



Board of Directors Meeting: October 2025





Todd Wickersty - Charlottesville Ale Trail





10/27/25 CACVB MEETING



HOW IT STARTED

Interest in a Charlottesville beer trail was strong, but progress stalled due to the need for an independent organizer. In 2018, Storyware's charlottesville.beer website caught the city's attention and led the Economic Development Office to bring breweries together.

That summer, founding members—Brasserie Saison, Champion Brewing, Hardywood, Random Row, South Street, and Three Notch'd—joined forces, with Storyware's Todd Wickersty and Page Wood serving as co-directors. The Charlottesville Ale Trail launched its first event in September 2018 and became a 501(c)(6) nonprofit in early 2019.

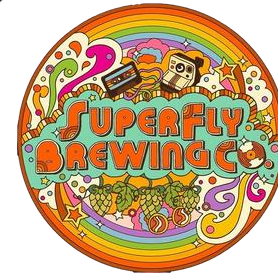


MISSION & MEMBERS

The primary objective of the Charlottesville Ale Trail is to promote our member breweries, cideries, distilleries, and meaderies in Charlottesville and Albemarle County, Virginia.



Glass House
Winery & Brewery



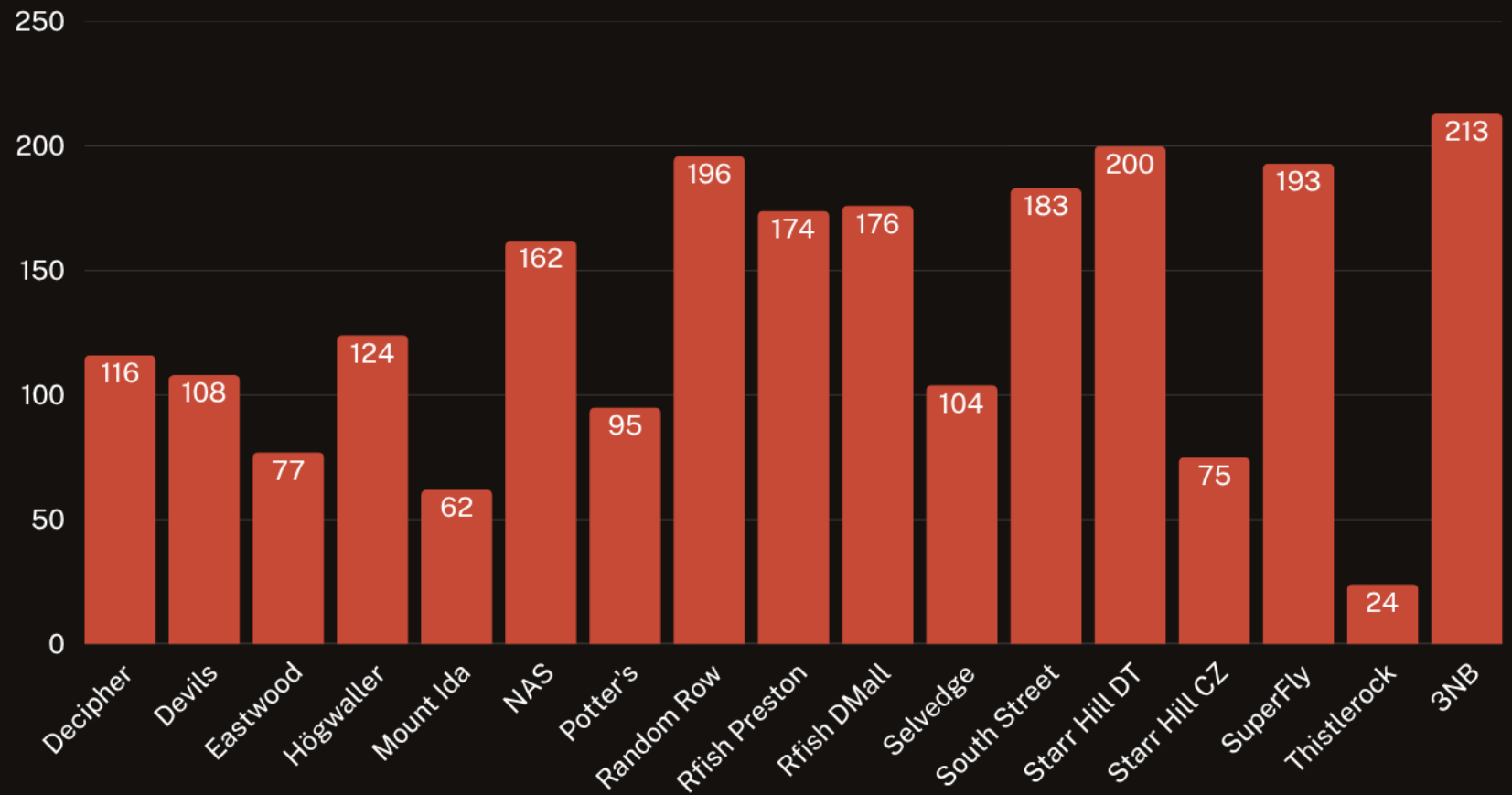


INITIATIVES





PASSPORT



In 2024, the passport contributed to 2,390 visits to stops along the trail.

Visitors from 45 states have used the passport.



ANNUAL EVENTS



**SATURDAY AFTER
MEMORIAL DAY**

Pints on Preston Festival



**SUNDAY BEFORE
LABOR DAY**

Walk Our City Crawl



**FIRST FRIDAY
IN DECEMBER**

Grand Illumination

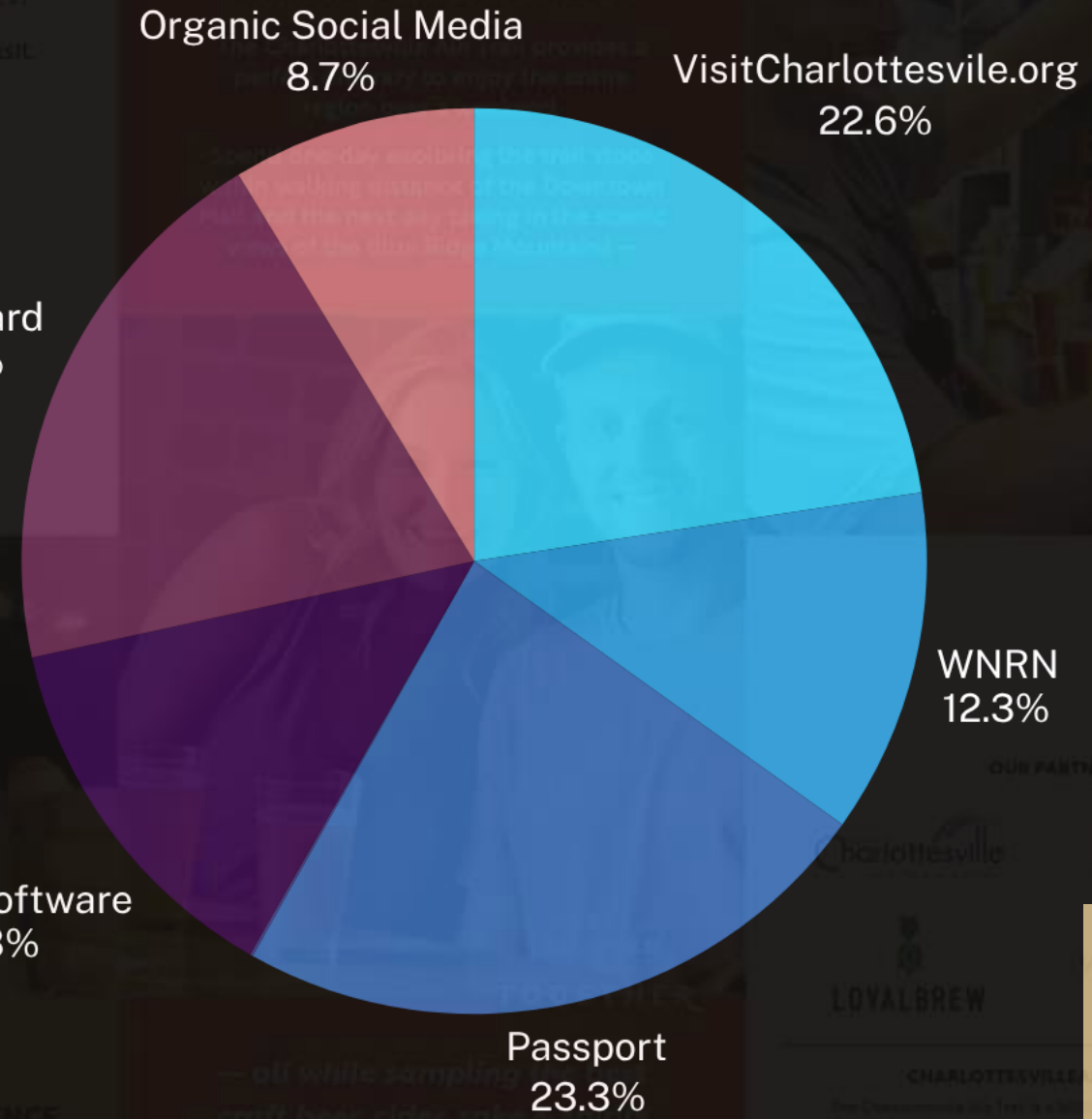


VARIES

Beer Collaboration



2024 Marketing Spend



2024 Charitable Donations



International Rescue Committee (\$500)

The mission of the IRC is to help people whose lives and livelihoods are shattered by conflict and disaster, including the climate crisis, to survive, recover and gain control over their future.

rescue.org

PACEM (\$500)

PACEM provides emergency shelter and services in partnership with faith organizations and the community.

pacemshelter.org

Voted on by the Board





Thank you for listening!



Consent Agenda

- Approval of Previous Meeting Minutes
- Financial Statement





CACVB Budget Explanation



FY2027 Budget Estimates with TOT Change

	City FY 27 Calculation (Est) at 9%	City FY 27 Calculation at 8%	County FY 27 Calculation (Est) at 9%	County FY 27 Calculation at 8%
TOT Revenue Total	\$ 8,983,836	\$ 8,983,836	\$ 8,136,092	\$ 8,136,092
Tax Rate	9%	8%	9%	8%
Value per each 1%	\$ 998,204	\$ 1,122,980	\$ 904,010	\$ 1,017,012
5% used for CACVB calculation	\$ 4,991,020	\$ 5,614,898	\$ 4,520,051	\$ 5,085,058
30% of Above amount	\$ 1,497,306	\$ 1,684,469	\$ 1,356,015	\$ 1,525,517
Effective rate	16.67%	18.75%	16.67%	18.75%
Difference to General Fund over FY 26	\$ 923,530	\$ 923,530	\$ 810,878	\$ 810,878
Difference to CACVB Budget over FY 26	\$ (14,001)	\$ 173,164	\$ (17,463)	\$ 182,133



Proposed Bylaw Changes





Director's Report





Highlights

- Carla Mullen recognized as Hospitality Hero by VRLTA's Ordinary Awards
- Courtney Cacatian selected for regional arts commission steering committee
- VRLTA & VADMO fall meetings
- Hosted VTC strategic planning firm, Hunden Partners, for site visit
- Meeting with Amtrak on visitation stats
- TJPDC CEDS Implementation meeting
- Short-term rental policy meeting with Charlottesville
- Discover Black Cville retreat
- VTC leadership meetings onsite



Coming Soon

- CACVB board meeting – Dec. 15
- Board applications due in November
- Board opportunities to serve on board orientation and expectations, sales strategy and crisis communications
- VA-1 Governor's Conference on Tourism
- TravelAbility Webinar on accessibility
- Destination 20+45 networking event on November 12 8:30 – 9:30 am

Strategic Plan Progress – Year 1

- Amplify Visitor Experiences
 - Rebranding
- Fostering a Welcoming Community
 - Accessibility
 - Ambassador Program
- 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



Amplify Visitor Experiences

Rebranding process started in May and will be complete by the end of 2025 with new style guide, advertisement lay-outs and visitors guide. Mobile visitor center designs, video and website alignment to come in Winter/Spring 2026.



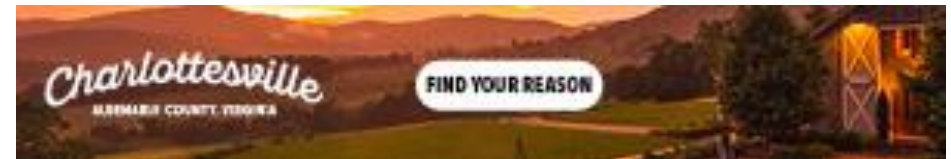
Amplify Visitor Experiences

We have entered the design and campaign development phase of the rebrand with efforts including:

- Board meeting with initial feedback on logo concepts and “Celebrate on Purpose” campaign
- Board meeting to review second round of logo and campaign concepts; identification of critical logo elements
- Identification of new logo designer and review and approval of new logo badge and typography logo

Amplify Visitor Experiences

- A/B testing of “Celebrate on Purpose” and “Find Your Reason” campaign tags/call to actions
 - “Celebrate on Purpose”: average click through rate of .0525
 - “Find Your Reason”: average click through rate of .0525





Fostering a Welcoming Community

Accessibility initiatives and Tourism for All



Fostering a Welcoming Community

Accessibility

- Sept. 17-19: CACVB hosted Houston Vandergriff ([Downs & Towns](#)), an award-winning photographer and advocate for accessible travel. The FAM tour featured 14 partners offering experiences for travelers with Down syndrome.
- The FAM tour is part of the Drive Tourism+ grant, which also includes marketing content and training. Engagement numbers will be reported early 2026 with the grant's final report.
- The CACVB's Accessible Travel webpage has been featured in TravelAbility's 2025 Accessibility Playbook and will be a highlighted at the 2025 conference.
- The CACVB will present at the 2026 Virginia Association of Museums Conference on accessibility efforts.

Tourism for All

- The CACVB has successfully launched its [ambassador program](#), along with its third year of the [cohort program](#). Planning for the 2026 conference is underway.
 - Save the Date: 2026 Conference - Feb. 24 (Snow Date: Mar. 3)

Destination 20+45

- The first Destination 20+45 event was held on Sept. 24 with 10 partners diving into the Tourism Master and Strategic Plans.
- Registration for the next session, Building Visitor Experiences with the Engagement Team (Nov. 15) is live.
 - [Register for future events!](#)



Strengthening Community Partnerships

Building closer partnerships with food and beverage providers with a future goal of better coordinated promotion; coordination and delivery of local VA250 efforts

Strengthening Community Partnerships

Food & Beverage Campaign

- In year 1, the CACVB will focus on building food & beverage relationships. Goals include:
 - Email campaigns for building [engagement with the CACVB through 7 basic steps](#).
 - Increase food & beverage partner participation in workforce initiatives by 8%.
 - Develop a list of best practices for restaurants looking at group business
 - Develop at least 3 pieces of digital content focused on food & beverage.

VA250th

- 7 episodes of [Founding Footprints](#) have been released. This podcast features local history and accompanying itineraries for visitors.
- Since the podcast's start, Destination Development has highlighted 122 partners through episodes and itineraries.
- According to Pinecast, the platform WTJU uses to distribute the podcast across multiple audio services, the podcast has received 552 total listens to date.



Enhance Local Quality of Life

Crisis Communications Plan in coordination with Albemarle County, Charlottesville, ECC, UVA, PVCC, Sentara, Schools and more.





Boost Sustainable Economic Growth

Mid-week business research to evaluate growth opportunities to fill this need time; downtown mall's 50th anniversary in coordination with the City, Friends of Charlottesville Downtown and VA250



Boost Sustainable Economic Growth

- Mid-Week Business
 - Short-term rental data from AirDNA
 - Assessment of sales success given data above
 - Cvent mid-year data indicates lack of meeting space
 - Meeting with city staff on short-term rental policy
- Downtown Mall's 50th
 - Met with city Oct. 21
 - Planning for a 3-day downtown celebration July 3-5, 2026
 - Aligning with efforts for VA-250
 - Visitor Services will coordinate pop-ups and art-making activities to celebrate the 50th anniversary in the lead-up to July 3–4



AIRDNA

Search market, submarket, or address



Subscribe



Help



Home

Find a Market

Market Insights

Overview

Listings

Occupancy

Revenue

Rates

RevPAR

Top Submarkets

Top Short-term
Rentals

For-sale
Properties

Rentalizer

Dashboard Type

Vacation Rentals

Monthly

Daily

Forecast

Market

Listing

August 2025 Hotel Data:

Occupancy: 68.5%

ADR: \$172.63

RevPAR: \$118.18

Learn

V

Visit Cha...

Monthly Trend: August '25

Revenue

\$2.9M

↑ 2.8% vs August '24

Average Daily Rate

\$258

↑ 3.8% vs August '24

RevPAR

\$149

↑ 7.0% vs August '24

Available Listings

834

↓ 3.4% vs August '24

Booked Listings

793

↓ 3.2% vs August '24

Occupancy Rate

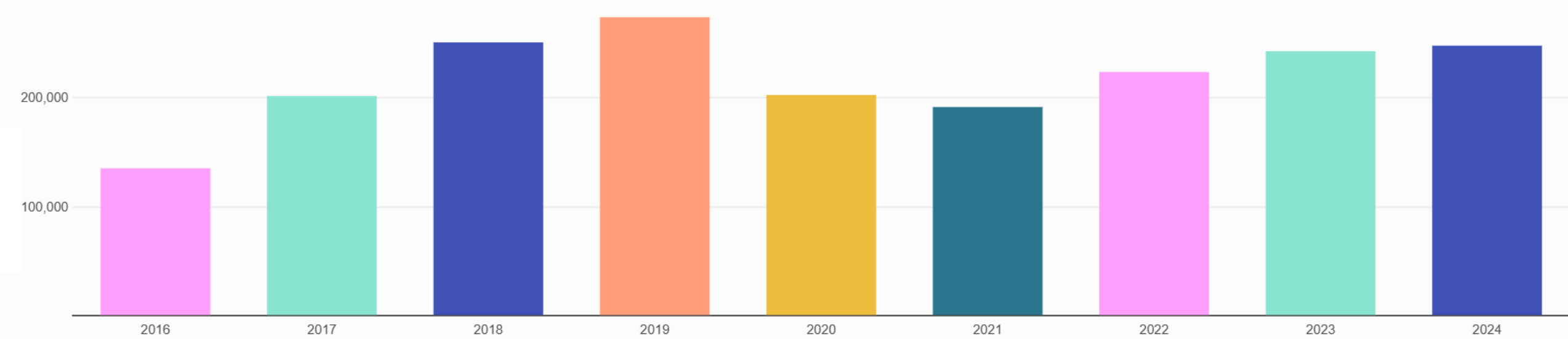
58%

↑ 3.0% vs August '24

AirDNA Monthly Trend August 2025 vs. CoStar Hotel Data August 2025

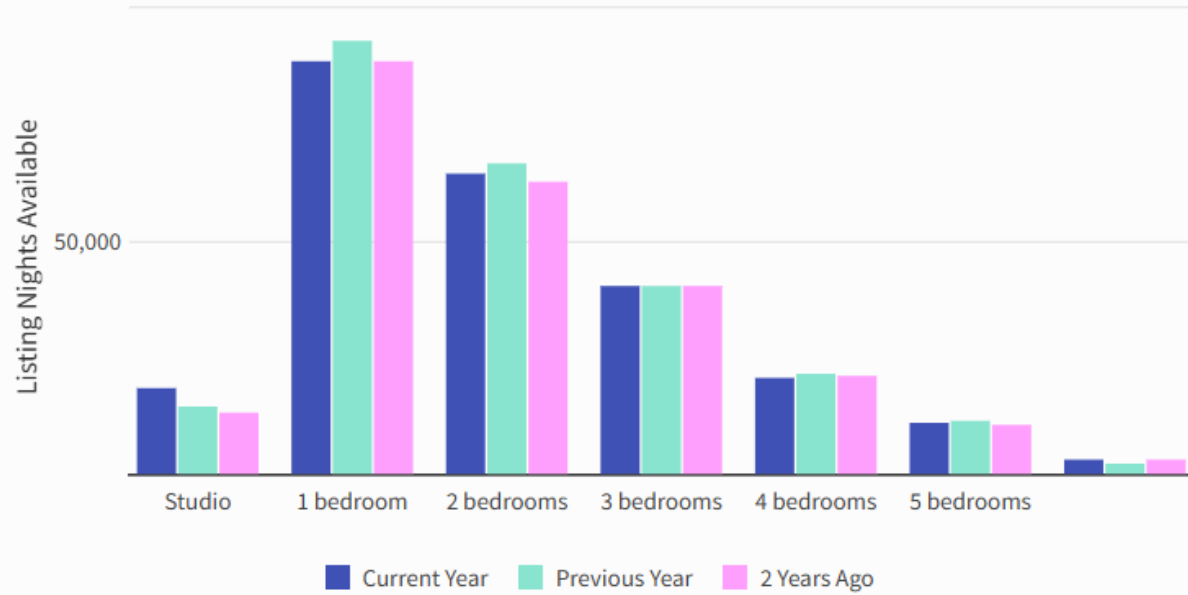


How are listing nights available trending by year?

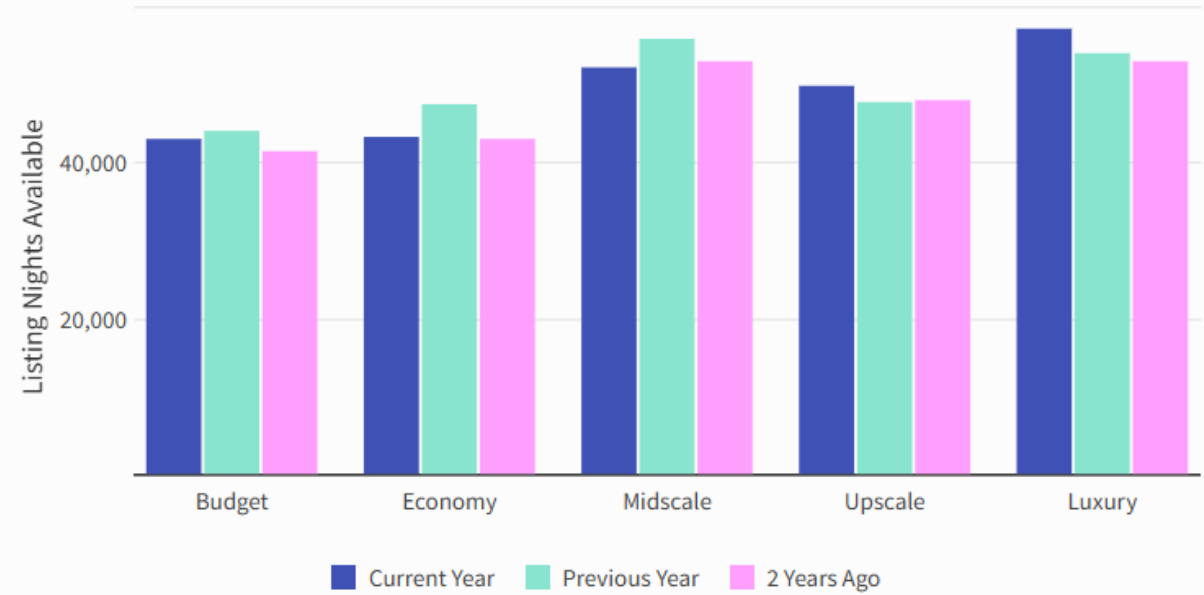


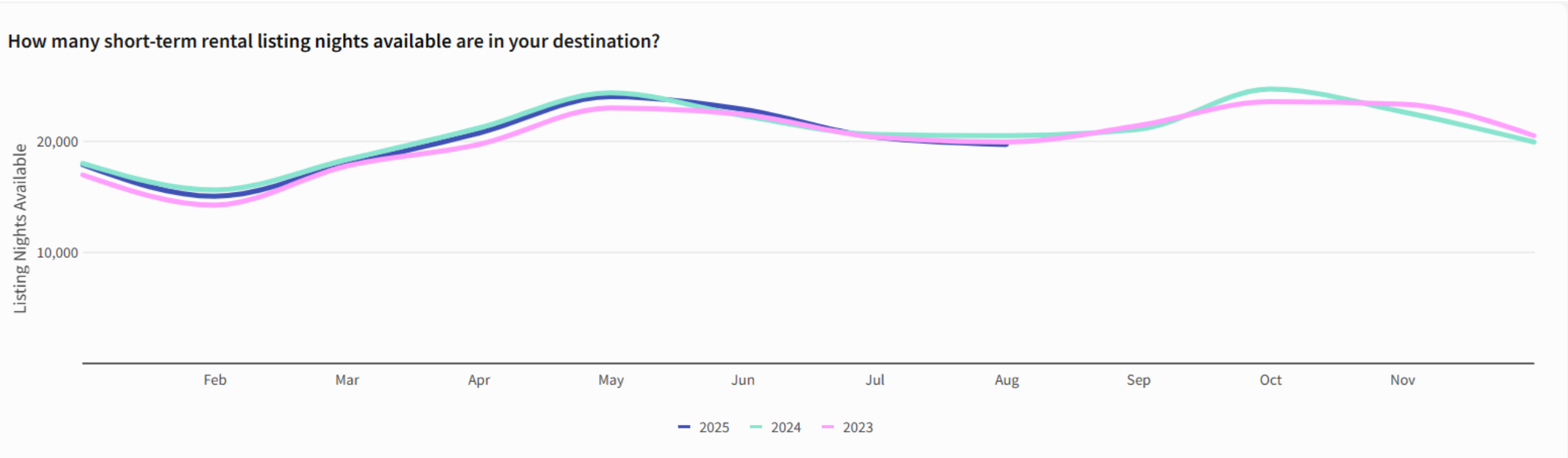
4159 hotel rooms in market.
1,518,035 listing nights
available for hotels.
In 2024, short-term rentals
accounted for 14% of inventory.

How are listing nights available trending by bedroom?

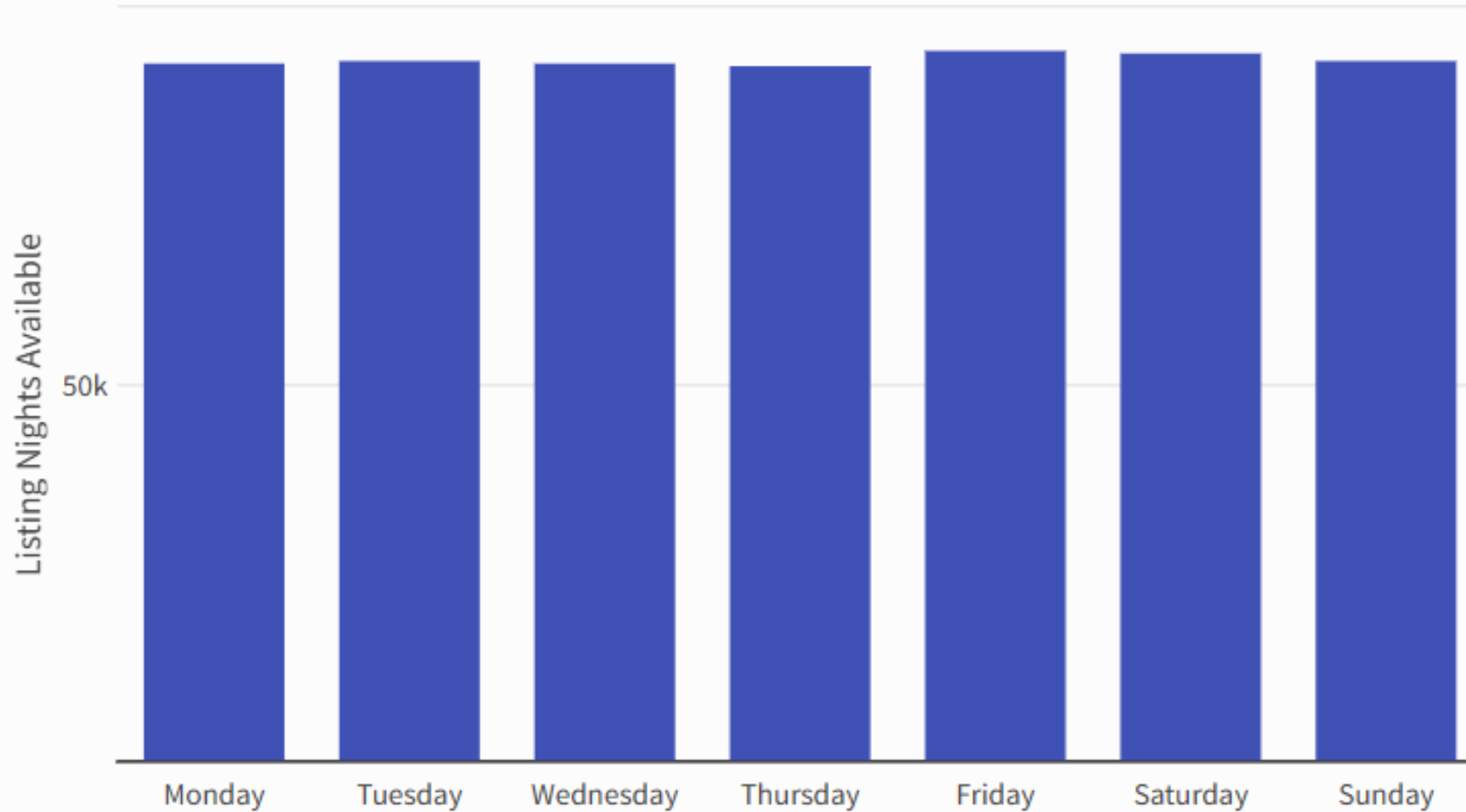


How are listing nights available trending by price tier? ⓘ

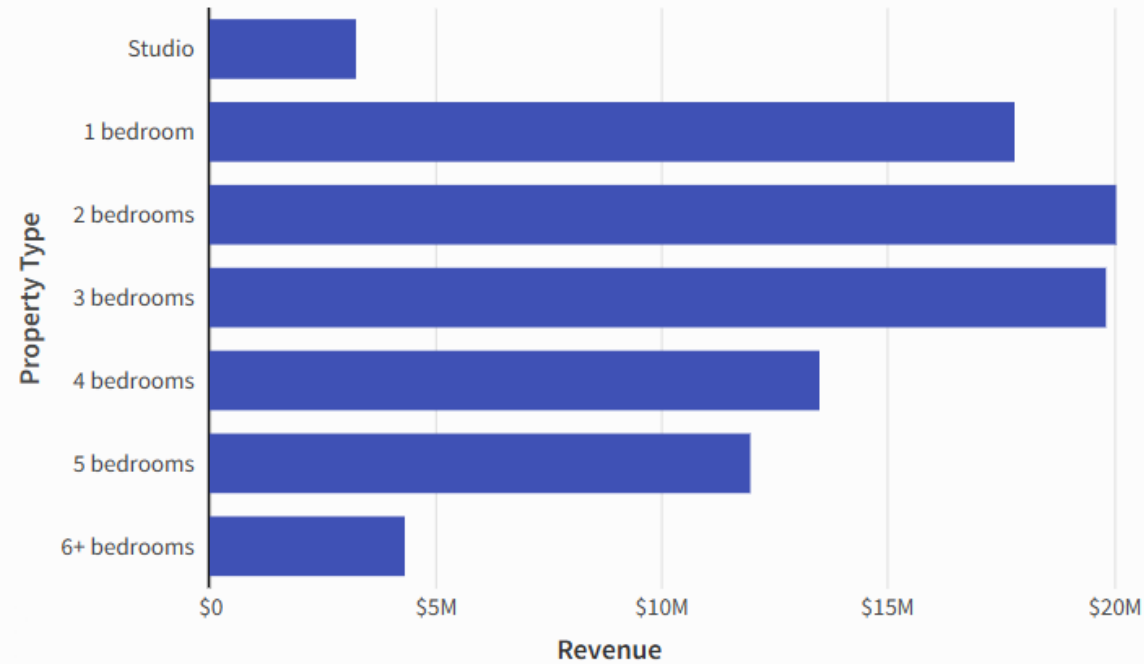




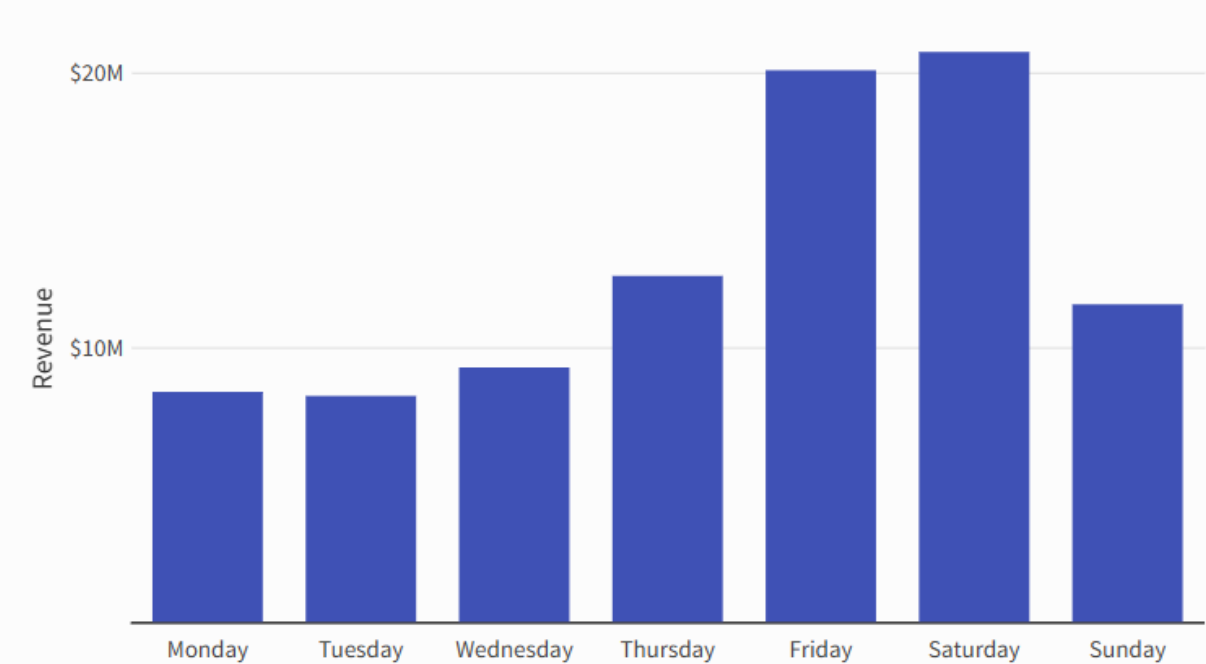
How many listing nights available are there by day of week?



How much revenue did listings earn by bedroom? ⓘ



How much revenue did listings earn by day of week? ⓘ

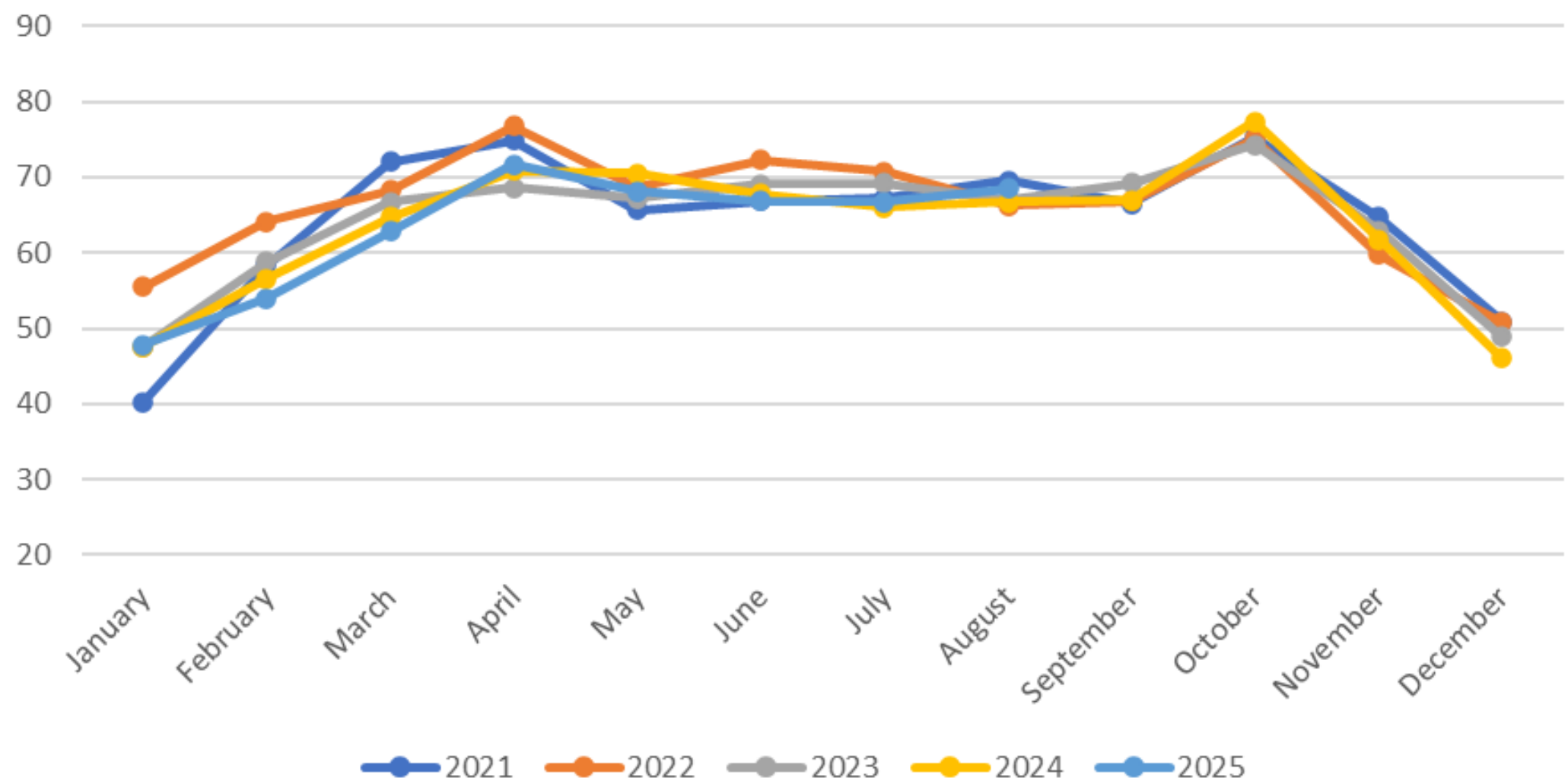




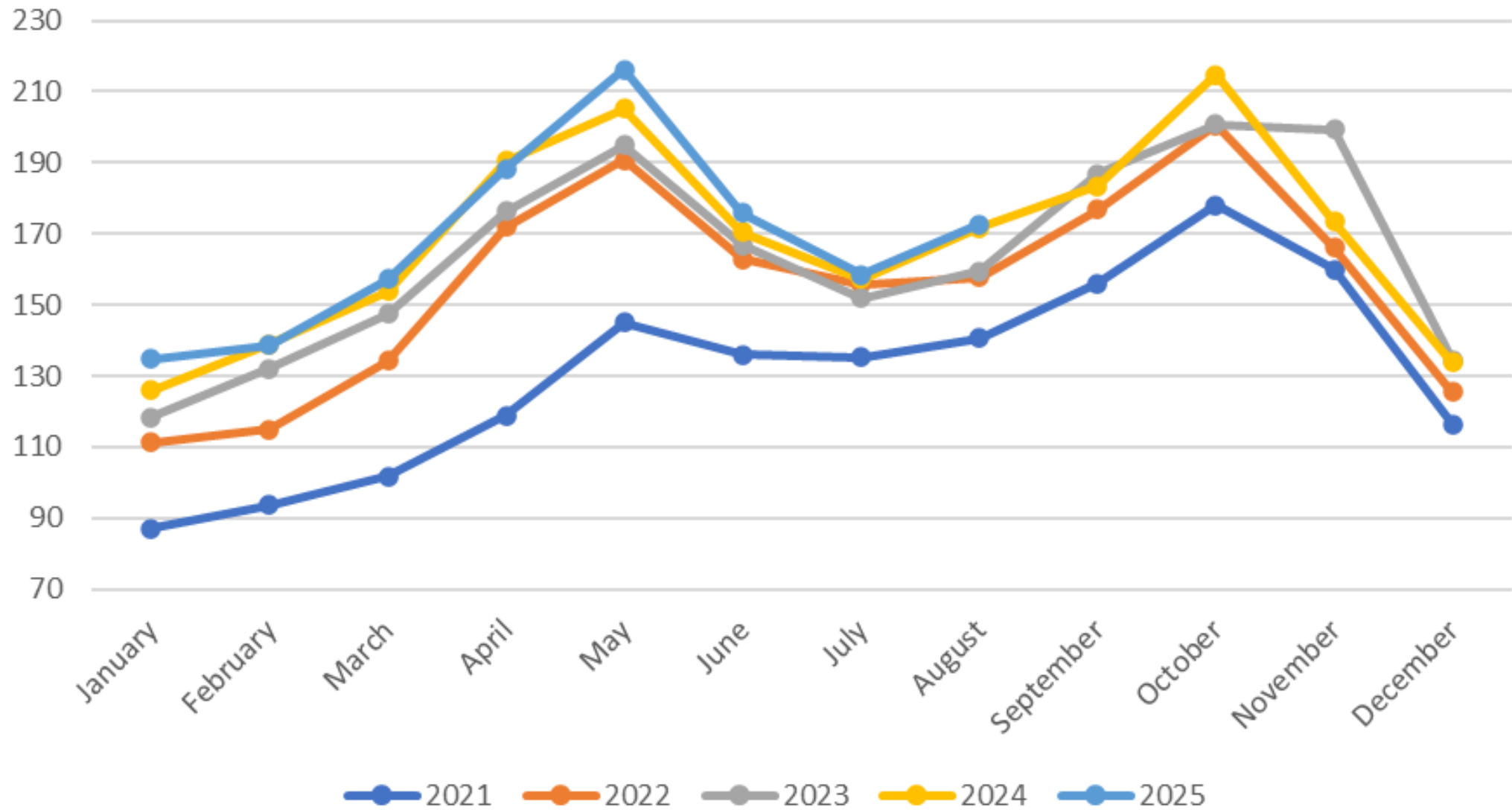
Critical Business Imperatives



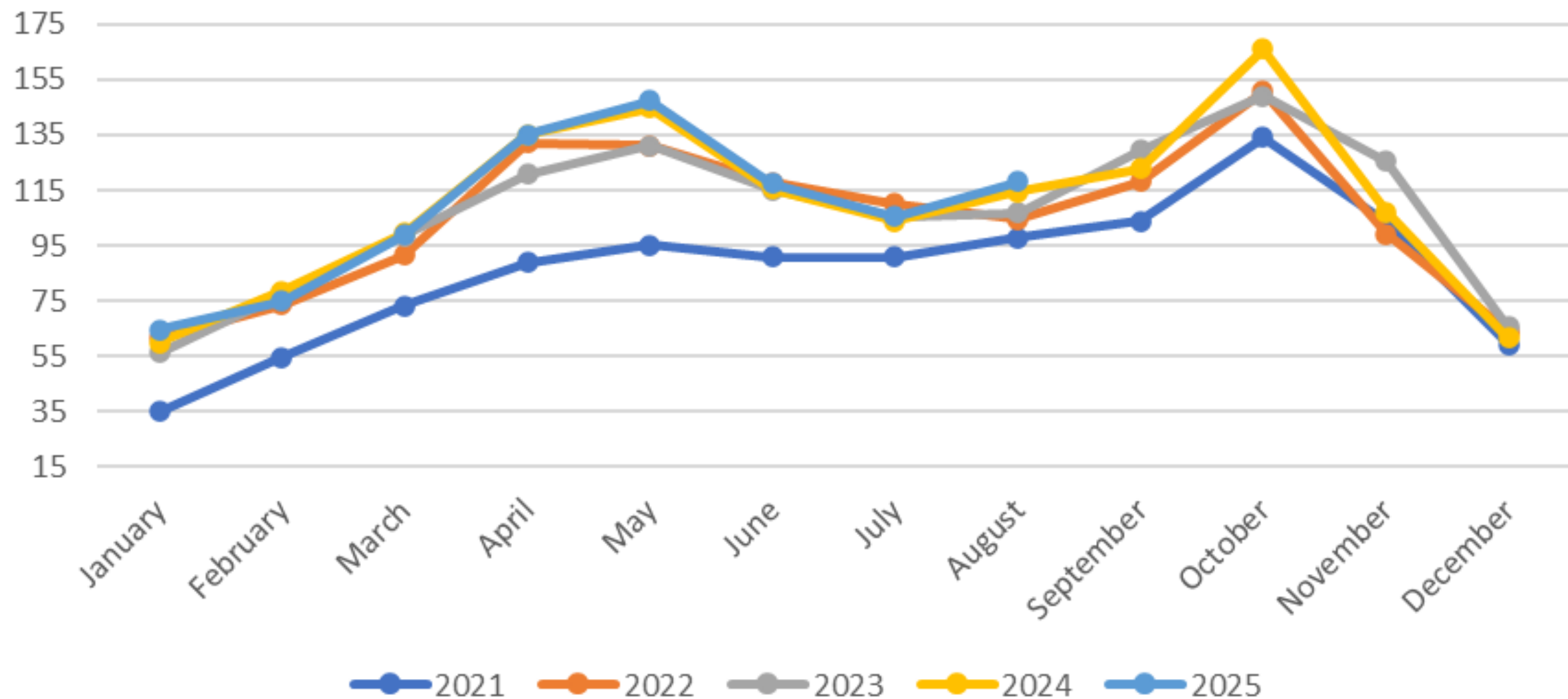
Hotel Occupancy Rates



Average Daily Rate

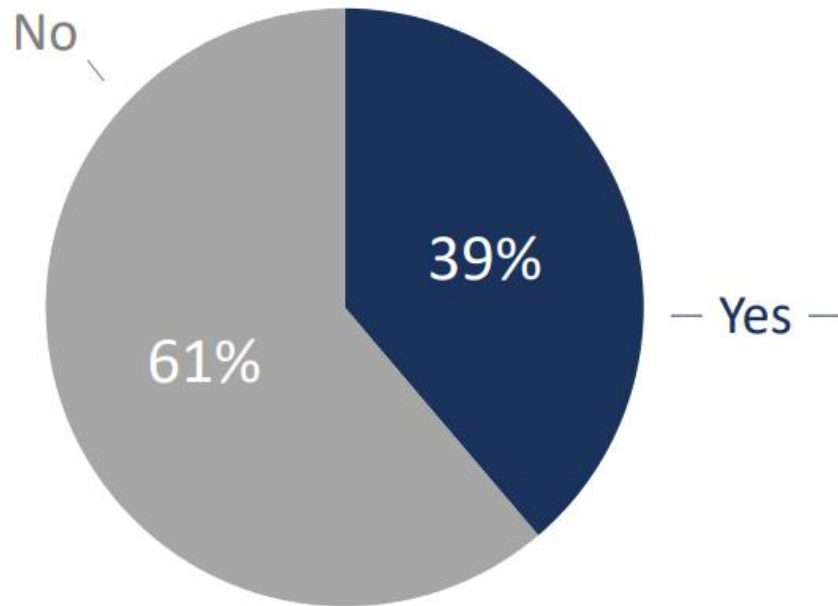


Revenue per Available Room

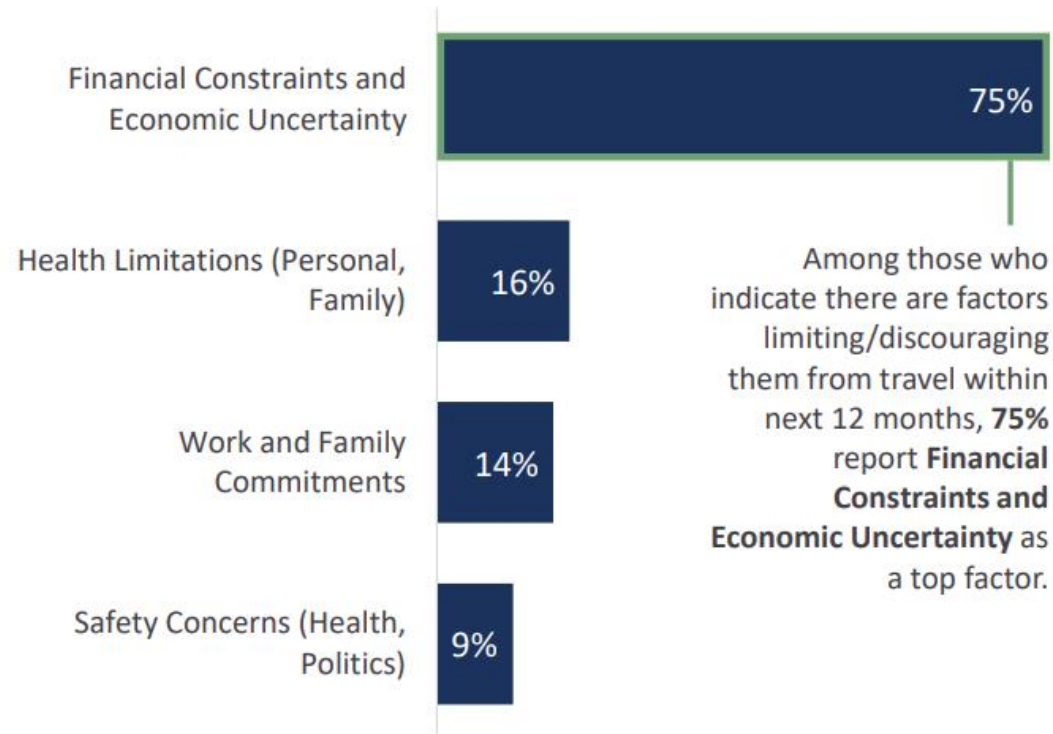


4 in 10 Travelers Report are Factors Limiting or Discouraging them from Leisure Travel within Next 12 Months

Are there any factors limiting or discouraging you from taking a leisure trip in the next 12 months?



Factors Impacting Leisure Travel within Next 12 Months



Among those who indicate there are factors limiting/discouraging them from travel within next 12 months, **75%** report **Financial Constraints and Economic Uncertainty** as a top factor.

Source: Longwoods International ATS Wave 100
Percentages are based only on respondents who are confirmed travelers

Longwoods INTERNATIONAL | **miles** PARTNERSHIP



Marketing & Public Relations Update



CACVB Marketing & PR Efforts – Sept/Oct 2025

- Media Coordination and Outreach
 - Downs&Towns Content Creator Visit (9/17-9/19) influencer visit partner outreach, itinerary development, staffing, photography coordination and deliverable follow-up
 - Today Show Fall Foliage Segment (10/1); coordinated imagery, provided Charlottesville talking points and coordinated with production
 - 2024 Economic Impact of Tourism Press Release (9/10)
 - Interviews with WINA, The Daily Progress and 29News
- Advertising
 - Blue Ridge Outdoors Biking Advertorial (September 2025)
 - Fall Copy Launch for Search Engine Marketing
 - Working with a media buying agency for rebrand ads
- Email Newsletters
 - September Consumer Newsletter (9/1) (62% open rate)
 - October Consumer Newsletter (10/1) (61% open rate)
 - September Partner Newsletter (9/15) (58% open rate)
 - October Partner Newsletter (10/16) (57% open rate)
- Planning
 - Crisis Plan Research and Development
 - Rebranding Designer Recruitment
 - Influencer Engagement Form for Partners

CACVB Social Media Spotlight



charlottesvilleva

Wed 9/24/2025 3:38 pm EDT

BRB, hopping into open play 🎾
@CvilleSmash's new 33,000 sq.ft. facility is officially open and we can't wait for you t...



Shares

593



charlottesvilleva

Wed 9/10/2025 12:06 pm EDT

happy birthday Bilbo (and Frodo!) 🎉 LOTR FANS REJOICE — this is your chance to live out a night of revelry in The Shire ✨ "A...



Shares

354



charlottesvilleva

Thu 9/4/2025 4:02 pm EDT

fall adventures in Charlottesville = 🗝️
unlocked head over to our FALL BUCKET LIST blog for all the details (linked in our...



Shares

326



charlottesvilleva

Fri 9/12/2025 4:48 pm EDT

who's ready to peep some fall foliage? 🍁
🍁🍁 2025 estimates put PEAK fall foliage right at the end of October for...



Shares

254



CACVB Social Media Spotlight



Experience Charlottesville

Sat 9/27/2025 11:18 am EDT

you just HAD to be there ❤️



Reactions

1,342



Experience Charlottesville

Sun 9/28/2025 6:05 pm EDT

Chiles Peach Orchard recently produced a record-breaking GIANT peach -- nearly TWO POUNDS (1lb and 13oz). Verified by...



Reactions

891



charlottesvilleva

Thu 9/4/2025 4:02 pm EDT

fall adventures in Charlottesville = 🗝️
unlocked head over to our FALL BUCKET LIST blog for all the details (linked in our...



Likes

765



charlottesvilleva

Mon 9/22/2025 6:34 pm EDT

we found the BEST spots for fall foliage 📍
1. Downtown Mall @friendsofcville 2. @UVA Grounds (Pratt Ginkgo tree!) 3....



Likes

710



CACVB Content Highlights

- [Your Cheat Sheet to Polo at King Family Vineyards](#)
- [14 Family-Friendly Fall Experiences in Charlottesville and Albemarle County](#)
- [Fall in Love with Charlottesville: October Must-Dos](#)
- [Best Spots for Fall Foliage in Charlottesville and Albemarle County](#)
- [Best Hiking Trails in Charlottesville: Local Trails, Blue Ridge Views & More](#)
- [First Time Visitors Guide: 10 Fun Things to do in Crozet, Virginia](#)
- [Charlottesville & Albemarle Birding Guide: Top Spots, Seasonal Birds and Tips](#)
- [Charlottesville's Best Pumpkin Picking: Orchards, Maize Mazes & Mores](#)
- [22 Things to Do in Charlottesville This Fall \(Your Ultimate Bucket List\)](#)
- [Plan the Perfect Wine Getaway in Charlottesville & Albemarle County](#)
- [September in Charlottesville: Top Things to Do—Festivals, Football, Apple Picking & More](#)
- [5 Reasons You Can't Miss the 2025 Charlottesville Sabroso Latin American Festival](#)
- [6 Reasons to Take Part in the Loop de'Ville Festival](#)

CACVB Public Relations Efforts

Recent Media Coverage Generated Included:

- [NBC Today Show: Best Road Trips for Fall Foliage](#)
- [Blue Ridge Outdoors: Ride the Blue Ridge in Charlottesville & Albemarle County](#)
- [Cville Right Now: Tourism Brought In Nearly \\$1 Billion in 2024](#)
- [Chowhound: Where to Find the Best Farmers Marketing In Your State](#)
- [Her Campus: Four Things to Do for a Fabulous Charlottesville Fall](#)
- [Colormelon: 16 Unforgettable Fall Trips You Must Take Across the South](#)
- [Southern Living: The Virginia Orchard with the Best Fall Views \(And Even Better Apple Cider Donuts\)](#)
- [Southern Living: Fall Girlfriend Getaways](#)
- [Southern Living: We Asked 7 Travel Experts Their Favorite Getaways In The South — And Why They Keep Going Back](#)
- [Wine Enthusiast: 10 Best Wineries in Virginia Right Now](#)



Sales Update



CACVB Sales Efforts

Attended

VSAE Sig A Palooza – Virtually

NCMA VMA Tradeshow Winston Salem, NC – 11 appointments

SYTA Conference Savannah, GA – 28 appointments

Small Market Meetings Buffalo, NY – 25 appointments

VSAE Fall Expo Richmond, VA

ABA - Deep Dive into the 2024 U.S. Motorcoach Group Travel Economic Impact Report – Virtually

SGMP Monthly Meeting – Richmond, VA

Partner Meetings/Visits

CharlottesvilleSMASH

Virginia Association of Museums

Country Inn and Suites

Live Arts

Highland

Monticello

WorldStrides

Welcome bags: 65 welcome bags

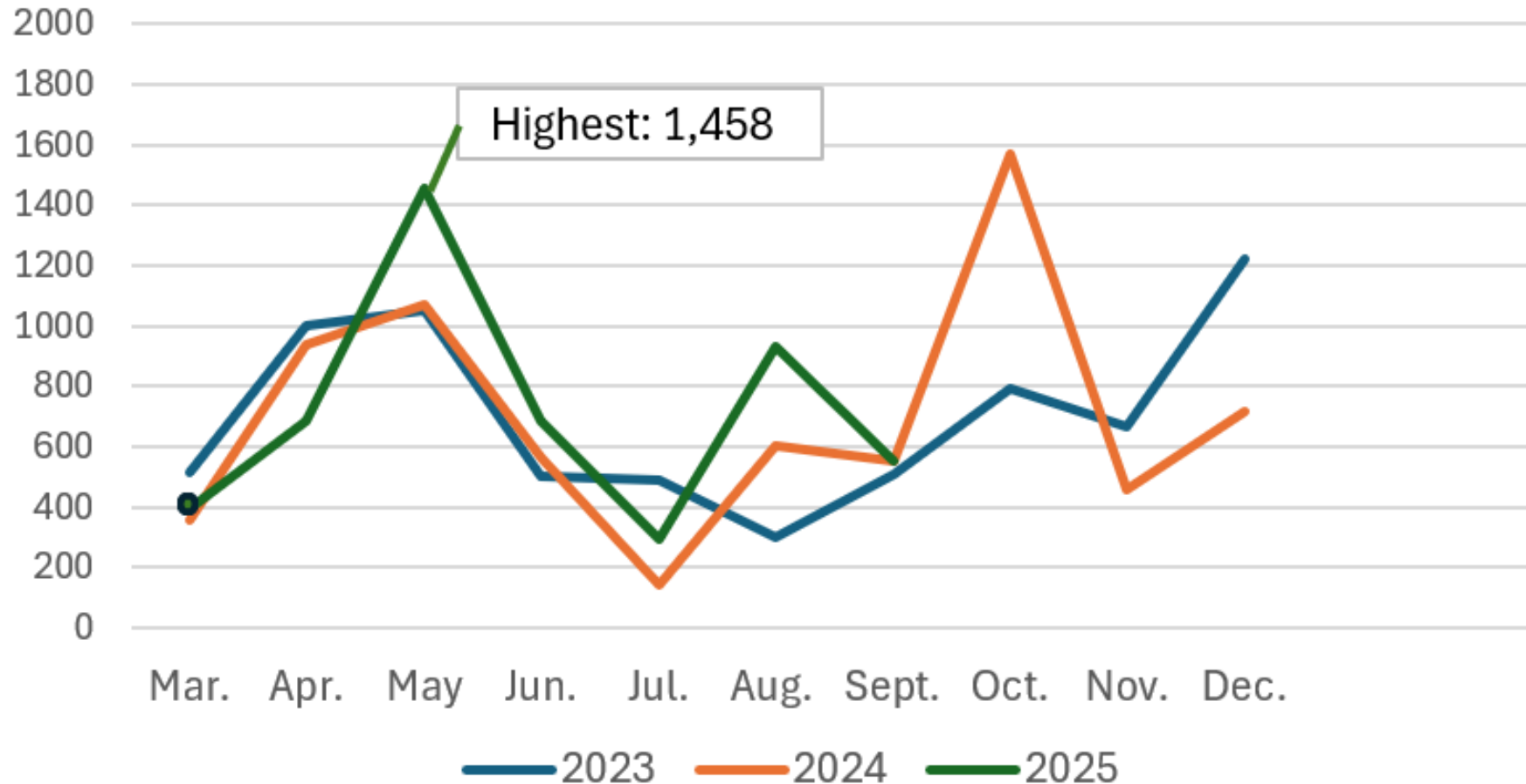
18 RFPs assisted with and/or distributed



Visitor Services Update



Mobile Visitor Center CY2025



- Numbers include MVC visitation, office, and special event participation.
- **Compared to 2024, visitation is up 19%.**
- Looking ahead, we could see a drop in numbers with the absence of UVA Alumni Tailgates.
- Upcoming Special Events: Foxfield Races, Crozet Arts & Craft Festival, Two Up Wine Down, and UVA Family Weekend

Brochure Distribution

- All Brochure Distribution (Jan.-Oct.)
 - 2025: 55,692
 - 2024: 54,646
- Visitor Guide Distribution (Jan.-Oct.)
 - 2025: 15,315
 - 2024: 15,338
- Total distribution month-to-month is up roughly 2%, while visitor guide distribution has leveled out.
- Top Requesting VA Cities: Virginia Beach, Alexandria, Richmond, Chesapeake, and Williamsburg.
- Top Requesting States: Virginia, North Carolina, Pennsylvania, Maryland, and Florida.



Visitor Services

- The team is expanding inventory practices to include a promotional items breakdown between Sales and Visitor Services, along with more regular inventory meetings.
- Visitor Services contributed to Tourism for All content around Pillar 2 and is preparing content for the Destination 20+45 event on Nov. 12 and the VAM + DMO workshop on Nov. 14.
- Travel Specialist Rami Gadow is wrapping up his work with Wheel the World by attending TravelAbility in October and hosting a partner webinar in November.
- Travel Specialist Ethan Wagner has been arranging Fall and Winter 2025 event attendance and coordinating in-house brainstorming meetings around the Downtown Mall's 50th anniversary.
- The team continues to operate the Mobile Visitor Centers five days a week, fulfill individual and bulk requests for materials, and answer visitor inquiries.





Destination Development Update



What is Destination Development Working On?

Workforce/K12

- The Engagement Team traveled to Rockbridge County on Sept. 5 to educate 200 elementary school students about the tourism industry. Students engaged with the Mobile Visitor Centers and learned about skills needed to work in the tourism industry.
- On Sept. 26, Director of Engagement Cassie Ivey sat on Scholar Studio Advisory panel to discuss workforce needs and ACPS's new Savor Studio.
- On Oct. 17, the CACVB will host Coffee & Conversations with Charlottesville's Economic Development Office. Historic attendance is approximately 25.

Regional Collaborations

- In September, Destination Development Manager Chris Ridder and the CAVCB's marketing team collaborated on a regional map/brochure of nine towns outside of the Blue Ridge mountain towns. Crozet will be feature in the maps design.
- Destination Development Manager Carla Mullen attended the state-wide VA250 meeting in Richmond on Sept. 9. The CACVB continues to host local meetings, create content through itineraries and assist partnerships with grants and applications for the Mobile Museum.
- On Nov. 14, the CACVB, Visit Orange, and the Virginia Association of Museums (VAM) will launch a pilot program designed to connect museums and cultural institutions with their local tourism offices.

What is Destination Development Working On?

Outdoor Recreation

- Destination Development Manager Chris Ridder attended the Rivanna River Basin Commission Conference (Sept. 24) and the Virginia Trails Alliance Meeting (Oct. 16).
- Destination Development will attend the Three Notch'd Trail Meeting on Oct. 30 to provide input from the tourism/visitor lens.
- Destination Development and Marketing worked together to communicate the closure of Ragged Mountain and the effects of the government shutdown on Shenandoah National Park to visitors.

Misc. Partner Support

- Since the start of the FY, Destination Development has provided 12 letters of support for partners' grant applications
- The team has received and approved 166 event submissions through the new event form
- On behalf of partners, the team has created 21 new partner accounts in iDSS, most of which are for business listings on Visit Charlottesville



Public Comment





Board Announcements





Adjourn

