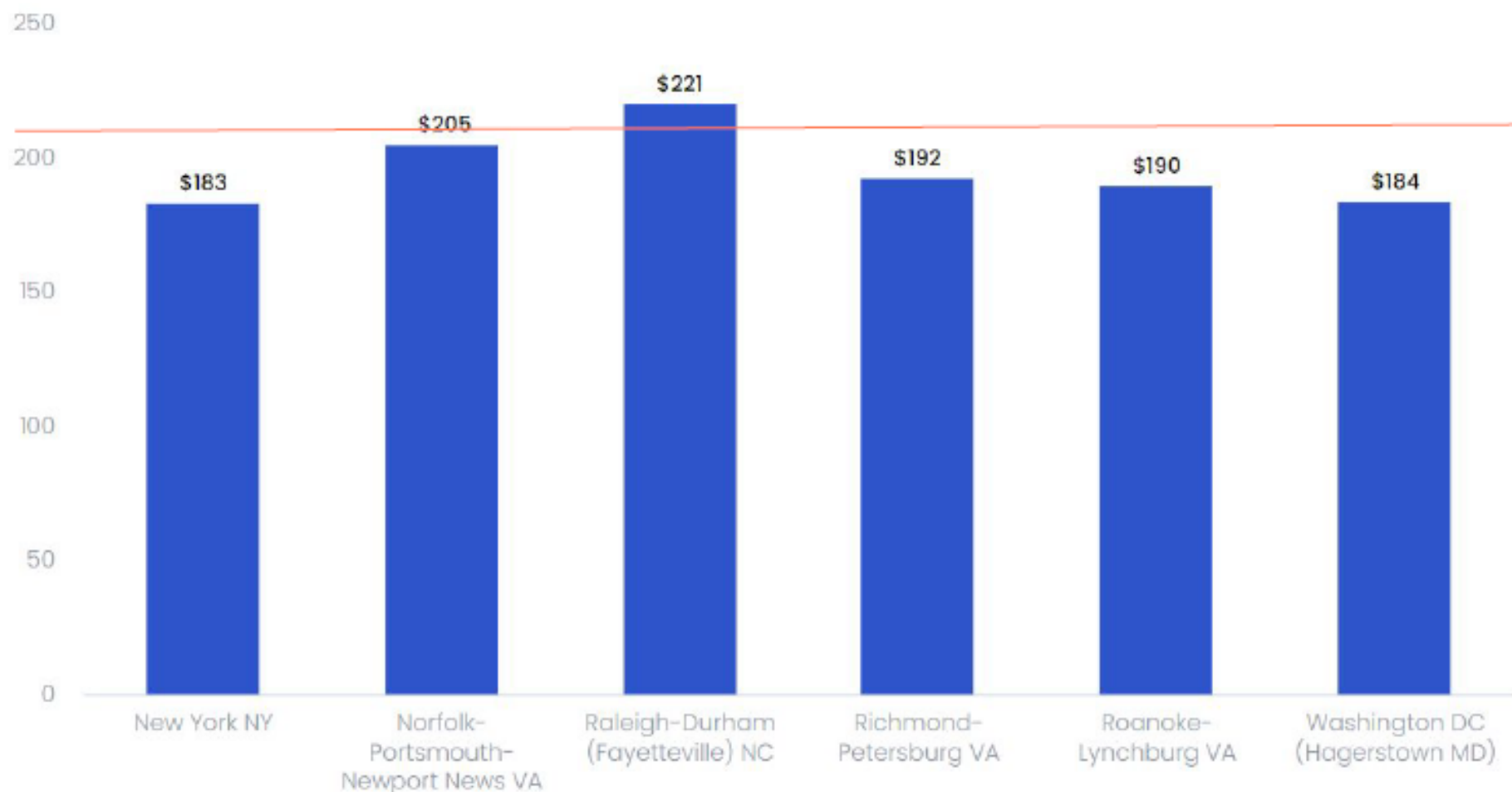
What are the trip types of the visitors to the different retail POIs compared to the average visitor?



Visitors to the **Pantops Shopping Center** and the **Downtown Mall** have the highest share of **overnight visitors** compared to the other retail POIs.

The Shops at Stonefield had the highest share of day trip visitors compared to other retail POIs.

What was the average visitor spending in the retail category from the top visitor markets?



Visitors from the **Raleigh-Durham NC DMA** had the **highest average visitor spending** in the retail category and was higher than the **overall average visitor spending in the retail category, which was \$212.**



Marketing & Public Relations Update



CACVB Marketing & PR Efforts

- Continued robust winter advertising efforts in both regional and national outlets (outlined on next slide)
- Media planning and buying for summer 2023 advertising
- Continued work on a new CACVB visitor guide
- Content creation efforts to include new and refreshed blog content (several of which are partner collaborations)
- “What’s New in 2023 in Charlottesville & Albemarle County” media release distributed in mid-January
- Continued media collaborations/pitching efforts

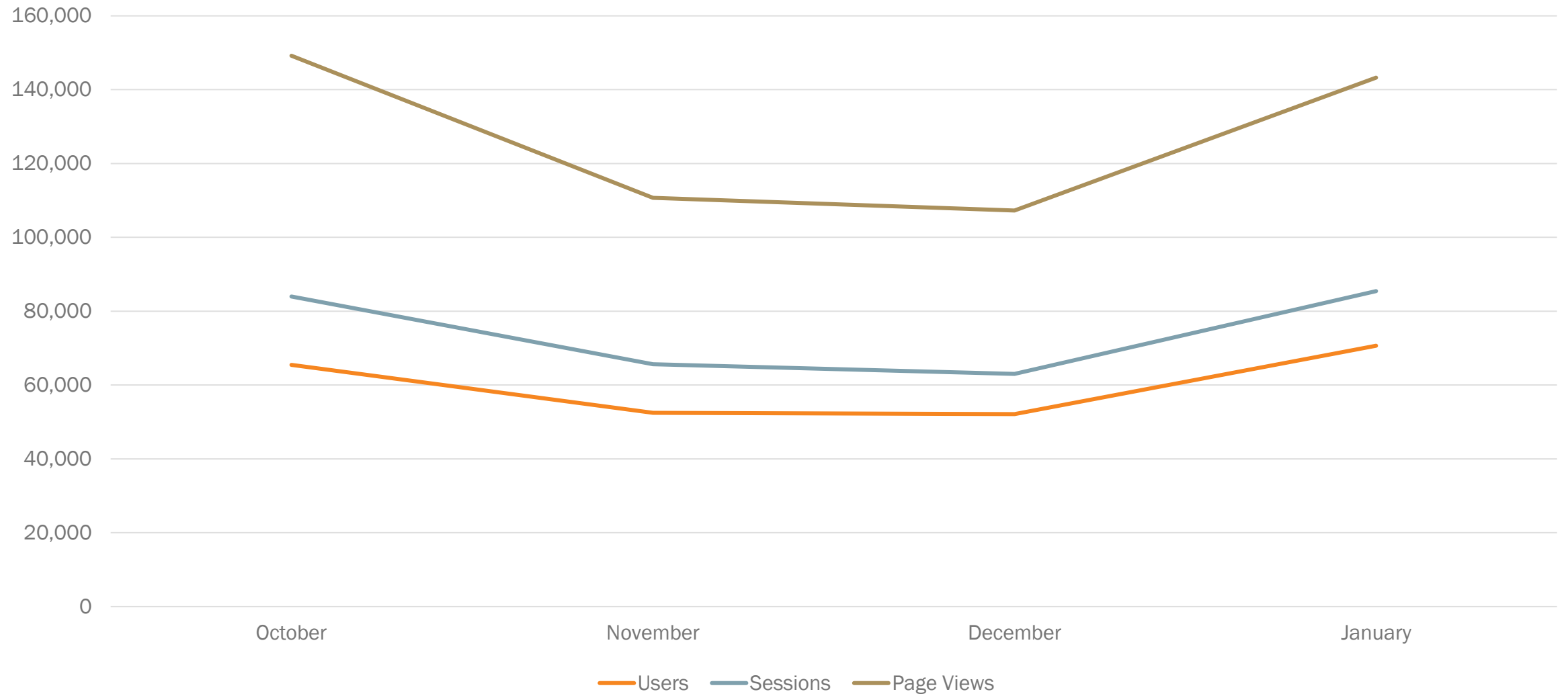
CACVB Advertising Efforts

- **Winter advertising campaigns for winter 22/23:**

- Travel + Leisure
- Food & Wine
- Conde Nast/Bon Appetit
- Essence
- WJLA-TV (Washington, D.C. market)
- Wine Enthusiast

- The Local Palate
- Advertising on virginia.org
- Charlotte Observer
- Baltimore Sun
- Blue Ridge Outdoors
- Northern Virginia Magazine
- Virginia Living
- Search engine marketing (ongoing)

Website Visitation Trends



Source: Google Analytics

CACVB Public Relations Efforts

- Recent media releases: “What’s New in Charlottesville & Albemarle County in 2023”
 - This media release was also distributed internationally through our partnership with Capital Region USA
- Recent media visits:
 - **Megan Williams:** January (in partnership with The Wool Factory)
 - **Erin Murray:** February (Editor-in-chief of *The Local Palate*)
- Upcoming media visits:
 - **Trish Fox:** March (CACVB media relations efforts)
 - **Jarone Ashkenazi:** Summer (in partnership with Virginia Tourism Corporation)
- Continue to regularly assist with journalist inquiries for information and images

CACVB Public Relations Efforts

- Recent media coverage includes:
 - *AFAR Magazine*: A Changing Narrative at One of America's Most Famous Presidential Homes
 - *Florida Today*: The Wine is Fine in Charlottesville, as is the Rest of the Place
 - *Skift.com*: The Remaking of Tourism in 5 U.S. Cities
 - *Getaway Mavens*: 20+ Surprisingly Romantic Getaways In Virginia
 - *Virginia Living*: Hooked on Charlottesville
 - *The Local Palate*: How to Stencil Bread Like a Professional Baker



Sales Overview

CACVB Sales Efforts

- Attended

- American Bus Association (Detroit, MI)
- SGMP December Gala and January Monthly Meetings (Williamsburg and Richmond, VA)
- SGMP Strong Meeting (Virtual)
- VSAE December Luncheon and January Monthly Meeting – (Richmond, VA)
- VRLTA Government Affairs (Virtual)
- VRLTA 4th Quarter Mixer
- Chamber's Defense Affairs Committee Meeting

- Hosted 2 sited visits

- WineMaker Magazine Conference
- InterVarsity

- Local Partner Meetings

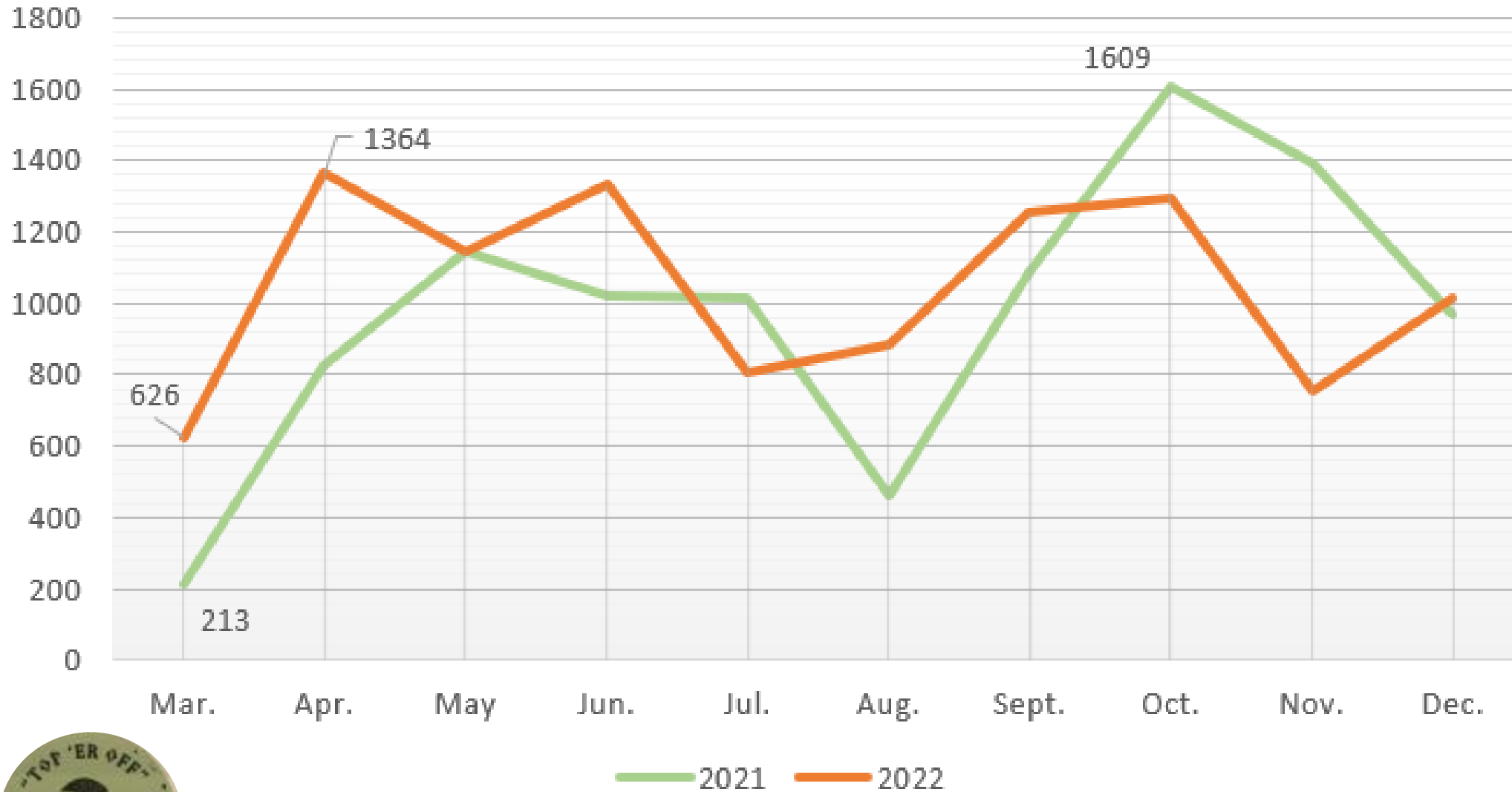
- Foxfield Races
- Lewis and Clark Exploratory Center
- Downtown Food Tour
- UVa Track and Field – Cross Country National Championships 2023
- The Draftsman Hotel
- Club Champions League (CCL)
- Kimpton The Forum Hotel

- 6 RFPs received and distributed



Visitor Services

2021 vs. 2022 Total Visitation

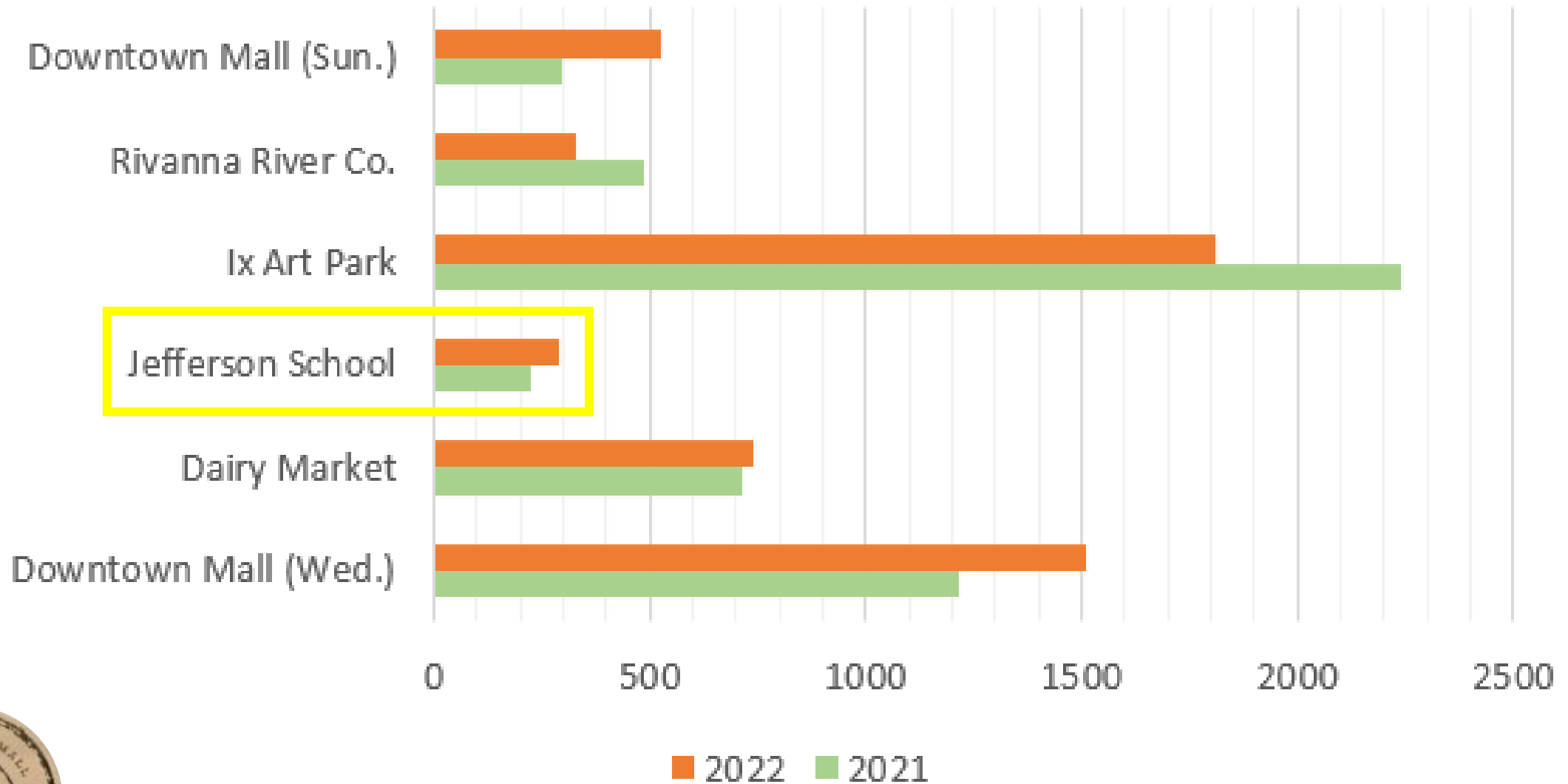


Information:

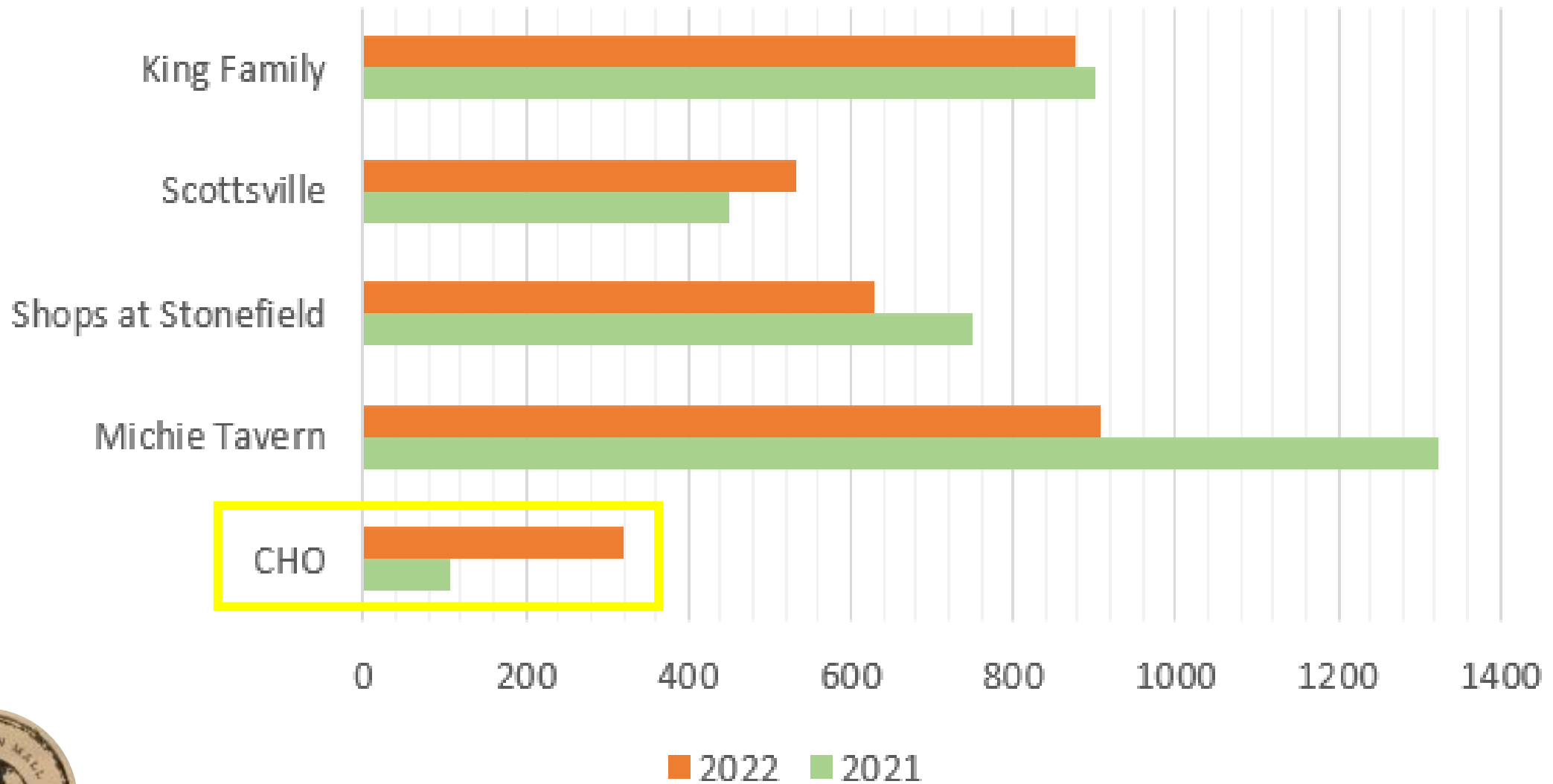
- Total 2022 Visitation: 10,477
- Increase from 2021: 8%



2021 vs. 2022 MVC Locations: City



2021 vs. 2022 MVC Locations: County



Special Events

- 2022 Special Event Visitation: +2,000
- Participated in a good balance of events (in city vs. in county, arts vs. outdoor rec.)
- Visitor Services has a goal of increasing participation in special events
- VS is considering out-of-area events to promote Charlottesville-Albemarle



Events
Cville Marathon Packet Pickup (Apr.)
Cville Bikefest at Dairy Market (Apr.)
Riverfest at RCC (May)
Crozet Arts and Craft Festival (Spring & Winter)
Batteau Festival (Jun.)
UVA Class of 2025 Back-to-School (Aug.)
Festival of the Wheel (Aug.)
Loop de'Ville
UVA Football Games (Fall)
2 Up Wine Down Wine Festival (Oct.)
VA Film Festival (Nov.)
Grand Illumination (Dec.)
Winter Wander (Dec.)

2022 Reach

Total Reach with MVCs & Collateral:
+15,000

(includes MVC visitation, special events, phone calls, emails, bulk orders, weekly mailing list)

Items Sent Totals: +100,000

(distributed by the MVCs, special events, sales manager, bulk orders, mailing lists, independent requests)

Welcome Centers: 15,000

(welcome and visitor centers)



What are Visitors Asking About/Doing?

Information:

- **65% of asked visitors responded that they were staying 1+ nights (-7% from 2021)**
- Travel, Arts, and Drinking and Dining all increased
- Shopping and History stayed pretty much the same
- Decrease in Outdoor Rec. (-21% from 2021), but increase in Special Events (+122% from 2021)
- Visitors were most interested in what to do Downtown and on UVA's campus
- 65% of asked visitors were interested in family-friendly activities



Updates on Visitor Services OKRs

1. Advance the visitor experience by ensuring all visitors feel welcome, valued, and informed

- Respond to visitor inquiries in a timely manner—Mailing list and Bulk Orders fulfilled twice a week
- Build a more welcoming destination—onboarded Wheel the World, first in VA, 60 partner assessments completed,
- Ensure the Mobile Visitor Center is welcoming—Wheel the World assessment and internal evaluations (Jul. & Dec.)
- Participate in professional development---Access to WtW E-Academy, DEI Classes & Program, Destination International's Professional in Destination Management

2. Enable greater discovery of the Charlottesville-Albemarle area

- Overhaul Visitor Guide—gathered updates for new version, in process of reviewing copy
- Serve as destination experts—participated in industry town halls, FAM tours, and joined two committees
- Develop tourism products and itineraries—ongoing conversations with arts and outdoor recreation, looking to expand with Destination Development Manager



Updates on Visitor Services OKRs

3. Cultivate relationships with younger audiences to grow interest in destination management organizations

- Connect with K12 about the work of the CACVB—staff presentations on leadership, marketing, sales, and VS
- Investigate opportunities to engage our partners with K12—field trip to Boar's Head and Tourism Job Fair
- Create opportunities for university students to interact with the CACVB—developing a Visitor Services intern position, attended student-focused events at UVA, work with Darden School students on community engagement

4. Enhance the visibility of the Mobile Visitor Centers

- Increase the digital presence of the MVCs—homepage relocation, monthly newsletter, waiting for hiring of Social Media & Content Manager for social media presence
- Arrange for more photography of the MVCs on location and at special events—will approach with new Social Media & Content Manager
- Partner with Sales to educate accommodations about MVCs—talked to 15 hotels, this building of awareness will increase with Destination Development Manager



Updates on Visitor Services OKRs

5. Increase partner support through data sharing, programming, and event sponsorship

- Provide one-time financial support for events—awarded 14 orgs./events, furthered CACVB brand, access to post-event visitor surveys
- Share visitation data with partners—utilized Board meetings and monthly newsletters, investigating options for new visitor survey and resident sentiment survey
- Hosted educational offerings for industry partners—held two, plus Tourism for All, hoping to expand with Destination Development Manager

6. Build capacity to deliver on our mission

- Create a volunteer position to assist with VS tasks—changing tactics to consider an intern position
- Ensure inventory and account records are up-to-date—performed annual inventory, will build on data cleanup standards with Destination Development Manager





Public Comment





Adjourn

