



# Board of Directors Meeting: April 24, 2023





Call to Order



# What Does The Bridge Do?



**Build**



**Support**



**Strengthen**

Jay Simple – The Bridge PAI



# Consent Agenda

- Approval of Previous Meeting Minutes
- Financial Statement



# Amended Budget

# Amended Budget Lines

- Salaries – due to results from Albemarle County’s compensation and classification study
- Information Technology – technology costs associated with additional team members
- Lease – separation of cleaning fees from primary lease line
- Advertising & Promotion – decreased to reflect increases in other areas. Will be boosted by ARPA funds previously budgeted.



# Director's Report



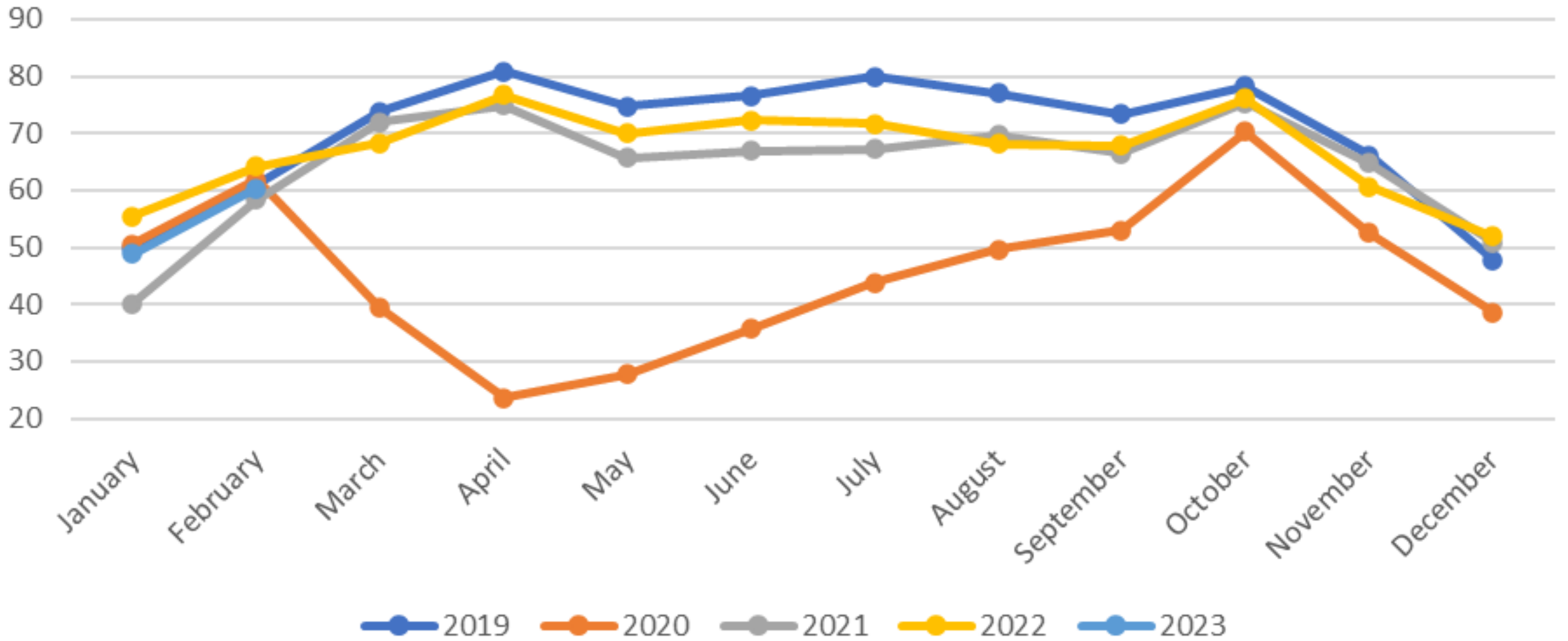


# Highlights

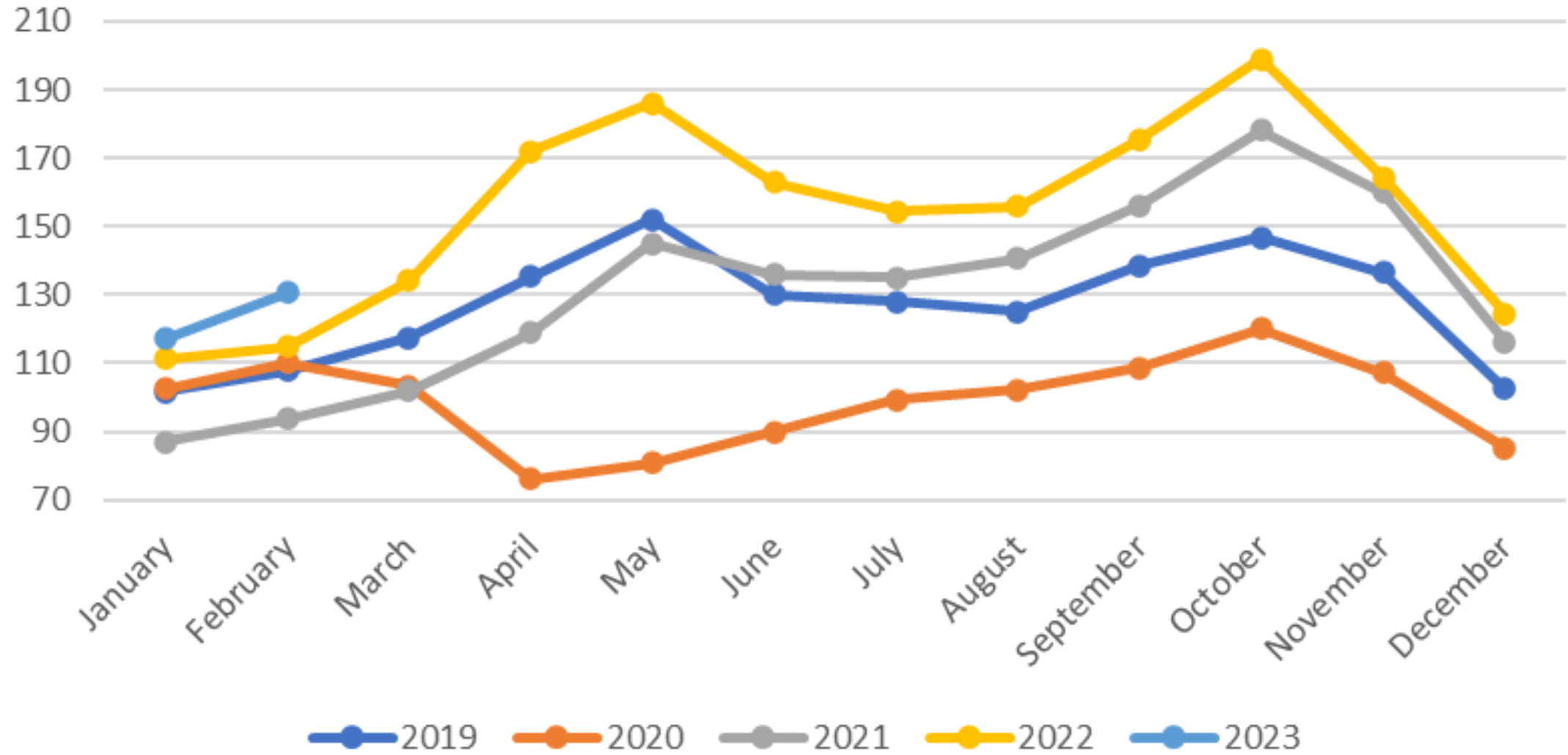
- Albemarle Public Schools job fair
- Keynote speaker at GWU Alumni Awards presentation
- Interview with Virginia Tourism on DRIVE 2.0 projects
- VA-1 Tourism conference planning committee
- DEAI Cohort Museum meeting
- VRLTA Charlottesville chapter meeting
- Central VA DMOs meeting
- VA-250 visioning meeting



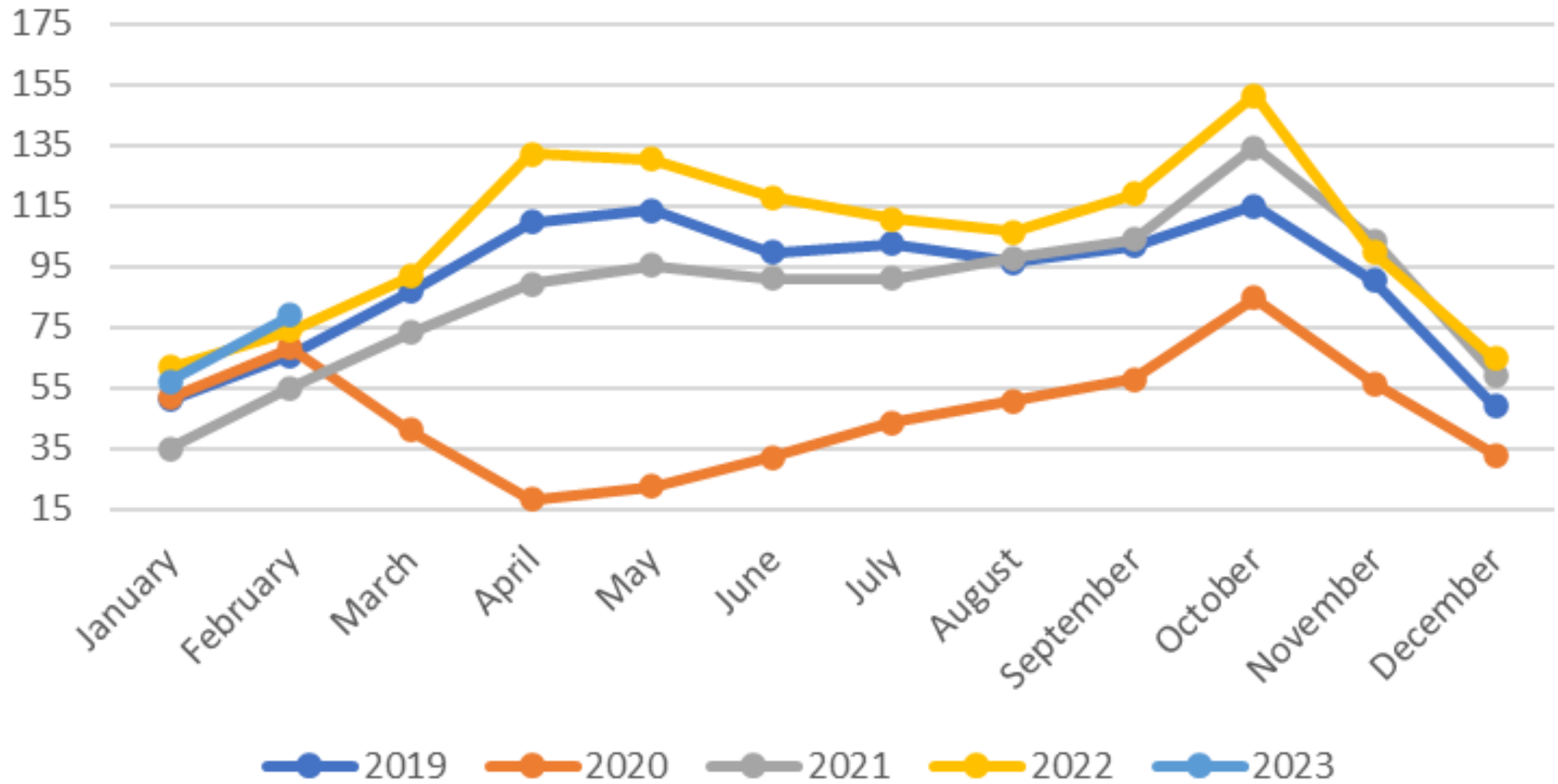
# Hotel Occupancy Rates



# Average Daily Rate



# Revenue per Available Room





# Marketing & Public Relations Update



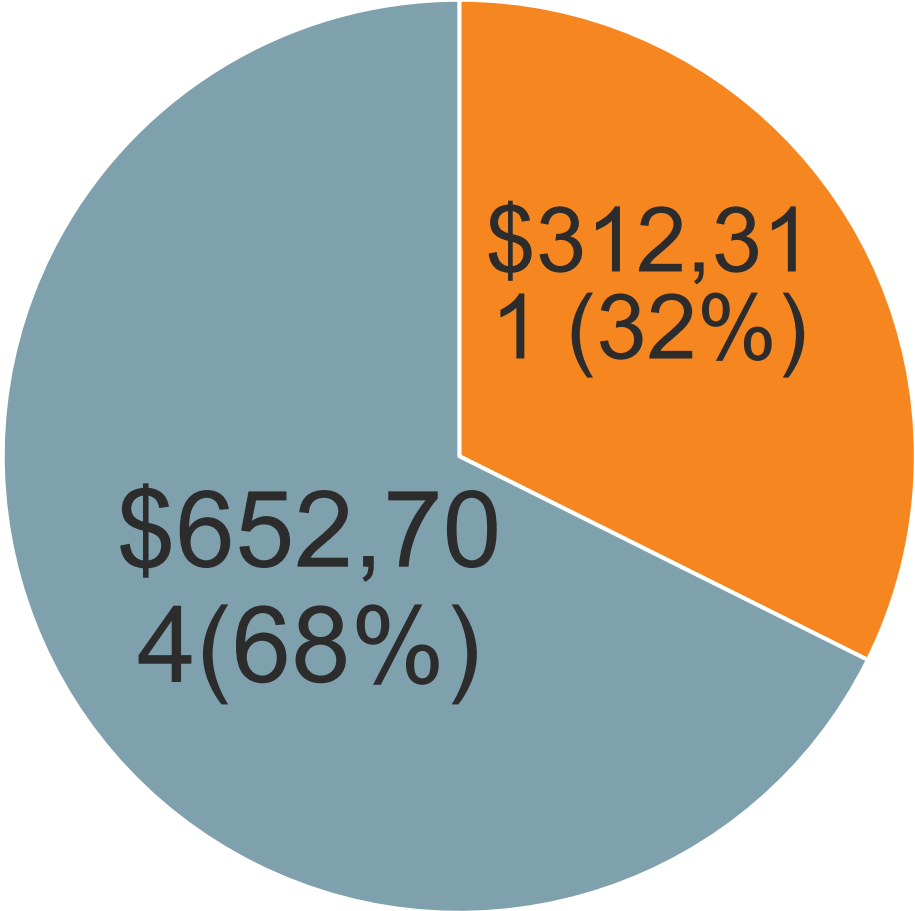


# FY23 Advertising Update



# FY23 Advertising Overview

Total Advertising Spend



■ Target Markets ■ National

- ***OKR: Dedicate 25% of advertising spend and public relations efforts in target markets. Rest in national/international.***
- As of March 31, 2023, we are pacing slightly ahead of our goal for advertising spending in key geographic markets, as compared to our national media buys.
- ***All paid media is procured, created, executed, and monitored by the CACVB and its respective advertising vendors.***

# Advertising Outlets Overview

- **Advertising Outlets in FY23**

- 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
- Coastal Living Magazine
- Hemispheres
- Cary Magazine
- Search engine marketing
- Social media advertising
- Various group sales publications

# National Advertising Success – Food & Wine, Travel + Leisure

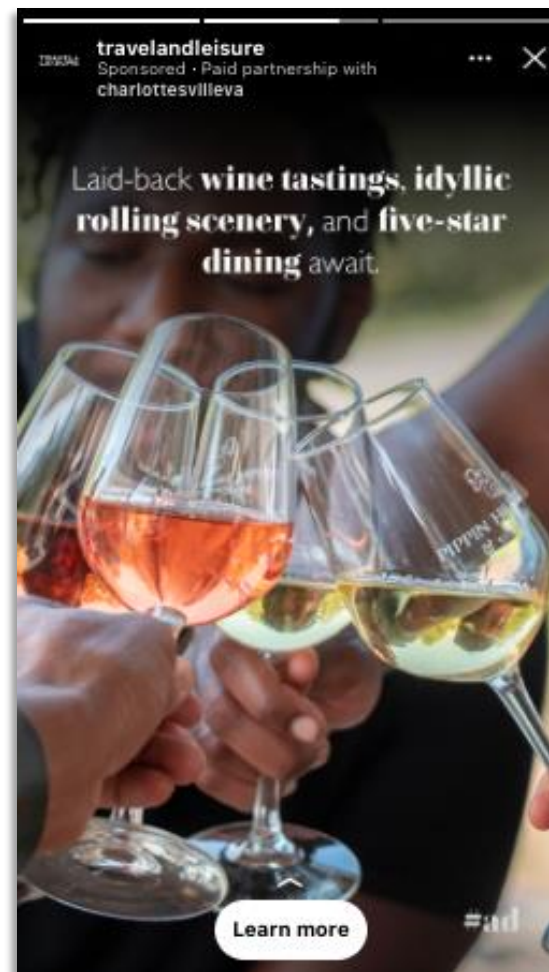
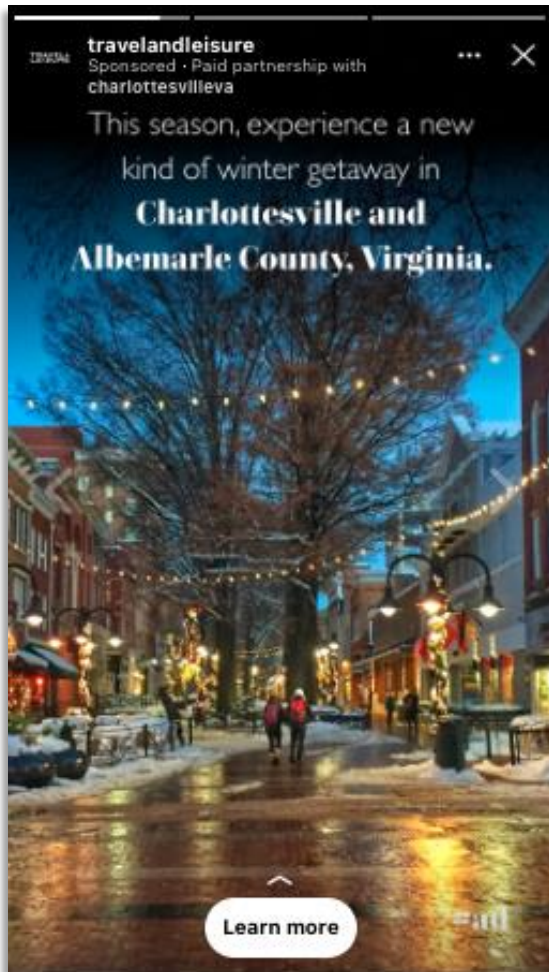
The screenshot shows the Food & Wine website header with navigation links: RECIPES, INGREDIENTS, WINE, DRINKS, SPIRITS, NEWS, COOKING TECHNIQUES, TRAVEL, WHAT TO BUY, ABOUT US, and SUBSCRIBE. A search bar and 'Magazine' dropdown are also present. The main content area features a banner for Charlotteville with the text 'Wine for a new generation. Memories to last a lifetime.' and a 'Visit Charlottesville' button. Below the banner is the headline 'Where to Wine and Dine in Charlottesville & Albemarle County This Winter' and a sub-headline 'Award-winning wines pair with farm-to-fork fare in this unexpected winter culinary destination.' A 'PAID CONTENT FOR' label is above the Charlotteville logo. The main image shows a man and a woman clinking wine glasses, with a smaller inset image of a man holding a dog.

The screenshot shows the Travel + Leisure website header with navigation links: TRIP IDEAS, TRAVEL GUIDES, WORLD'S BEST, TIPS + PLANNING, CRUISES, TRAVEL PRODUCTS, NEWS, ABOUT US, and SUBSCRIBE. A search bar and 'Magazine' dropdown are also present. The main content area features a banner for Charlotteville with the text 'Wine for a new generation. Memories to last a lifetime.' and a 'Visit Charlottesville' button. Below the banner is the headline 'Experience a New Kind of Winter Escape in Central Virginia's Wine Country' and a sub-headline 'A perfect blend of town and country awaits in the unexpected winter locale of Charlottesville & Albemarle County.' A 'PAID CONTENT FOR' label is above the Charlotteville logo. The main image shows a vineyard with people on horseback, and a smaller inset image of a man holding wine glasses.

- ***The CACVB ran winter digital campaigns on Food & Wine and Travel + Leisure – two of the most well-known travel publications in the country.***



# National Advertising Success – Food & Wine, Travel + Leisure



- Native article performance on Travel + Leisure and Food & Wine had a total click-through rate (CTR) of 3.7% - **2.6x the benchmark.**
- Banner ads on these outlets had a CTR of 1.13% - **4.2x the benchmark of 0.27%.**
- Average time spent on native articles was 42 seconds, **compared to the benchmark of 31 seconds.**

# National Advertising Success – Food & Wine, Travel + Leisure



- ***Social media ads received significant engagement, with potential visitors planning their trip in the comments (and tagging their friends), while simultaneously receiving buy-in from locals.***

# National Advertising Success – The Local Palate

Patience is a necessity if you're in the mood for fried chicken, as Walker takes no shortcuts: He won't even think about starting the fryer until a guest orders this southern staple. From the fried fish submarine to the bologna and egg sandwich, it's easy to see why Mel's has been consistently named one of the most popular destinations in Charlottesville.

## The Pie Guy



- *The CACVB ran a print/digital campaign with **The Local Palate**, including multi-page advertorials, with one focusing solely on Black-owned restaurants in Charlottesville & Albemarle County.*
- The web version of the Black-owned restaurants advertorial received **2.57x more page views than any other element of our campaign**, allowing us to shine a spotlight on these important local businesses.

# Target Market Advertising Success – Baltimore, MD

8. Baltimore MD	Users	New Users	Sessions
Jul 1, 2022 - Mar 31, 2023	23,138 (3.88%)	21,885 (4.05%)	27,061 (3.91%)
Jul 1, 2021 - Mar 31, 2022	18,097 (3.36%)	16,805 (3.29%)	21,845 (3.29%)
% Change	27.86%	30.23%	23.88%

- ***OKR: Increase website traffic (sessions) by 5% in target markets by measuring year-over-year performance.***

# Target Market Advertising Success – Charlotte, NC

9. Charlotte NC	Users	New Users	Sessions
Jul 1, 2022 - Mar 31, 2023	21,250 (3.56%)	20,393 (3.78%)	22,855 (3.30%)
Jul 1, 2021 - Mar 31, 2022	11,680 (2.17%)	11,235 (2.20%)	14,233 (2.14%)
% Change	81.93%	81.51%	60.58%

- ***OKR: Increase website traffic (sessions) by 5% in target markets by measuring year-over-year performance.***

# Target Market Advertising Success – Baltimore/Charlotte

4. Charlotte NC	Users	New Users	Sessions
Nov 15, 2022 - Mar 15, 2023	<b>12,624</b> (4.59%)	12,271 (4.90%)	13,516 (4.37%)
Nov 15, 2021 - Mar 15, 2022	<b>4,146</b> (2.21%)	3,973 (2.23%)	5,026 (2.20%)
<b>% Change</b>	<b>204.49%</b>	<b>208.86%</b>	<b>168.92%</b>
5. Baltimore MD			
Nov 15, 2022 - Mar 15, 2023	<b>12,370</b> (4.50%)	11,962 (4.78%)	14,100 (4.56%)
Nov 15, 2021 - Mar 15, 2022	<b>6,156</b> (3.28%)	5,758 (3.24%)	7,373 (3.23%)
<b>% Change</b>	<b>100.94%</b>	<b>107.75%</b>	<b>91.24%</b>

*\*Web traffic from November 15, 2022 – March 15, 2023. During our period of heaviest advertising, Charlotte and Baltimore became our 4<sup>th</sup> and 5<sup>th</sup> highest markets for web traffic, respectively.*

# Target Market Advertising Success – Washington, D.C.



- ***The CACVB ran a winter TV campaign on WJLA-TV (Good Morning Washington) featuring five 4-minute segments pushing winter visitation to Charlottesville and Albemarle County.***
- The CACVB was able to involve nearly a dozen partners in these segments and a TV commercial schedule ran into January.
- ***We saw great success with this outlet in FY22, so we expanded it to a weeklong “Good Morning Washington” takeover in FY23.***

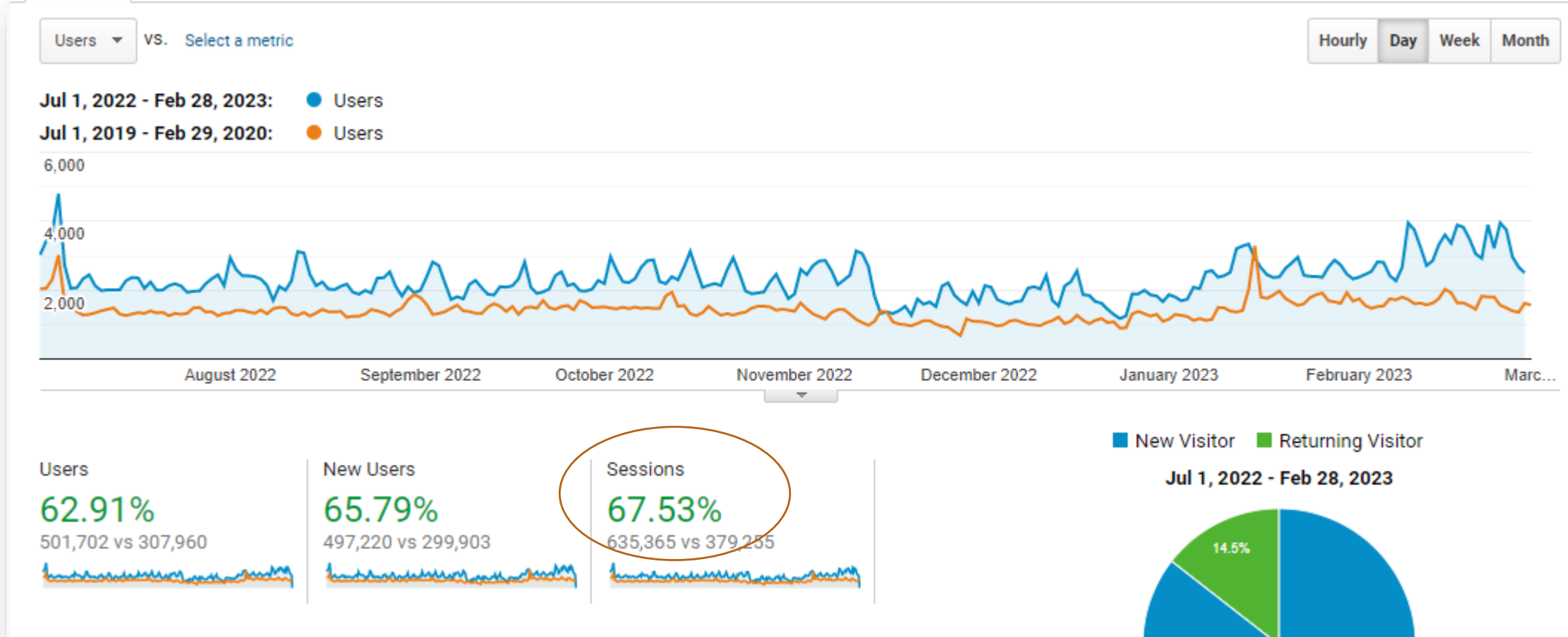
# Target Market Advertising Success – Washington, D.C.

1. Washington DC (Hagerstown MD)	Users	New Users	Sessions
Dec 1, 2022 - Jan 31, 2023	24,710 (19.55%)	23,061 (20.15%)	28,867 (20.28%)
Dec 1, 2021 - Jan 31, 2022	20,751 (22.91%)	20,046 (23.42%)	25,558 (23.47%)
% Change	19.08%	15.04%	12.95%

- ***OKR: Increase website traffic (sessions) by 5% in target markets by measuring year-over-year performance.***

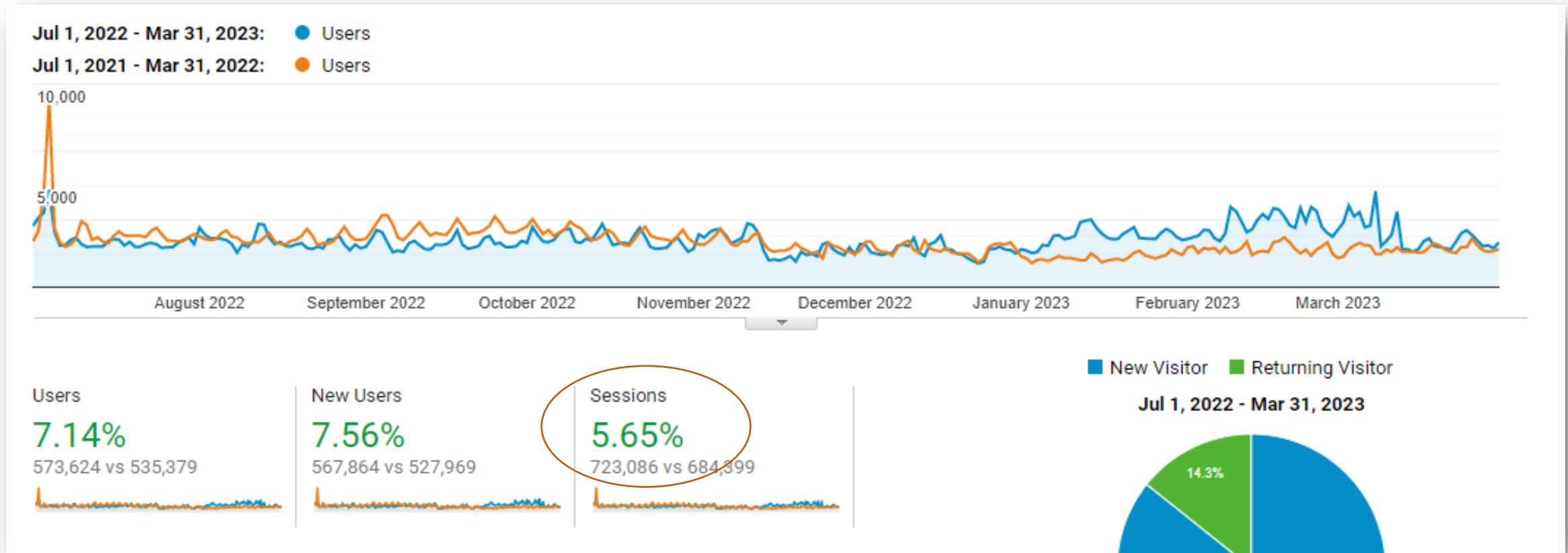


# Website Analytics



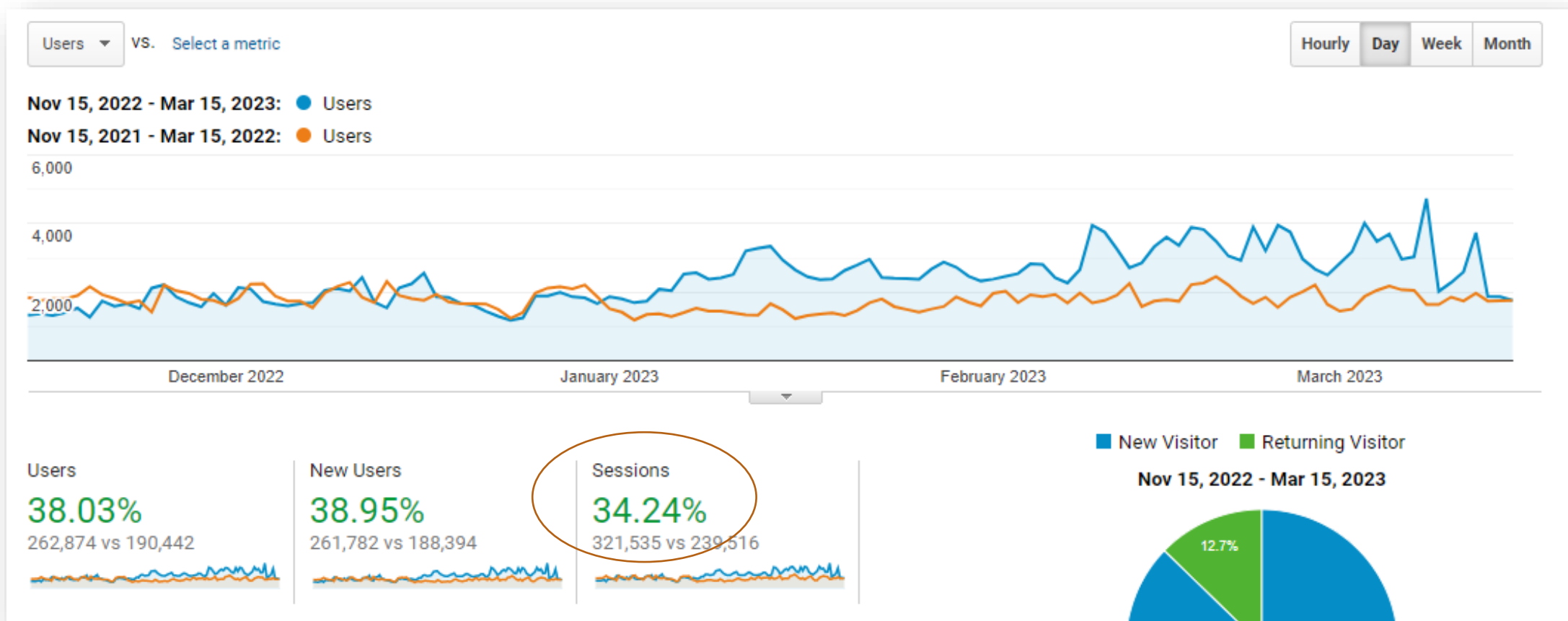
- ***CACVB website traffic is at historic highs, when comparing FY23 with FY20 (our last pre-pandemic fiscal year).***

# Website Analytics



- **Website traffic (July 1, 2022 – March 31, 2023) compared to the same period last year is UP in users and sessions.**

# Website Analytics



- ***Bulk of advertising spend occurred during winter, with an impressive lift in users and sessions from November 15, 2022 – March 15, 2023, when compared to the previous year.***



# FY23 Content Creation Update



# CACVB Content Creation Efforts



## 20+ Charlottesville Area Wineries to Discover on the 2023 Virginia Governor's Cup Gold Medal Trail

Looking for the best wines in Charlottesville and Albemarle County? The Virginia Governor's Cup wine competition is one of the ways wineries and retailers judge



## Jefferson School African American Heritage Center Celebrates 10 Years

Written by Dr. Andrea Douglas, Executive Director of the Jefferson School African American Heritage Center  
The Jefferson School African American



## Top 5 Reasons to Visit the Virginia Festival of the Book

Written by Kalela Williams, Director of the Center for the Book

The Virginia Festival of the Book, the biggest literary event in Charlottesville and Albemarle County, takes place in March each year. In

- **Most viewed blog content in FY23 has included outdoor recreation, wine, and winter visitation ideas.**

- **OKR: Increase relevant and timely content creation on website through two blog posts and one top landing page monthly.**
- In FY23, the CACVB has published 26 blog posts, already exceeding our yearly goal. Blog posts have been created internally, through guest writers, and through partner collaborations.
- **The average time on page for our blog has increased by 46% year-over-year in FY23 (going from 2:28 to 3:38).**

# CACVB Content Creation Efforts

- ***OKR: Overhaul the visitor guide to update listings and promote new experiences.***
- This winter, the CACVB embarked upon a complete overhaul of the visitor guide. This was a teamwide collaboration ***and the first time the production of a visitor guide had been completely managed in-house.***

**Local wines that come with a view.**

*The rolling hills and valleys of Albemarle County are home to some of the most renowned wineries in Virginia.*

A top wine destination on the East Coast, the Monticello Wine Trail is centered around the Charlottesville area and features more than 40 wineries.

Whether you're new to visiting wineries or sip at a sommelier status, the friendly, knowledgeable staff at each locale encourages you to enjoy wine your own way, guiding your selections based on your personal preferences and tastes. While you sip and discover the rich history of Central Virginia terroir in every glass, you can pair it with food trucks, movie nights, games, live music, and even mini-golf! Many wineries are suitable for families.

**Did You Know?**  
The Charlottesville area is considered the birthplace of American wine. Thomas Jefferson attempted to grow grapes here, and though his attempts were not successful, momentum to establish Virginia as a significant wine-growing state continued. Today, the Monticello Wine Trail produces wines of national and international acclaim.

SCAN ME

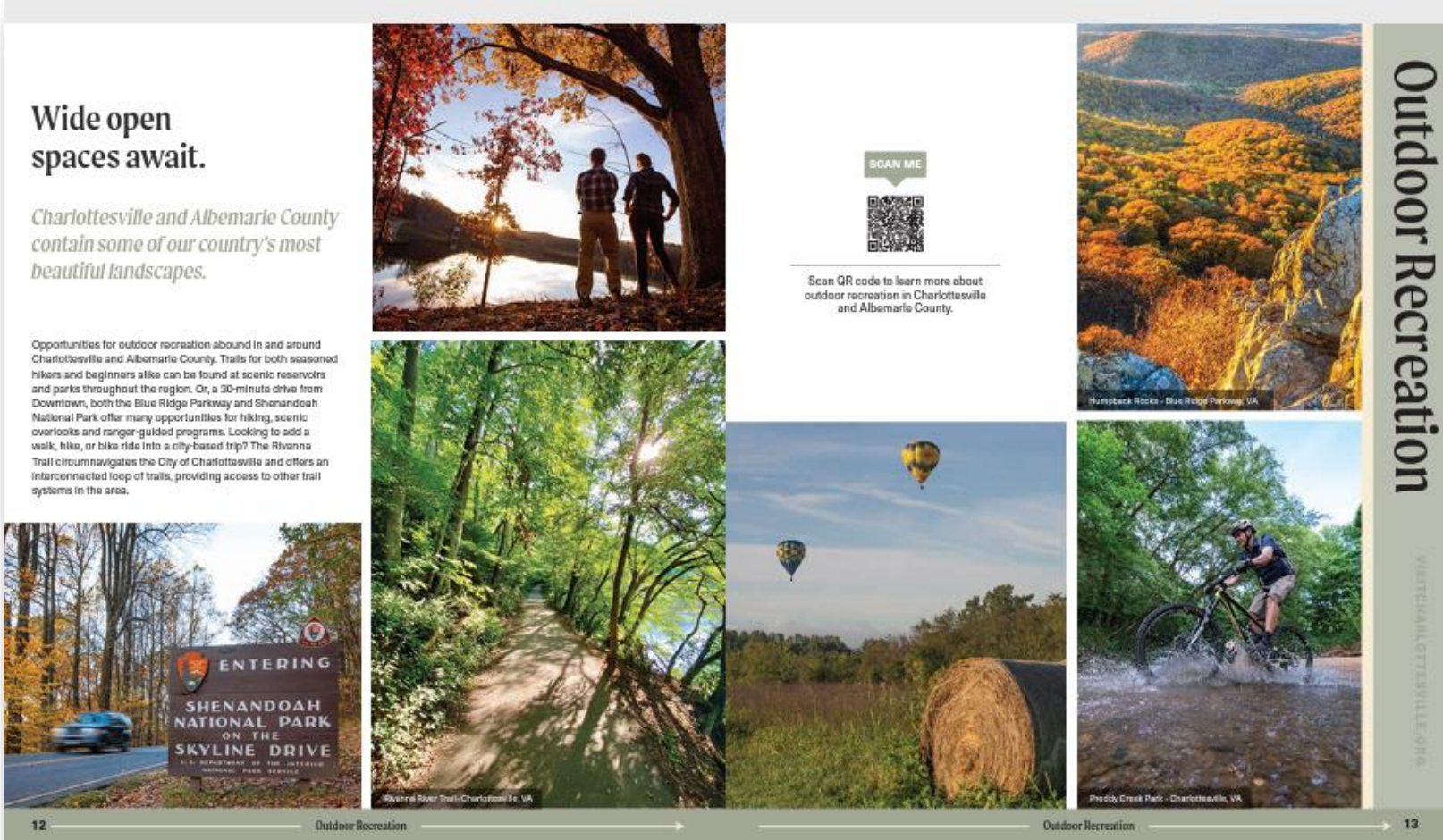
Scan QR code to learn more about wineries in Charlottesville and Albemarle County.

Wineries

VINTHARLOTTESVILLE.ORG

## ***New CACVB Visitor Guide***

# CACVB Content Creation Efforts



- *The new guide leans heavily on stunning photography, QR codes driving to our website, and encourages shoulder season and midweek visitation.*

## *New CACVB Visitor Guide*



# FY23 Public Relations Update





# CACVB Public Relations Efforts



- ***OKR: Establish baseline and increase the number of articles/media mentions generated in target markets.***
- Proactive media outreach to target markets was limited in FY23. A baseline of 12 articles per year, with 5 coming from target markets has been established. Outreach efforts will be increased for the remainder of FY23 and into FY24, with additional staff joining the CACVB.

- ***Screenshot of “3-Day Weekend” on ESPN, featuring Charlottesville and Albemarle County.***

# CACVB Public Relations Efforts



## Monday, May 8: Charlottesville, VA

A visit to Charlottesville, Virginia offers Laurita and Lauren both adventure and meaningful historical explorations.

With delicious food stops at Bodo's Bagels and Angelic's Kitchen, and stays at The Clifton and The Draftsman hotels, the hosts get a new perspective on Laurita's college town. The visit also includes horseback riding with Indian Summer Guide Service, wine-tasting at Veritas Vineyards and a poignant personal tour of Monticello.



TRAVEL

## Why Charlottesville's Quirk Hotel Should be the Next Stylish Address for Your Vacation

Late fall is an ideal time to head to Charlottesville, and the Quirk Hotel has a central location from which to explore this vibrant city.

By [Renee Sklarew](#) | November 1, 2022

**I**n a city known for its history, [Quirk Charlottesville](#) is a haven for contemporary design lovers. The hotel's groundbreaking architecture incorporates modern minimalism with historic structures, making it entirely unique in Charlottesville.

- Recent media placements have included outlets in our target markets, including WETA-TV in Washington, D.C. and *Northern Virginia Magazine*.

*WETA-TV in Washington, D.C.*

*Northern Virginia Magazine*

# CACVB Public Relations Efforts

- Additional FY23 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**
  - *Forbes*: **Where to Stay, What to Do, When Visiting Second Cities**

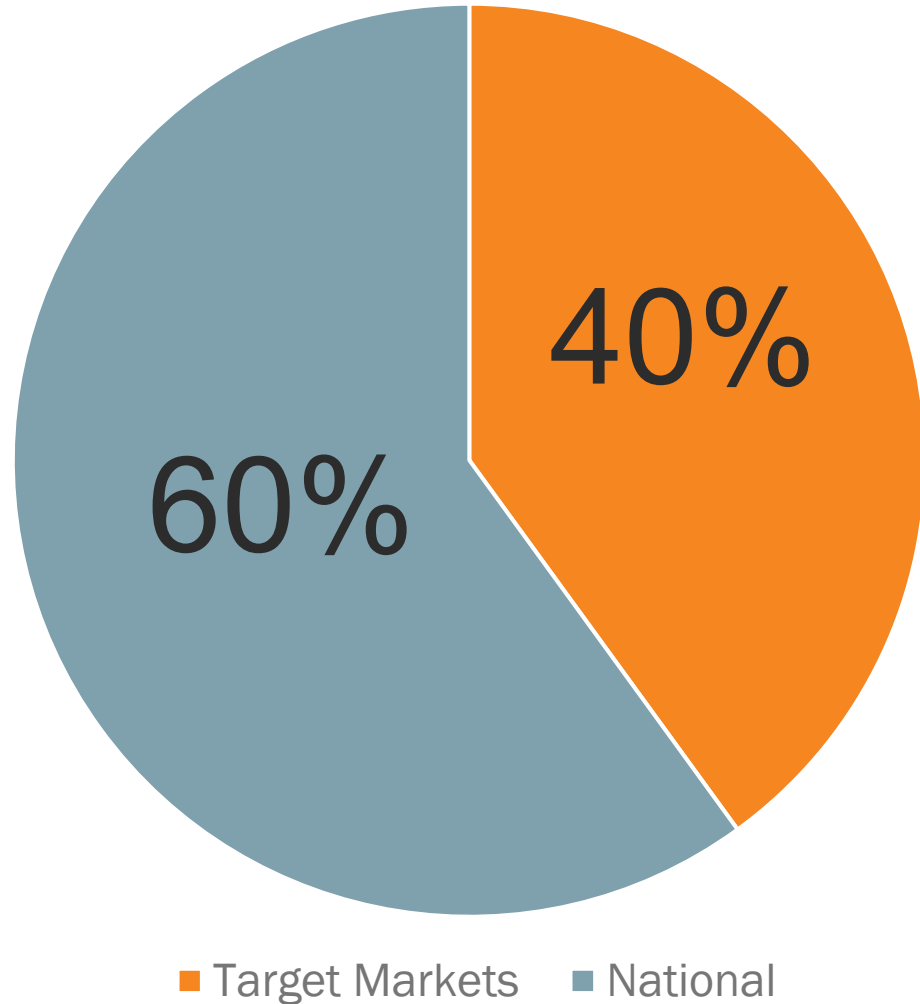


# FY24 Outlook



# FY24 Advertising Outlook

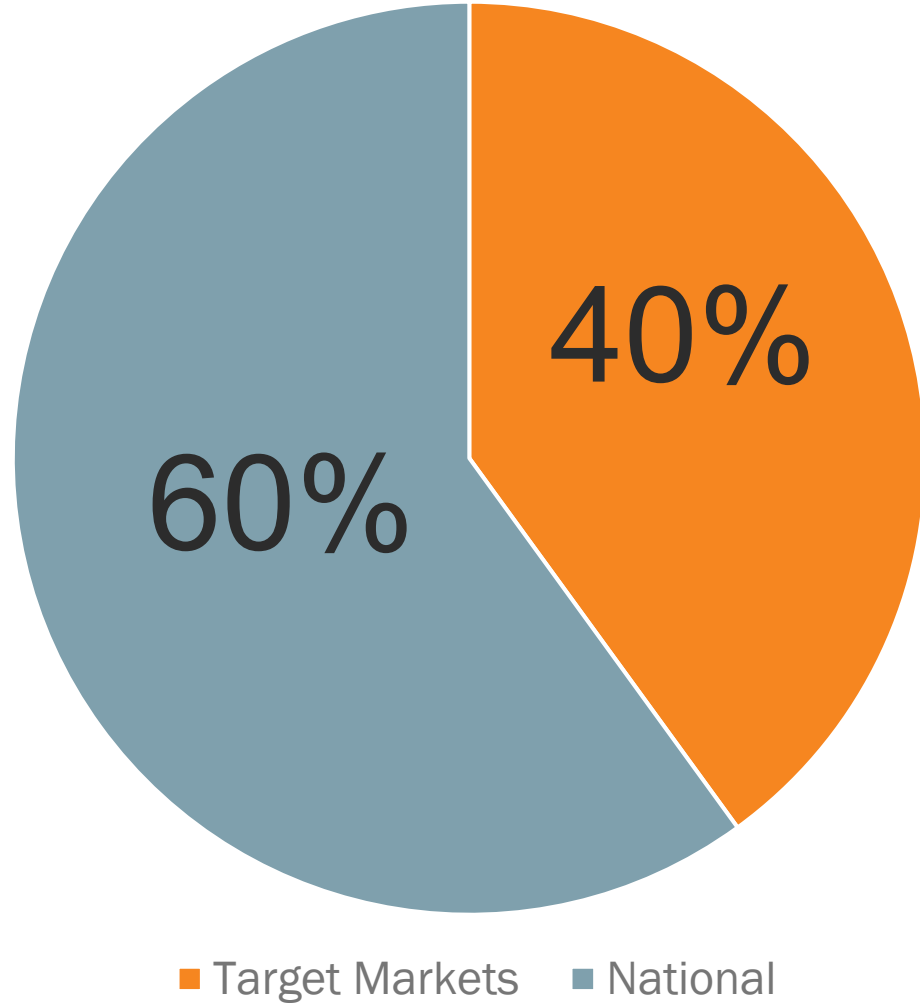
Proposed Advertising Spend



- ***Proposed breakdown for advertising in FY24:***
  - ***40% dedicated to target markets***
  - ***60% dedicated to national outlets***
- This breakdown will allow the CACVB to aggressively advertise in target markets during our shoulder seasons (winter/summer), while maintaining a presence in national outlets throughout the year.

# FY24 Advertising Outlook

Proposed Advertising Spend



- ***Based on performance data from FY23, we will increase our efforts in Baltimore and Charlotte, while maintaining our efforts in Washington, D.C., Raleigh-Durham, and the Virginia Beach metro area.***

# FY24 Advertising Outlets

- **Advertising Outlets in FY24:**

- Travel + Leisure
- Food & Wine
- Conde Nast/Bon Appetit
- WJLA-TV or WTTG-TV (Washington, D.C.)
- The Local Palate
- Advertising on virginia.org
- Charlotte Observer
- Charlotte Magazine
- Baltimore Sun
- Baltimore Magazine

- Blue Ridge Outdoors
- Northern Virginia Magazine
- Virginia Living
- Coastal Living Magazine
- Cary Magazine
- Raleigh Magazine
- Search engine marketing
- Social media advertising
- Group sales/meetings publications

# FY24 Marketing & PR Team Structure





# FY24 Marketing & PR Team Structure



- ***Owned Media:***
  - *Website*
  - *Social media*
  - *Newsletters*
  - *Photo & video assets*
- ***Paid Media:***
  - *Advertising*
- ***Earned Media:***
  - *Media relations/PR*

- ***With our new hire, the CACVB will have a dedicated staff member for owned, paid, and earned media for the first time.***



Thank You!





# Sales Overview

# CACVB Sales Efforts

- Attended

- VRLTA Chapter Meeting – (Charlottesville)
- VSAE SIG Meeting – (Virtual)
- SGMP Chapter Meeting – (Richmond)
- Itinerary building workshop with City of Lynchburg office of Economic Development for Southeast Tourism Society Domestic Showcase (Virtually)
- Chambers 2<sup>nd</sup> Annual State of the Community
- VSAE Monthly Meeting – (Richmond, VA)
- VRLTA Government Affairs (Virtual)
- SGMP's Old Dominion Chapter Annual Conference (Norfolk, VA)
- STS Sales and Marketing (Virtual)

- Virtual meetings with 3 meeting planners on proposals submitted by hotels for RFPS sent resulting in 2 site visits scheduled for May

- Local Partner Meetings

- Albemarle Historical Society
- Camp Holiday Tours
- Virginia Discovery Museum
- LYDM Museum
- Pippin Hill Farm & Vineyards
- Comfort Inn Monticello
- Courtyard by Marriott Charlottesville - University Medical Center

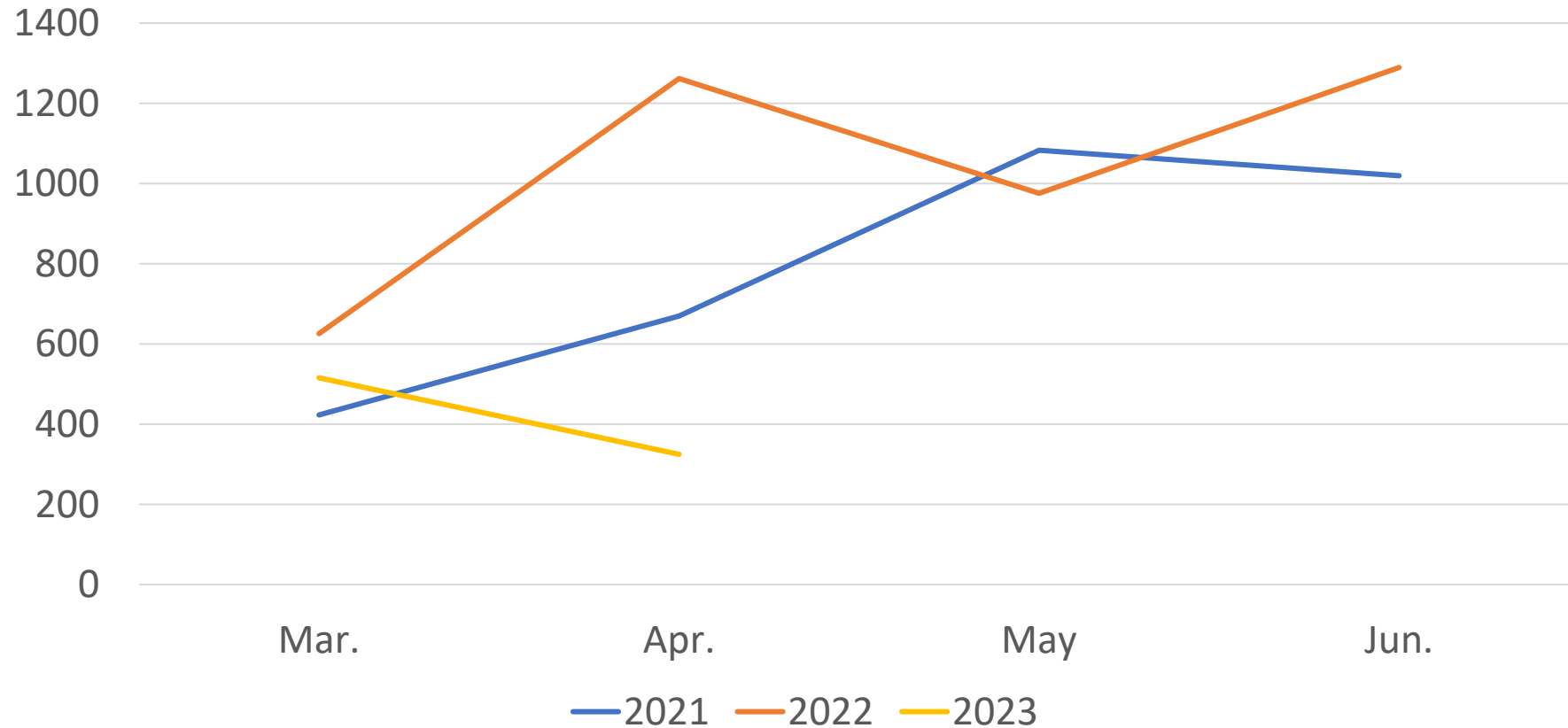
- 16 RFPs received and distributed

- Hosted 1 familiarization tour



# Visitor Services

# MVC Statistics



- Mobile Visitor Centers restarted on Wed., Mar. 15, 2023. \*Data goes from Mar. 15—Apr. 9, 2023
- Currently, the Visitor Services team is down a Travel Specialist. This is affecting the number of shifts.
- Attending special events has been suspended until we fill the position.



# Reports:

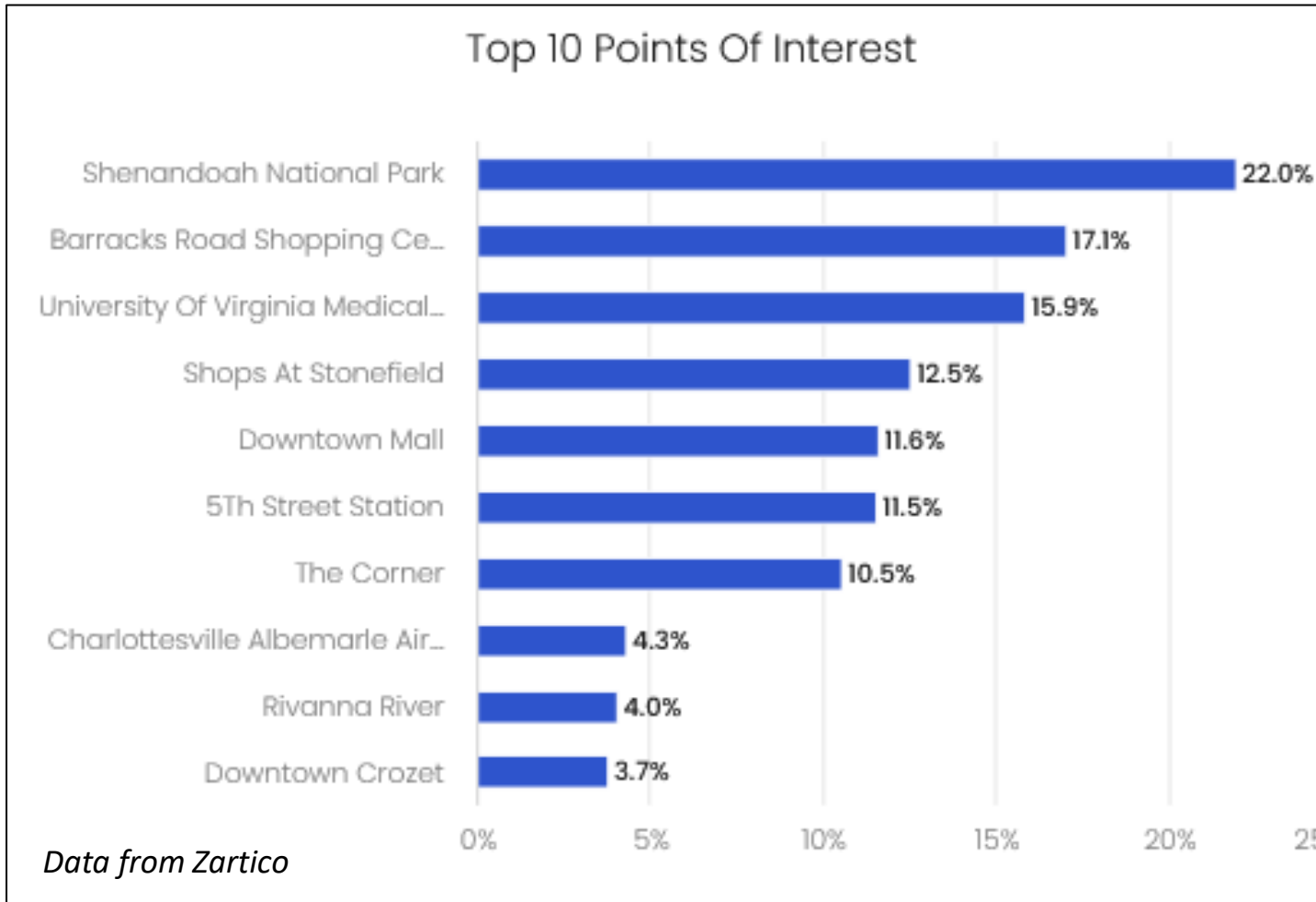
## Items Distributed to Visitors

- Since July 1: 73,025
- Since Beginning of MVC Run (mid-March): 9,907

## Bulk Orders Filled

- Since July 1: 871
  - 93 Orders/+31,000 Brochures
- Since Beginning of MVC Run (mid-March):
  - 14 Orders/+5,000 Brochures

# Visitor Interests (As of Jan. 1)



## Feedback from MVCs

- Agriculture, Gardening Groups, Historic Garden Week
- Relocation, Newcomers, How to Meet People
- Downtown and UVA
- Trails and Parks, SNP, and Blue Ridge Tunnel
- Family-friendly experiences





# Community Updates:

## Wheel the World

- 60+ Partners Assessed. All partners have received accessibility reports and access to e-learning platform.
- Charlottesville, VA is now listed on Wheel the World's website.
- Wheel the World and Marketing are in the process of creating a promotional video for our destinations

## CACVB + Monticello High School Job Fair

- Job Fair held Wed., Mar. 15 with 18 employers. Partners saw roughly 650 students during lunch periods.



# Public Comment





# Adjourn

