

# BOARD OF DIRECTORS MEETING

*December 15, 2025*



# INDUSTRY PRESENTER: GREER ACHENBACH, FRIENDS OF CHARLOTTESVILLE DOWNTOWN





# DOWNTOWN MALL 50TH ANNIVERSARY

“Meet Me Downtown”



# 50TH ANNIVERSARY

Friends of Cville Downtown is enthusiastic about the opportunity to focus our work around the upcoming 50th anniversary of the Downtown Mall.

This milestone anniversary presents an opportunity to enliven and promote the Downtown Mall which has struggled from a public relations and branding perspective over the last decade.

The following slides outline our plan to utilize the Mall's 50th anniversary to launch the "Meet Me Downtown" Campaign. Executing this plan with impact requires everyone's support.

Please join us as a friend of Downtown.



# STORYTELLING

## Podcast

Charlottesville is an important place that has shaped the lives of many influential people. We are partnering with Kate Atwood on a bi-weekly podcast that uses those people to highlight the importance of this place.

## National Stories

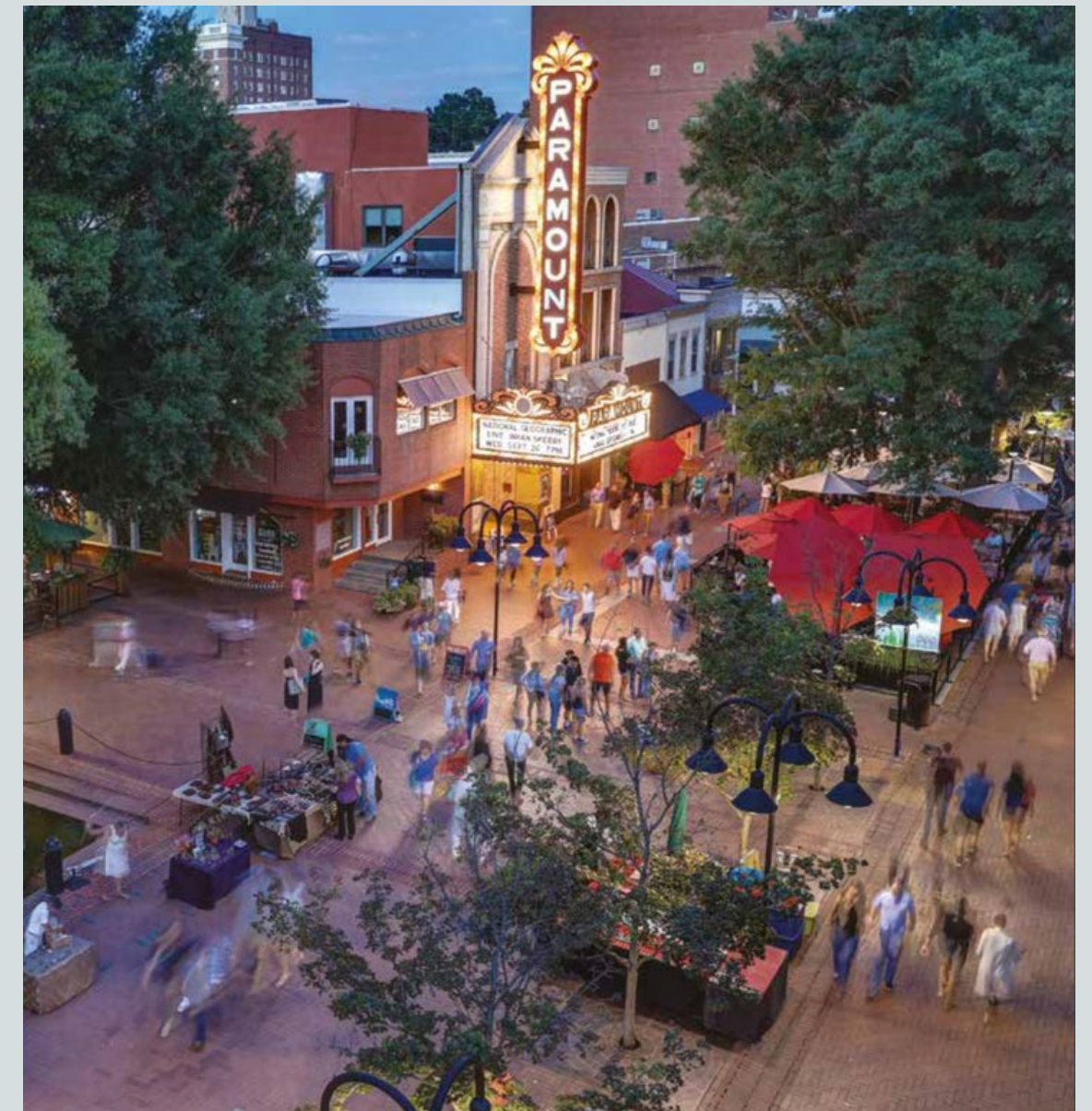
Unfortunately, most of the world defines Charlottesville by the events of August 2017. Our national media strategy includes writing and placing 2500+ word stories that remind the world of our incredible architecture, history, music, art, culture, and food.

## Local Stories

There is reason to be hopeful Downtown. We are partnering with Cville Weekly on a series of stories to educate the community on all of the work being done to ensure that the Downtown Mall perseveres.

## Social Media

For better or worse, people live on their phones. Storytelling on social media allows us to meet them there. We are producing short videos to tell community stories and build excitement. These are stories of both residents and businesses over the past fifty years of the Downtown Mall.



Visit the **heart**  
of Charlottesville.

FRIENDS OF  
CHARLOTTESVILLE  
DOWNTOWN  
friendsofcville.org

# BRANDING

The Charlottesville Downtown Mall is the gem of Charlottesville. We aim to build a brand that inspires pride and affection for our town. The 50th anniversary of the Downtown Mall is the perfect time for the first Downtown Charlottesville branding campaign. The key components to our campaign are:

- **Logo**

- Watermark Design created a logo and artwork for Downtown Charlottesville. Friends of Cville Downtown is planning for this to be one of the most recognizable brands in the Charlottesville area.

- **Commercial**

- We produced a [cinematic video](#) demonstrating that there is something for everyone on the Downtown Mall. This commercial creates positive feelings towards the Downtown Mall and is set to be placed everywhere from baggage claim at CHO to local business websites.

- **Merchandise**

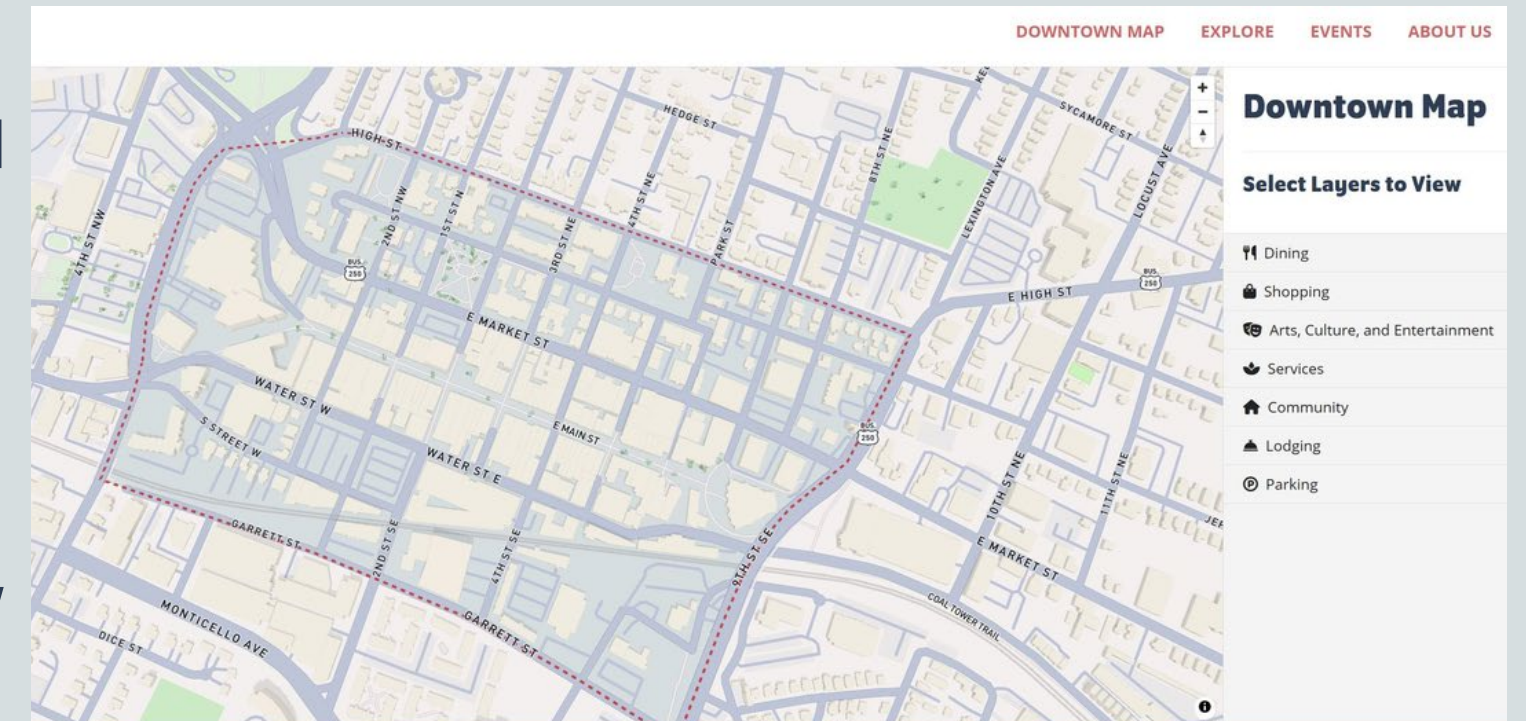


# EXPERIENCING

People will follow other people Downtown! All of the storytelling and branding are designed to drive the audience to our “product” which is the [Downtown Cville](#) events calendar and map.

While our primary role is as the connector of people to the experiences already available Downtown, we will be producing a few highly interactive and participatory events designed to invite people Downtown. These include curated salon dinners, history tours, workshops/demonstrations and a 50th anniversary celebration on July 3rd.

The July 3rd community celebration will include a lantern parade, light show and 50th anniversary merchandise.



# WHO IS

## *Friends of Cville Downtown?*

Friends of Charlottesville Downtown is the non-profit **reclaiming** the narrative of Charlottesville nationally and **reconnecting** the local community with the Downtown Mall, Charlottesville's civic and cultural center.

We exist to connect **people** and **place** while reinforcing the idea that everyone is **welcome** here.

We **advocate** for you and **invite** you to join us for authentic connections Downtown.

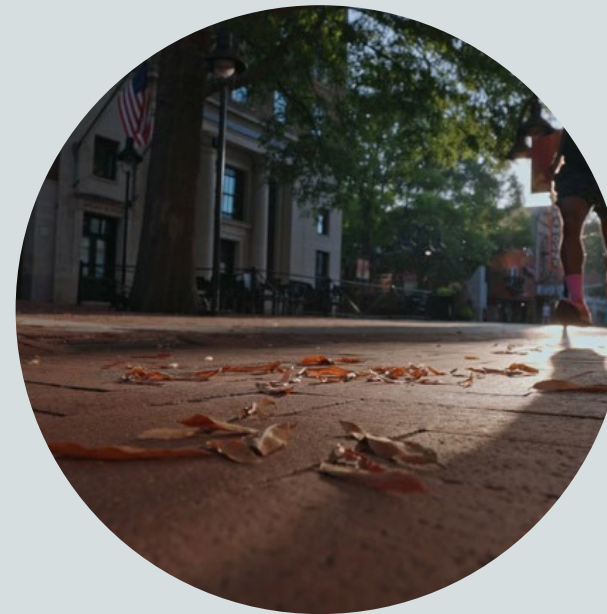


# ADVOCATE

Friends of Cville Downtown looks out for you and can provide real time government updates. We participate in monthly mall maintenance walks, city council meetings, tree walks, police community meetings, the historic resources committee, weekly meetings with economic development and more. Let us be the friend that keeps you in the know.



CLEAN & SAFE  
AMBASSADORS



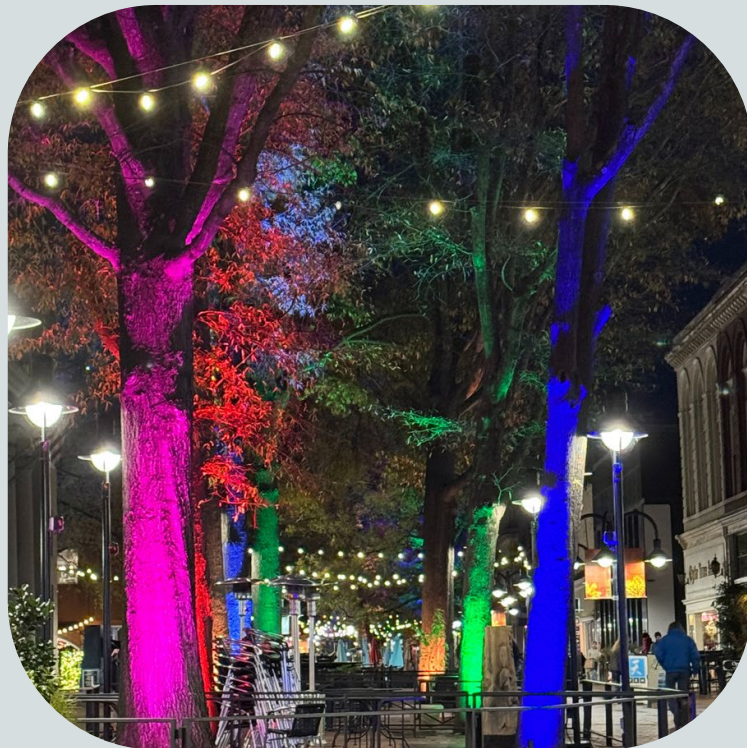
DEFERRED MALL  
MAINTENANCE



LOW BARRIER  
SHELTER

# IMPROVE

When the city is unable to solve problems practically or efficiently, Friends of Cville Downtown steps in to privately fund and organize improvements that make Downtown more inviting for everyone. Some examples include:



HOLIDAY  
LIGHTS



47 SECURITY  
CAMERAS



MURALS



PUBLIC ART &  
FLOWERS



Like any good friend, Friends of Cville Downtown invites you into the community by producing activities and connecting you with all of the experiential opportunities that Downtown already offers. We love Downtown and genuinely believe that everyone can find a place here.

# INVITE

The DowntownCville.com website offers a robust events calendar and interactive map that keeps you from missing anything in Downtown Cville. Our social media, newsletters, and local media spots support these resources and keeps you in the know.

We aim to share the unique story of Downtown Cville with the widest possible audience. Our written and visual storytelling humanizes Downtown so that you are able to find your community Downtown.

# STAFF



**Greer Achenbach**



**Hannah Keller**



# WHERE TO FIND US

Friends of Cville Downtown

PO Box 253 Charlottesville VA 22902

@friendsofcville

info@friendsofcville.org

www.downtowncville.com



# CONSENT AGENDA



- Approval of Previous Meeting Minutes
- Financial Statement
- Approval of Proposed CACVB Bylaws



**DISCUSSION: PROPOSED RESOLUTION TO REQUEST  
THAT VIRGINIA TOURISM CORPORATION  
RECOGNIZE GO VIRGINIA REGION 9 AS A TOURISM  
REGION**

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# ANDY BOWMAN, ALBEMARLE COUNTY ASSISTANT CFO





# CACVB & Albemarle County Transient Occupancy Tax Budget Review

December 15, 2025



# What is the Transient Occupancy Tax (TOT)?

- Enabling authority established by Virginia Code [§ 58.1-3819](#)
- Tax on the occupancy of all rooms or spaces offered as guest rooms and rented out for continuous occupancy for fewer than 30 consecutive days
- Businesses collect the tax from customers and remit it to the County
- Examples of businesses: hotels, motels, boarding houses, tourist homes, travel campgrounds, bed & breakfasts, homestay
- Albemarle County's current rate is 9%, same as City of Charlottesville



# Desired Outcomes & *Agenda*

1. Receive feedback from the CACVB Board
  - *Review Albemarle County budget, TOT revenue & its uses*
  - *Board Discussion: What priorities would the CACVB Board advise Albemarle County to support using the 3% Transient Occupancy Tax rate, as restricted by the Virginia Code?*

If time allows:

2. Understanding of calculation for CACVB funding
  - *Review of calculation and recent history*
  - *Questions?*



# Consultation

Virginia Code [§ 58.1-3819](#)

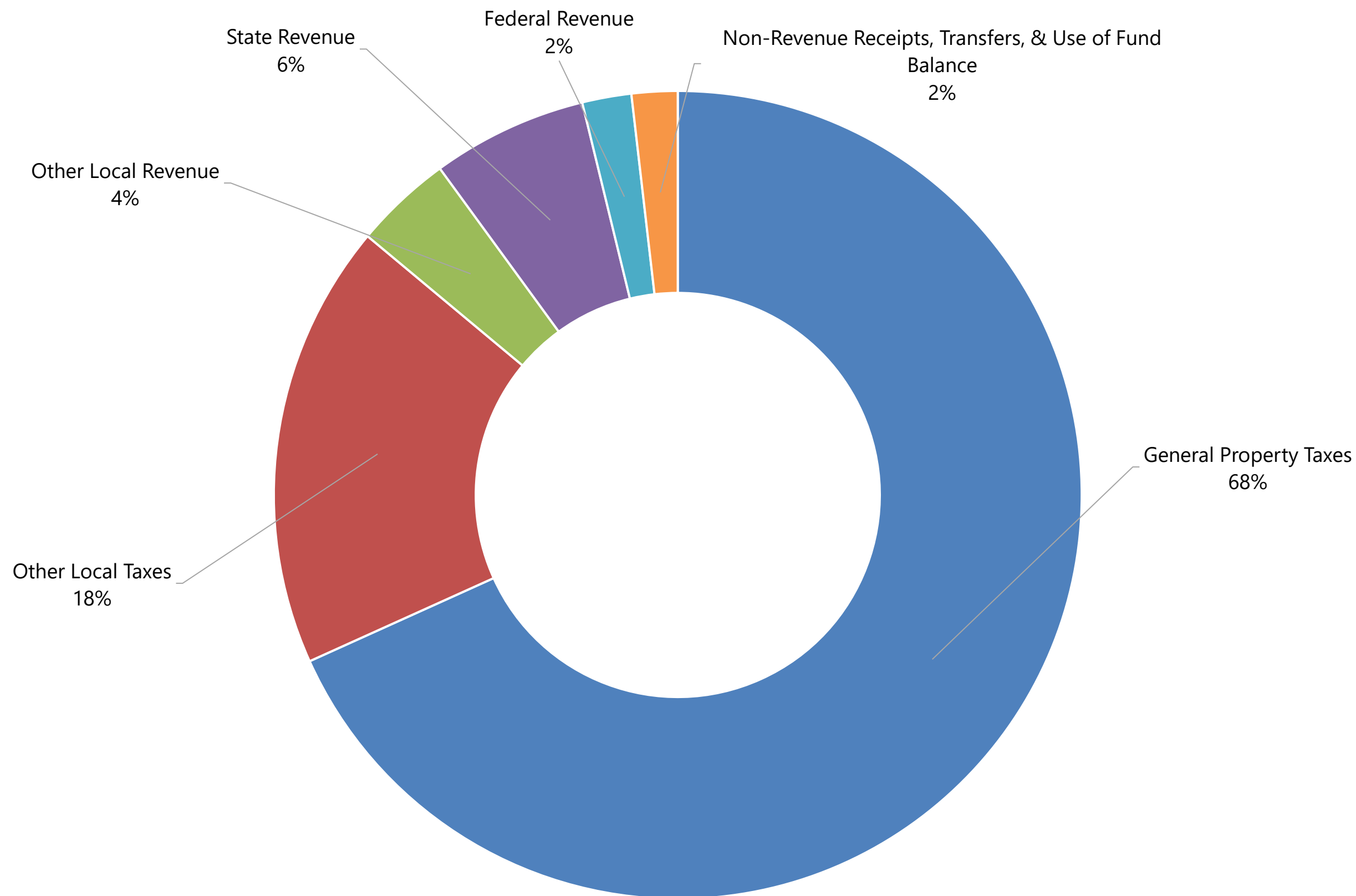
- *“any excess from a rate over two percent but not exceeding five percent shall be designated and spent solely for tourism and travel, marketing of tourism or initiatives that, as determined after consultation with the local tourism industry organizations, including representatives of lodging properties located in the county, attract travelers to the locality, increase occupancy at lodging properties, and generate tourism revenues in the locality.”*
- Summary
  - 3% of the 9% Albemarle TOT rate is restricted in its use
  - Albemarle will consult with representatives of the industry, such as the CACVB
- This Virginia Code section does not apply to the City of Charlottesville
  - The City’s full 9% TOT rate is unrestricted in its use
  - City consultation with such representatives is not required



# Albemarle Budget Calendar

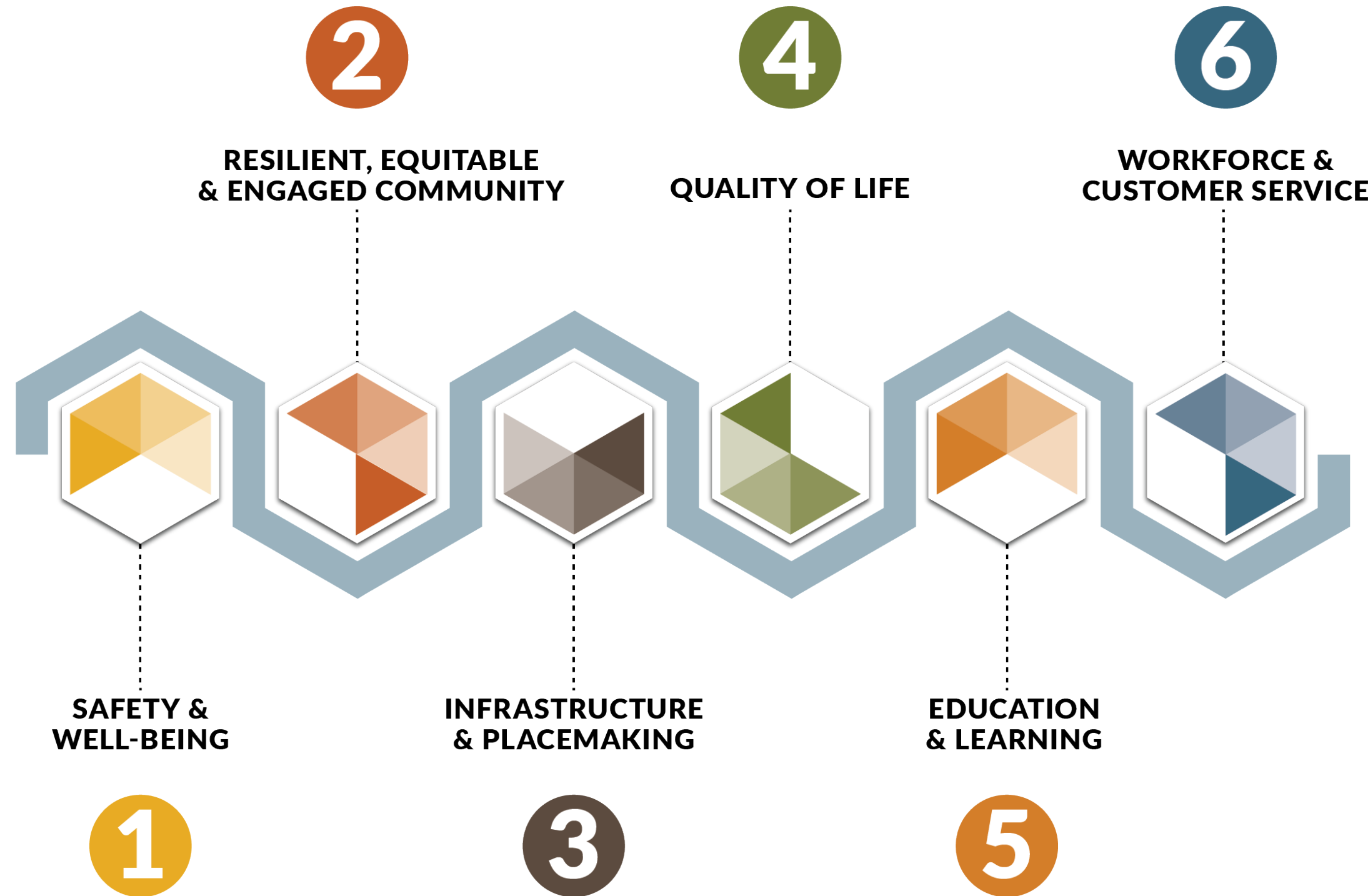
<b>February 2026</b>	
25 (Wed.)	County Executive's presentation to Board – Recommended Budget and Capital Improvements Program
<b>March 2026</b>	
04 (Wed.)	Public Hearing on County Executive's Recommended Budget and CIP
9 (Mon.)	Work Session #1 – General Fund
11 (Wed.)	Work Session #2 – General Fund
12 (Thur.)	School Board approves Public Schools budget request
16 (Mon.)	Work Session #3 – School Board & CIP
18 (Wed.)	Work Session #4 – Board proposes budget and sets maximum tax rate for advertisement
<b>April 2026</b>	
1 (Wed.)	If needed - Work Session #5
6-10	Spring Break
15 (Wed.)	Public Hearing on the CY 26 tax rates Public Hearing on Board's Proposed Budget
22 (Wed.)	Board approves and appropriates FY 27 Budget and sets tax rates
23 (Thur.)	School Board adopts Public Schools Final Budget

# Where do the County's operating revenues come from?

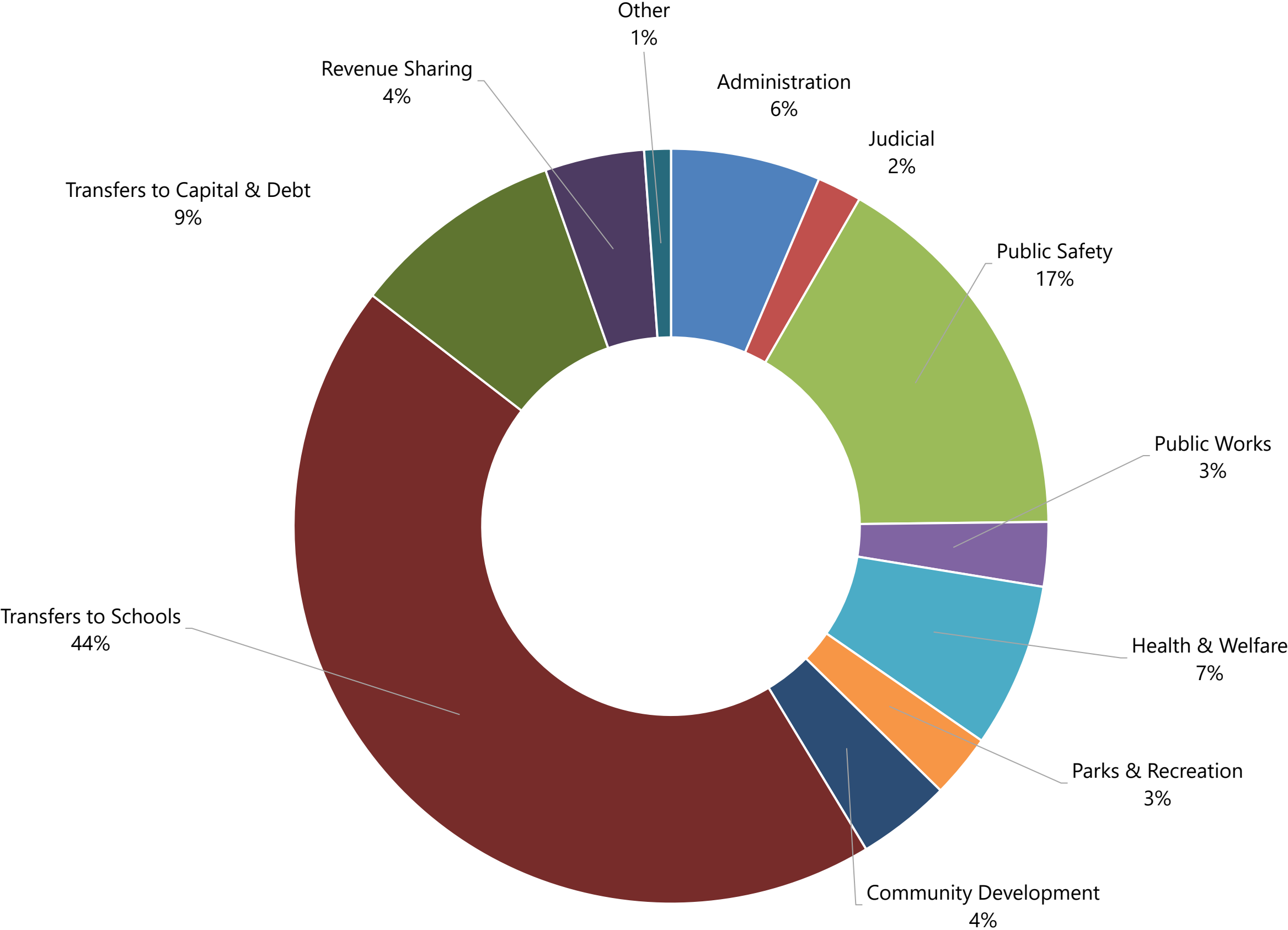


# Albemarle County

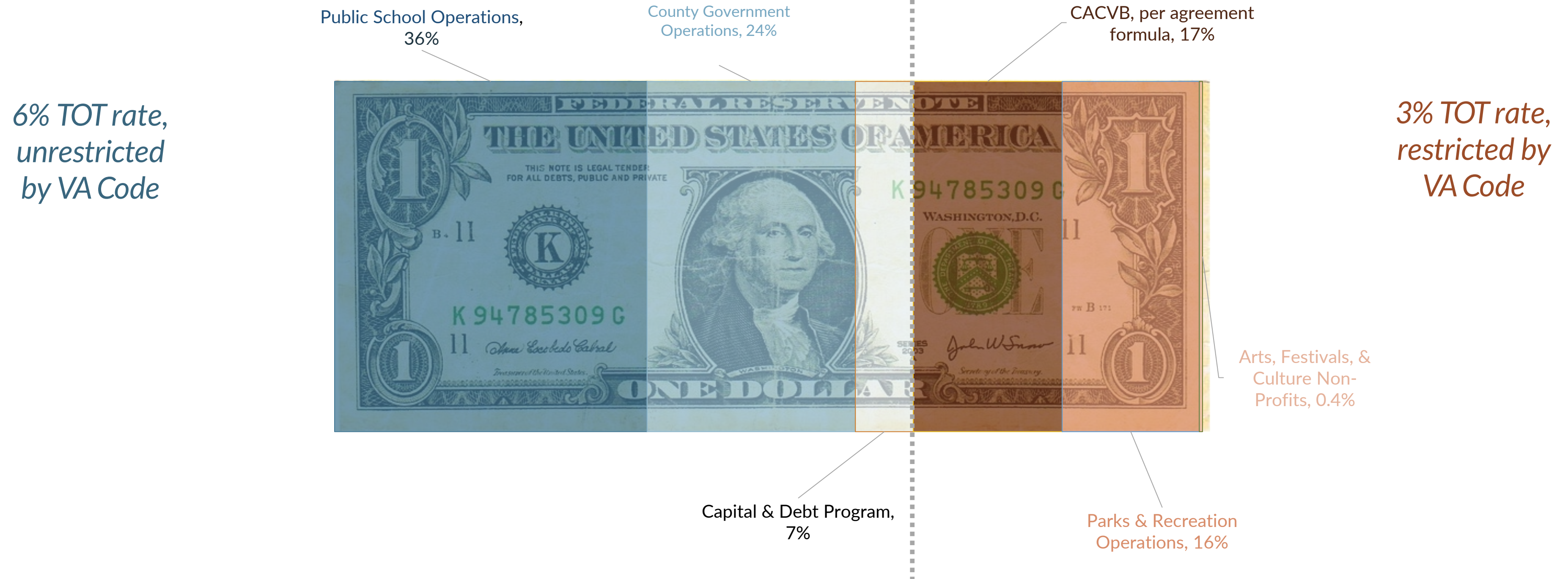
## Adopted FY 24-28 Strategic Plan

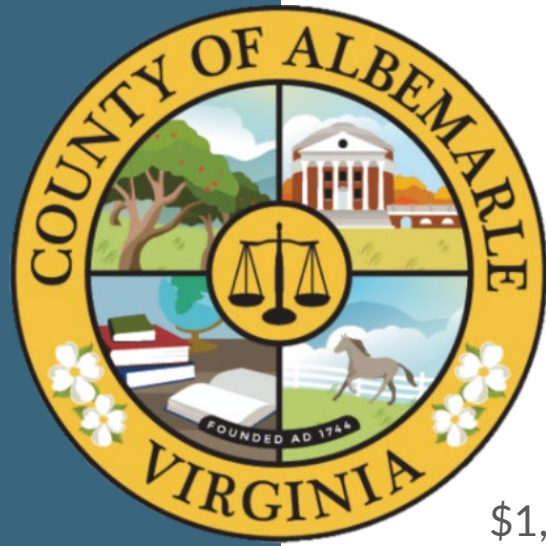


# Where does the County's operating spending go?

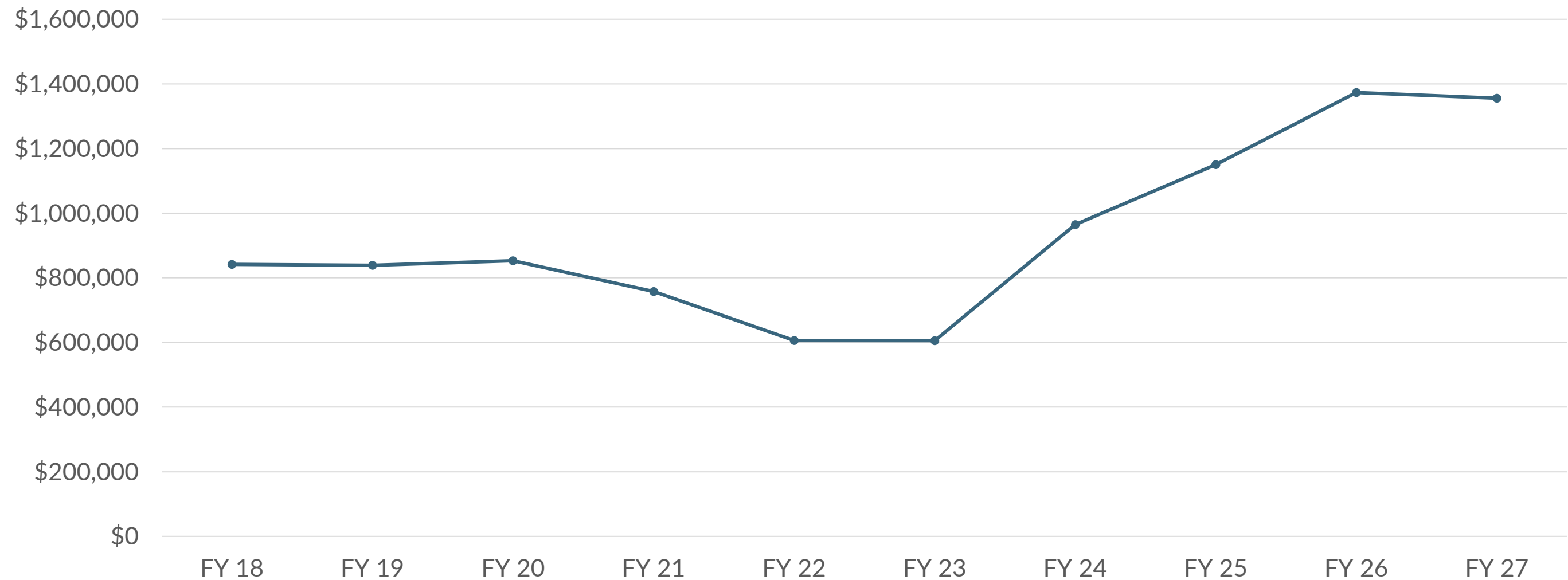


# How does Albemarle County allocate the 9% Transient Occupancy Tax (TOT)?





# Albemarle CACVB Funding: FY 18 – 27, based on FY 16-25 revenue performance



\*Does not include American Rescue Plan Act Reserve funding provided by County:

FY 23: \$276,600

FY 24: \$435,856



# Question for the Board:

What priorities would the CACVB Board advise Albemarle County to support using the 3% Transient Occupancy Tax rate, as restricted by the Virginia Code?

Meeting minutes will be provided to Albemarle County for consideration in the FY 27 budget development process



# Review calculation & Recent history of CACVB Funding



# City-County Agreement:

## Section 4.B

“...**provide funding for the CACVB** in each Fiscal Year in an amount **equal to 30% of its Transient Occupancy Tax revenues collected by it in the most recent Fiscal Year** (“Actuals”).

**This specified percentage and obligation is based on, and specifically limited to, a Transient Occupancy Tax of five percent in each locality.**

**If either the County or the City enacts a Transient Occupancy Tax great than five percent, that Party’s funding obligation under the formula in this subsection is not changed by the increase in the tax rate for the Transient Occupancy Tax.”**



# How the calculation works:

	FY 24	FY 25
Amount of revenue from consumers that the TOT rate is applied to	\$91,565,174	\$90,401,024

## Takeaway:

From FY 24 to FY 25, total consumer activity at Albemarle County's TOT businesses slightly declined



# How the calculation works:

	FY 24	FY 25
Amount of revenue from consumers that the TOT rate is applied to	\$91,565,174	\$90,401,024
TOT Rate	8%	9%
Actual TOT Revenue (Consumer revenue x TOT Rate)	\$7,325,214	\$8,136,092

## Takeaway:

While total consumer activity at Albemarle County's TOT business slightly declined, total Albemarle County TOT revenues increased because the rate increased from 8% to 9%



# How the calculation works:

	FY 24	FY 25
Amount of revenue from consumers that the TOT rate is applied to	\$91,565,174	\$90,401,024
TOT Rate	8%	9%
Actual TOT Revenue (Consumer revenue x TOT Rate)	\$7,325,214	\$8,136,092
Each 1% of the tax (Actual TOT Revenue / TOT Rate)	\$915,652	\$904,010
5% of TOT (Each 1% of the tax x 5)	\$4,578,259	\$4,520,051

## Takeaway:

The step in blue calculates the value of the first 5% of the rate, pursuant to the City-County agreement

These amounts are multiplied by 30%, which calculates the amount provided to the CACVB two fiscal years later...



# How the calculation works:

	FY 24	FY 25
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	FY 26	FY 27
Contribution to CACVB, 2 years later		
30% of 5% of TOT = County's CACVB Share	\$1,373,478	\$1,356,015



## What if?

City-County agreement based on a 5% TOT rate, so FY 27 CACVB funding is unchanged by an 8% or 9% TOT rate

	FY 25	What if? FY 25 with 8% rate & all else equal
Amount of revenue from consumers that the TOT rate is applied to	\$90,401,024	\$90,401,024
TOT Rate	9%	8%
Actual TOT Revenue (Consumer revenue x TOT Rate)	\$8,136,092	\$7,232,082
Each 1% of the tax (Actual TOT Revenue / TOT Rate)	\$904,010	\$904,010
5% of TOT (Each 1% of the tax x 5)	\$4,520,051	\$4,520,051

Contribution to CACVB, 2 years later	FY 27	FY 27
30% of 5% of TOT = County's CACVB Share	\$1,356,015	\$1,356,015

Unchanged



# Questions



# DIRECTOR'S REPORT



# CHARLOTTESVILLE ALBEMARLE COUNTY VA 250

# OVERVIEW



- What is VA250?
  - Statewide commission leading commemorative efforts in VA
  - Brand of the semiquincentennial in VA
- How did CACVB get involved?
  - Resolutions by City, County, Town of Scottsville
- Why do we support this work?
  - Aligns with destination development and tourism assets
- What are statewide priorities & opportunities?
  - Engaging people with history and promoting civic participation
  - Commemorative partners, exhibits, marketing
- What have we accomplished so far?
  - Local committee, VA250 grants, Founding Footprints
- What are local opportunities & milestones for programming?
  - Monticello, Highland, UVA, and more

**CHARLOTTESVILLE**  
**ALBEMARLE COUNTY**  
**VA★250**

# WHAT IS VA250?



- Tasked with planning and promoting Virginia's role in 250th anniversary of American independence
- Statewide organization established in 2020
- Leader among state commissions
- Includes Commission members appointed by Governor + staff who support day to day efforts
  - Monticello & Virginia Humanities serve on Commission
  - UVA serves on African American Advisory Council
  - Monacan Nation serves on Tribal Nations Leadership Advisory Council
  - Monticello & UVA serve on Education Committee
- America. Made in Virginia.
  - Looking at history leading up to + during Revolution
  - Revolutionary ideas since
  - Hoping to share lesser-known stories
  - Will remain active through 2031



250<sup>th</sup> anniversary = semiquincentennial  
= ½ of 5 x 100 years

250<sup>th</sup> anniversary = sestercentennial  
= ½ of 500 years

250<sup>th</sup> anniversary = quartermillennial  
= ¼ of 1000 years

# HOW DID CACVB GET INVOLVED?



**RESOLUTION TO FORM THE VIRGINIA AMERICAN REVOLUTION  
250 COMMISSION  
AND DESIGNATE THE CHARLOTTESVILLE-ALBEMARLE CONVENTION AND  
VISITOR'S BUREAU'S  
EXECUTIVE DIRECTOR TO OVERSEE THE COMMISSION'S EFFORTS**

**WHEREAS**, the County of Albemarle will form a local Virginia American Revolution 250 Commission (VA250) to prepare for and commemorate the 250<sup>th</sup> anniversary of Virginia's participation in American independence;

**WHEREAS**, the committee will plan and coordinate programs occurring within the locality and communicate regularly with VA250;

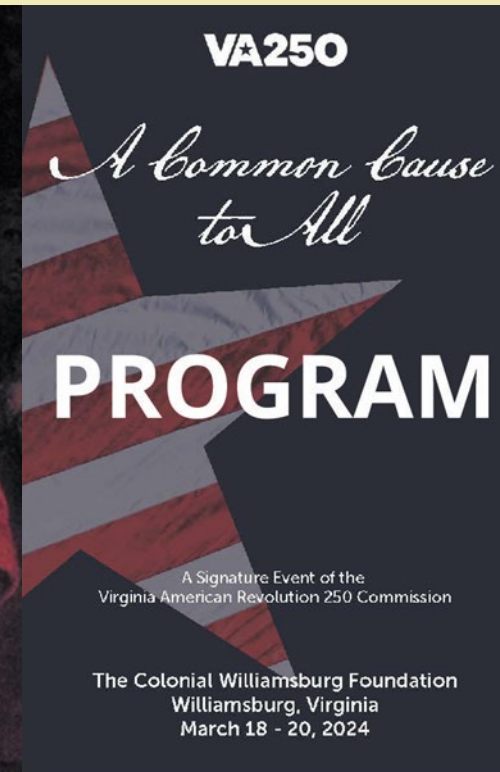
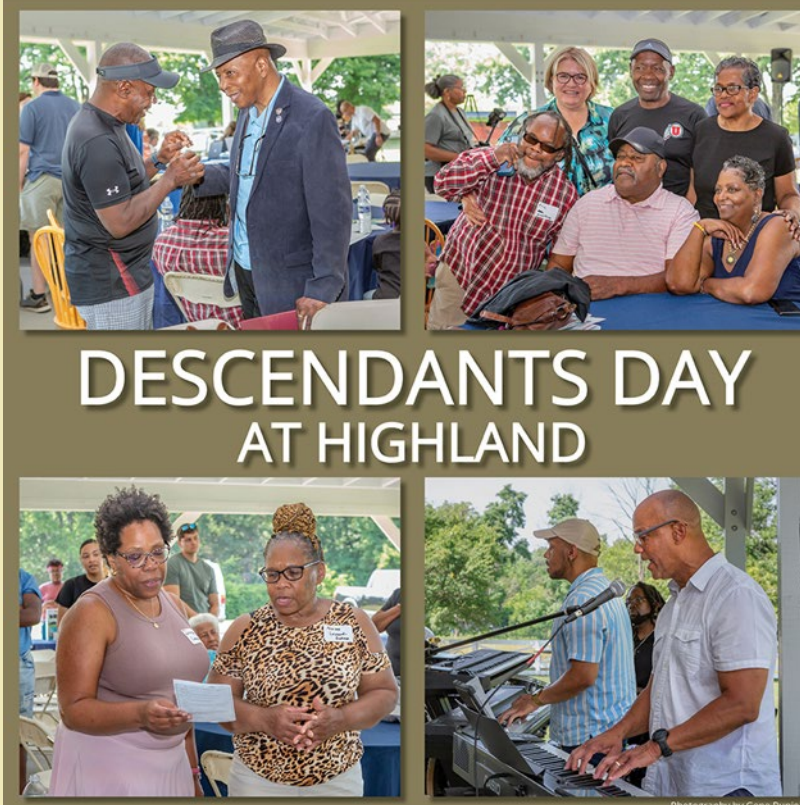
**NOW, THEREFORE, BE IT RESOLVED** that the Albemarle County Board of Supervisors designates the Charlottesville-Albemarle Convention and Visitor's Bureau (CACVB) Executive Director to serve as the local liaison to the Commission and to form the VA250 Committee on behalf of the County.

I, Claudette K. Borgersen, do hereby certify that the foregoing is a true, correct copy of a Resolution adopted by the Board of Supervisors of Albemarle County, Virginia, by a vote of five to zero, as recorded below, a regular meeting held on January 11, 2023.

  
Clerk, County Board of Supervisors



# OPPORTUNITIES VIA VA250: <https://VA250.org/>



- **Website:** Community landing page, places to visit listings and calendar of events
- **Exhibits:** Mobile History Museum experiences and pop-up exhibits through partnership with Virginia Museum of History and Culture
- **Marketing and Public Relations:** Social media and partnership with Cardinal News
- **Funding:** Grants and wholesale merchandise
- **General Support and Collaboration:** Office hours, regional meet-ups, and Common Cause to All Conference

# VA250 COMMISSION PRIORITIES



- America. Made in Virginia
  - Virginia's history belongs to everyone
  - Encourage civic engagement!
- Amplifying brand via social media
  - @VARevolution250, #VA250
- Getting more people involved
  - Commemorative Partner Program
  - Grant programs
  - Teacher resources
- Mobile Museum
  - "Out of Many, One"
  - Current museums will run through 2027, possibly 2031
- Collaborative Programming for 2026
  - The Voice, The Pen, The Sword
  - Look for calls to action for July 3 - 5

# WHAT WE'VE ACCOMPLISHED SO FAR



Regularly convene local meetings and provide guidance for partners



Attend statewide meetings and office hours  
Connect local partners with VA250



Awarded VTC VA250 Market Leverage Program grant  
Provided letters of support for partners' applications



Secured Mobile Museum for 2025; encouraged local applications for 2026



In process of producing Founding Footprints podcast and related itineraries

# LOCAL COMMITTEE



- Foster ideas for programming and encourage partnerships
- Plan and coordinate programs that engage residents and visitors with the 250<sup>th</sup>
  - Celebrate
  - Commemorate
  - Explore
- 100 people from 25+ organizations

# EXAMPLES: VA250 PLACES TO VISIT AND LOCAL EVENTS



AMERICA  
MADE IN  
VIRGINIA

VA250

ABOUTEVENTS & MOREPROGRAMSEDUCATIONCOMMUNITYDONATESHOP

Location

ALL

The history of the Revolution can be felt everywhere in Virginia, from the mountains to the beaches. Learn about the American Revolution and Independence and how Virginia helped shape our nation at these attractions and museums.

Category

ALL


Notice an historical site or museum in Virginia missing? [Click here](#) to add a location to this listing.

**James River Batteau Company**

**Albemarle County**

James River Batteau Company offers one-of-a kind river experiences that get you out on the water in style! Take a step back in time, as you are invited aboard their 18th century replica James River Batteau for a River Tour, Sunset Cruise, or Private ...

[Read More](#)




**Jefferson School African American Heritage Center**

**City of Charlottesville**

Located in Charlottesville's historic Jefferson School City Center, the Jefferson School African American Heritage Center features a permanent historical exhibit, a rotating contemporary art gallery, and a robust calendar of events, all of which comb...

[Read More](#)



AMERICA  
MADE IN  
VIRGINIA

VA250

ABOUTEVENTS & MOREPROGRAMSEDUCATIONCOMMUNITYDONATESHOP

Location

ALL

Commemoration related events are already happening throughout Virginia and can be found in the listing below. If you would like VA250 to include events not currently listed here, please [click here](#) to submit your event.

Category

ALL

Start Date

mm/dd/yyyy

End Date

mm/dd/yyyy


**Founding Friends, Founding Foes Tour**

**May 23, 2025 - December 31, 2025**

**Albemarle County**

Offered daily at 12:30 p.m. and 4 p.m. Pricing: Adults, \$42; Children 12-18, \$13; Children 5-11 , \$4; Children under 5, Free On July 4, 1826, Thomas Jefferson and John Adams died on the fiftieth anniversary of the Declaration of Independence. ...

[Read More](#)




**Finally Remembered: The Black Patriots of Central Virginia Exhibit**

**September 20, 2025 - January 31, 2026**

**City of Charlottesville**

The exhibition honors the African American Men and Women who served in the Revolutionary War. Through rare documents, profiles, military records, and historical interpretation, it restores the visibility of those whose courage helped shape the ...

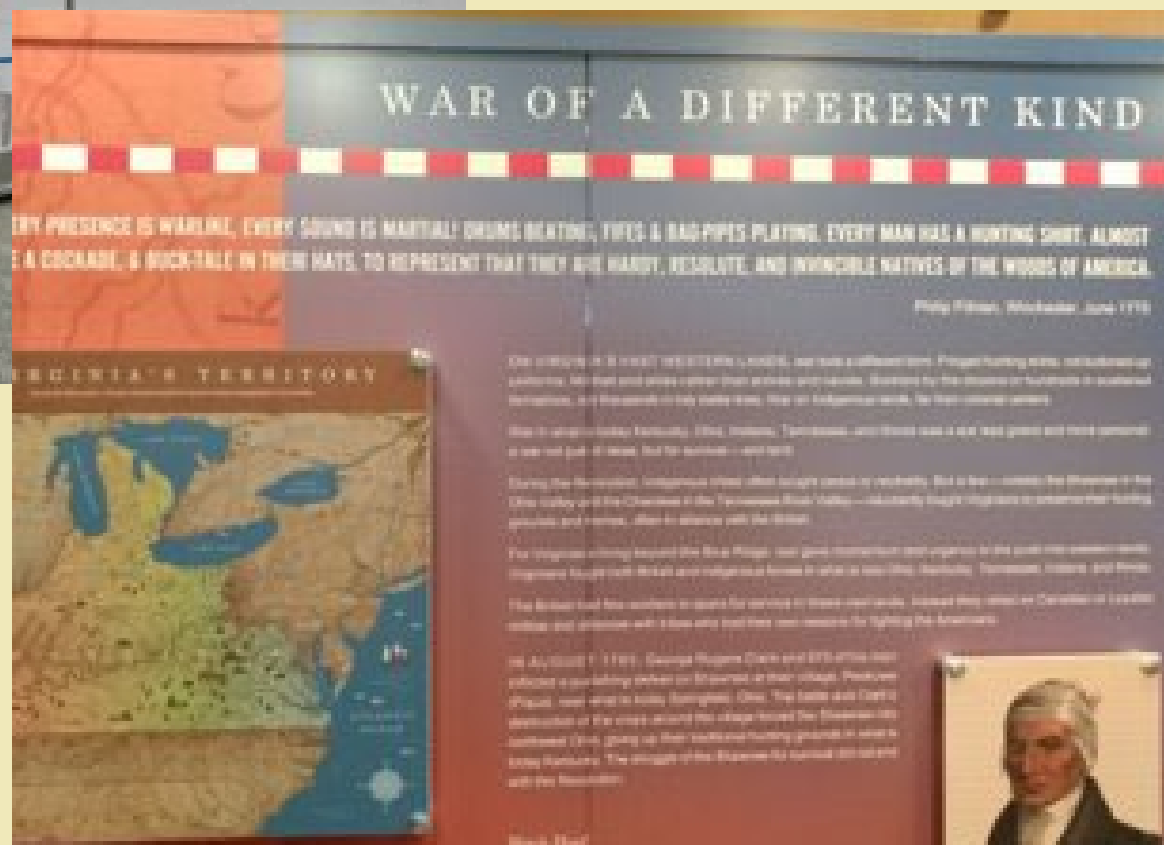
[Read More](#)



# MOBILE MUSEUM AND OTHER EXHIBITS



Photos from the mobile museum at Highland



- James Monroe's Highland hosted
  - July 31 – August 2, during Albemarle County Fair
  - 625 attendees
  - Including two County supervisors, City Mayor, and Congressman John McGuire
  - Coverage by CBS19 and NBC29
- Applications for 2026
  - Monticello – Founders Day programming
    - Partnership with Downtown Mall
  - Highland – Albemarle County Fair
- Requirements
  - 100' x 150' of flat, outdoor space
  - Approval of locality, if not state agency
  - \$2M+ liability insurance
- Virginia Museum of History & Culture traveling exhibits
  - Give Me Liberty @ Highland and JMRL Northside
  - We The People @ JMRL Northside
  - Looking for partners for other exhibits

# FOUNDING FOOTPRINTS PODCAST AND ITINERARIES



- Podcast = Partnership with public historian Benjamin Bernard and WTJU 91.1 FM
- Interviews aired June – December 2025 through multiple streaming platforms
- Podcast continues to live on Virginia Audio Collective; also embedded on VisitCharlottesville.org
- Itineraries explore broader topics; to date, 140+ partners featured
- Flyer for each episode-itinerary = Partnership with Amtrak-Virginia and Albemarle Charlottesville Historical Society
- Project funded by CACVB and grant match of \$10,000 from VTC
- Opportunity to showcase local history, how it influences our culture and daily life, and those people who are helping to keep history alive and relevant
- Snapshot of our community at this important moment

A flyer for the "Founding Footprints" podcast and itinerary. The top section has a grey background with a "PODCAST" icon (a microphone in a red circle) and the word "Itinerary" next to a blue location pin icon. Below this is a red banner with the title "Founding Footprints" in white. Underneath, it says "Tracing America's Journey in Charlottesville &amp; Albemarle County" in white text on a teal background. To the right of this text are three stylized footprints, each containing a historical document snippet. The bottom section has a white background. On the left, there's a QR code with the text "Listen to the Founding Footprints podcast here" above it and "Scan for an itinerary to explore places and experiences related to this podcast" below it. On the right, it says "10 Episodes in 2025 with historian Dr. Benjamin Bernard". Below this is a paragraph: "VA250 and WTJU 91.1 FM present Founding Footprints, a podcast tracing the legacy of the Revolutionary era in Charlottesville and Albemarle County, Virginia. Listen as we explore the history and culture of the region, reflecting on the 250 years since the American Revolution. Look for a new episode – and a related itinerary – every 2-3 weeks. Follow the Footprints!". At the bottom, there are logos for "CHARLOTTESVILLE ALBEMARLE COUNTY VA250", "VIRGINIA IS FOR HISTORY LOVERS", "ALBEMARLE CHARLOTTESVILLE HISTORICAL SOCIETY", "AMTRAK", and "Charlottesville ALBEMARLE COUNTY, VIRGINIA".

# PARTNER PROJECTS: MONTICELLO, HIGHLAND & UVA



- Monticello
  - New Tours, Feast of Reason, and Culinary Diplomacy
  - Civic Season and July 4 + Declaration Book Club
  - Updates to exhibit galleries
- Highland
  - New exhibit and 50th anniversary
- Both
  - Virginia 250 Passport Program
  - Special merchandise
  - Partnered with Lafayette 200 in 2024/2025
  - Part of Virginia's History Road Trip
- UVA
  - Programming to engage students
  - Co-curricular events and activities for public



# UPCOMING PARTNER PROJECTS



Centennial Celebrations: Jefferson School  
African American Heritage Center



Voices of Virginia: Charlottesville Ballet  
Together in Song: Oratorio Society of Virginia



2026 C'Ville Puzzle Hunt: WTJU and Puzzled  
Bee



Revolutions: Virginia Festival of the Book  
Courage: Tom Tom Festival



Jefferson in Southern France exhibit: Fralin  
Museum of Art

# HOW TO MOVE FORWARD



- Continue to highlight local history sites, activities, and events
  - Including historical aspects of our culinary scene
- Continue to honor local milestones and anniversaries
- Continue to encourage collaborative and clever programming
  - Monticello has taken the lead on statewide passport program
  - ACHS has taken lead on local grant program
- When possible, leverage VA250 and VTC priorities
- Build capacity to sustain existing organizations
- Inspire new leaders and organizations to strengthen economic and social health of community

**CHARLOTTESVILLE**  
**ALBEMARLE COUNTY**  
**VA★250**

# HOW YOU CAN HELP



- Encourage partners to share stories and projects with CACVB
  - Direct interested partners to [VA250@visitcharlottesville.org](mailto:VA250@visitcharlottesville.org)
- Stay informed
  - Check out our online resources
  - Attend local committee meeting
  - Sign up for statewide newsletter
    - <https://va250.org/newsletter/>
- Get excited and find your passion
  - Follow Founding Footprints
  - Participate in programming
  - Attend events
  - 2026 is just the beginning!

# HIGHLIGHTS



## Local Tourism Industry Meetings

- Meeting with Monticello leadership to discuss collaboration and messaging opportunities
- Met with Councilor Snook on VA250 efforts
- Met with board member candidates
- Met with hotel developer about current market conditions for hotel sales and acquisition, including the Doyle Hotel and the Dewberry building
- Toured the Virginia Wine Collective on its opening day
- Toured Virginia Guesthouse hotel
- VSAE welcome with Mayor Wade

## Commonwealth Tourism Industry Meetings

- Attended Virginia Tourism Corporation board meeting through VADMO position
- Attended VA-1 and led educational sessions
- Participated in central Virginia steering committee overseeing Virginia Tourism Corporation's strategic planning process
- Met with GO Virginia Region 9 about possible tourism region designation
- VADMO board meetings and coordination of the Virginia Tourism Leadership Institute (VTLI) program

# HIGHLIGHTS



## Research and Planning

- Met with Abbey Stumpf about county communications
- Met with John Oprandy about city crisis management
- Board governance meeting with Mayor Wade
- Supported City in short-term rental ordinance meeting
- Supported County in community development review of Three Notched Trail and Ferncrest proposal
- Participated in ongoing efforts with the regional arts council
- Continued to compile and organize CACVB data around mid-week business analysis
- Leadership team meeting to evaluate progress of strategic plan – ON TRACK!

# COMING SOON



- February CACVB board meeting
  - New board members TBD
  - Annual meeting, including establishing meeting schedule and policies/procedures
  - Initial budget presentation
- Tourism for All conference registration opens
- Meet with IT about DMAP requirements
- Crisis communications review by Jenn Lyon and Athena Eastwood
- VRLTA Day on the Hill
- NCAA Men's Lacrosse Championship preparations





# STRATEGIC PLAN PROGRESS: YEAR 1

# STRATEGIC PLAN PROGRESS: YEAR 1



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

VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

**AMPLIFY VISITOR EXPERIENCES**

# AMPLIFY VISITOR EXPERIENCES



- New brand visual elements completed
- Rebrand Rollout
  - New brand and elevator pitch card for Board December 2025
  - Website revamp live January 2026
  - Rebranding advertising campaign live January 2026
  - Destination 20+45 marketing session on January 28
  - Tourism for All: Tuesday February 26



VISIT  
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ALBEMARLE COUNTY

VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

**FOSTER A WELCOMING COMMUNITY**

# FOSTER A WELCOMING COMMUNITY



## Accessibility

- On Nov. 19, the CACVB hosted a webinar with Wheel the World. The webinar provided those recently assessed partners (7) with general updates to their dashboard.
- The CACVB is working through its Drive Tourism+ grant with Downs & Towns. Part II and III of the grant involves marketing and educational deliverables. The tentative due date for materials is February 24.
- The CACVB will present at the 2026 Virginia Association of Museums Conference on accessibility efforts with Visit Loudoun, Visit Richmond, and Visit Williamsburg.

## Destination 20+45

- All survey respondents rated the sessions as valuable or very valuable. Attendees were most interested in learning about our food and drink campaigns, followed by strategies for creating inclusive and accessible products, and updates on the CACVB's rebrand.
- Registration for the next session "Meet the Marketing Team and the CACVB Rebrand" (January 28) is live.

## Tourism for All

- Save the date for the 2026 Tourism for All Conference on Tuesday, February, 24 (Snow Date March 3). The event will be held at Hillsdale Conference Center.
- Through the Tourism for All Cohort, the program has featured four local speakers during virtual sessions, along with eleven businesses in its learning materials.<sup>60</sup>

VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY


**STRENGTHEN COMMUNITY PARTNERSHIPS**

# STRENGTHEN COMMUNITY PARTNERSHIPS



## VA250th


- Nine episodes of Founding Footprints have been released. The latest episode, Food Traditions of Virginia, features food historian Leni Sorenson. Each podcast has an accompanying itinerary for further exploring Charlottesville and Albemarle County.
- According to Pinecast and Spotify, the podcast has received 805 total listens to date.
- The podcast, along with broader VA250th partnerships, will be featured at the Chesapeake Gateways Partnership Meeting.
- Want to engage with local offerings or learn more about VA250? Explore our VA250 partner page. The CACVB continues to run the local committee for 250th efforts in our area.



FOUNDING FOOTPRINTS  
S1E9 - Food Traditions of Virginia: Leni Sorenson


0:05:21 0:26:00

JUNE 11	S1E1 - From Tobacco Fields to Richmond Markets: James River Batteau Company
JULY 2	S1E2 - A Developing History: James Monroe's Highland
JULY 24	S1E3 - Your Local Archive: The Albemarle Charlottesville Historical Society
AUGUST 14	S1E4 - Southern Hospitality: Hollymead House
AUGUST 28	S1E5 - A Centennial to Celebrate: The Jefferson School African American Heritage Center



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

LEARN MORE →



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

LEARN MORE →

VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

**ENHANCE LOCAL QUALITY OF LIFE**

# ENHANCE LOCAL QUALITY OF LIFE



- Crisis Communications Plan Committee Developed
  - First plan draft to Board Committee (Athena Eastwood and Jenn Lyon) on 1/16/26
- Initiated communications meetings with City of Charlottesville and Albemarle County
  - Met with John Oprandy, City of Charlottesville Emergency Manager in November
  - Scheduling meeting with Afton Schneider (Communications Director, City of Charlottesville) and Abbey Stumpf (Communications Director, Albemarle County) and Anna Whitlow (Marketing Director, CACVB) in January to align on planning and communication

VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

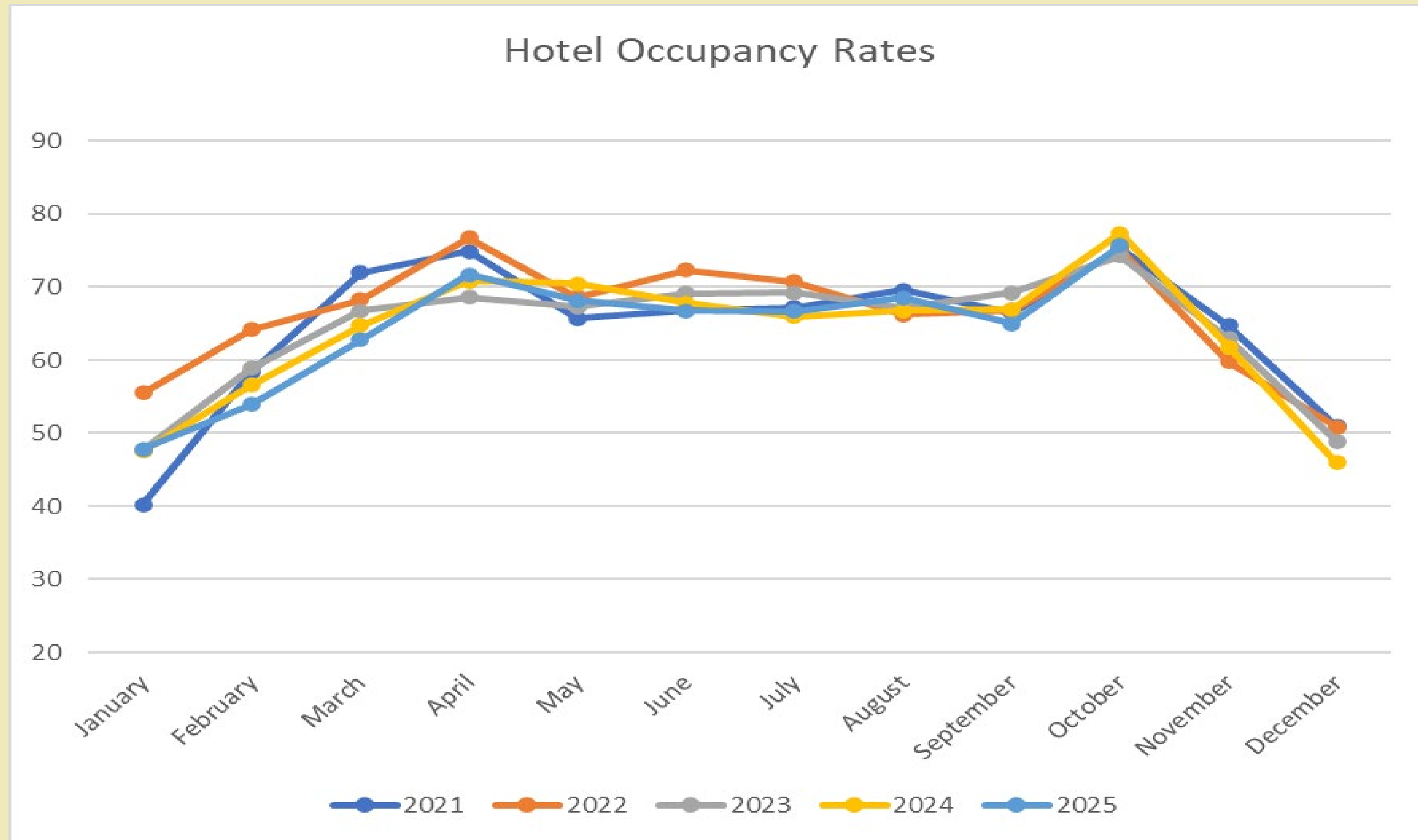
**BOOST SUSTAINABLE ECONOMIC GROWTH**

# BOOST SUSTAINABLE ECONOMIC GROWTH

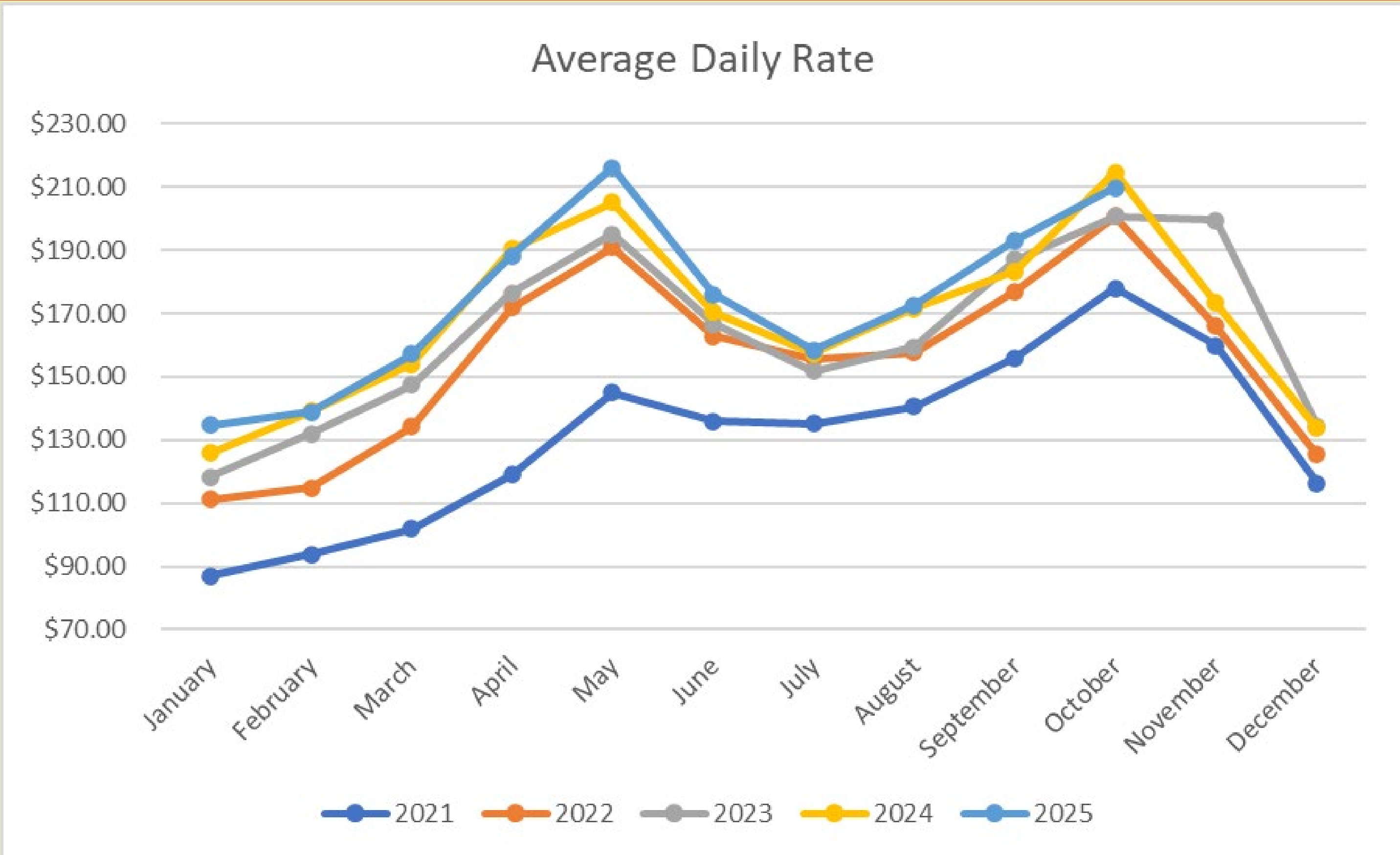


- Continued evaluation of mid-week data, including:
  - A review of the 2018 conference center study and its results for current relevancy
  - Analysis of 2018 recommendations against Virginia Guesthouse stats
  - CACVB team SWOT analysis
  - Customer relationship management system sales booking analysis
  - Review of Albemarle Land Use Buildout plan
- Virginia Tourism Corporation statewide research plan will highlight the need for conference center space throughout Commonwealth but particularly in the Charlottesville/Albemarle or Lynchburg markets
- Articulated sales strategy for DMAP process
- Charlottesville Convention Center Report 2018 - highlights from this report include a recommendation for a conference/convention center in the market with:
  - 25,000 sqft multi-purpose hall
  - 15,000 sqft ballroom
  - 10,000 sqft meeting rooms
  - Totaling: 50,000 sqft
- Virginia Guesthouse specs:
  - 3,000 sqft main hall
  - 9,800 sqft ballroom
  - 12,234 sqft meeting rooms
  - Totaling (with prefunction space): 35,000 sqft

# HOTEL OCCUPANCY



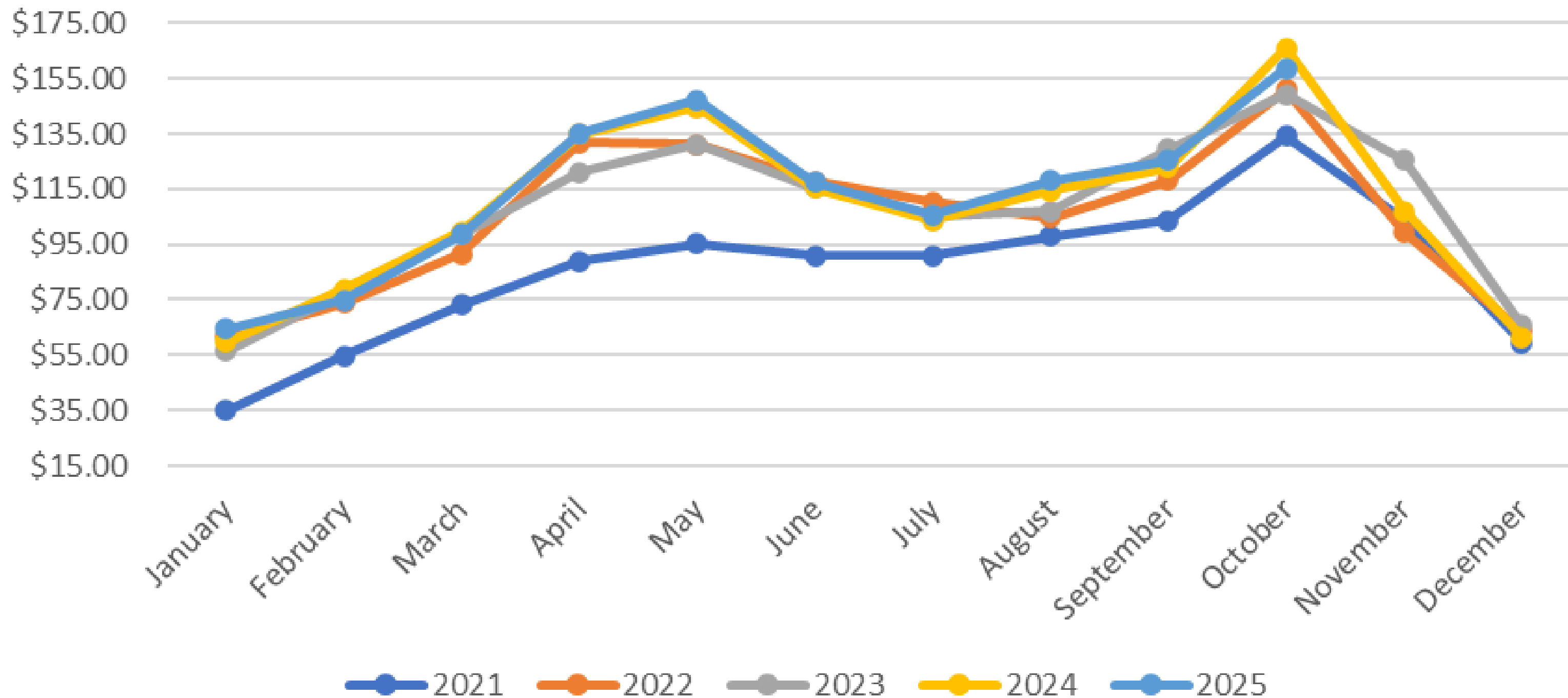
# HOTEL AVERAGE DAILY RATE



# HOTEL REVENUE PER AVAILABLE ROOM



Revenue per Available Room





# MARKETING AND PUBLIC RELATIONS UPDATES

# CACVB MARKETING AND PR UPDATES

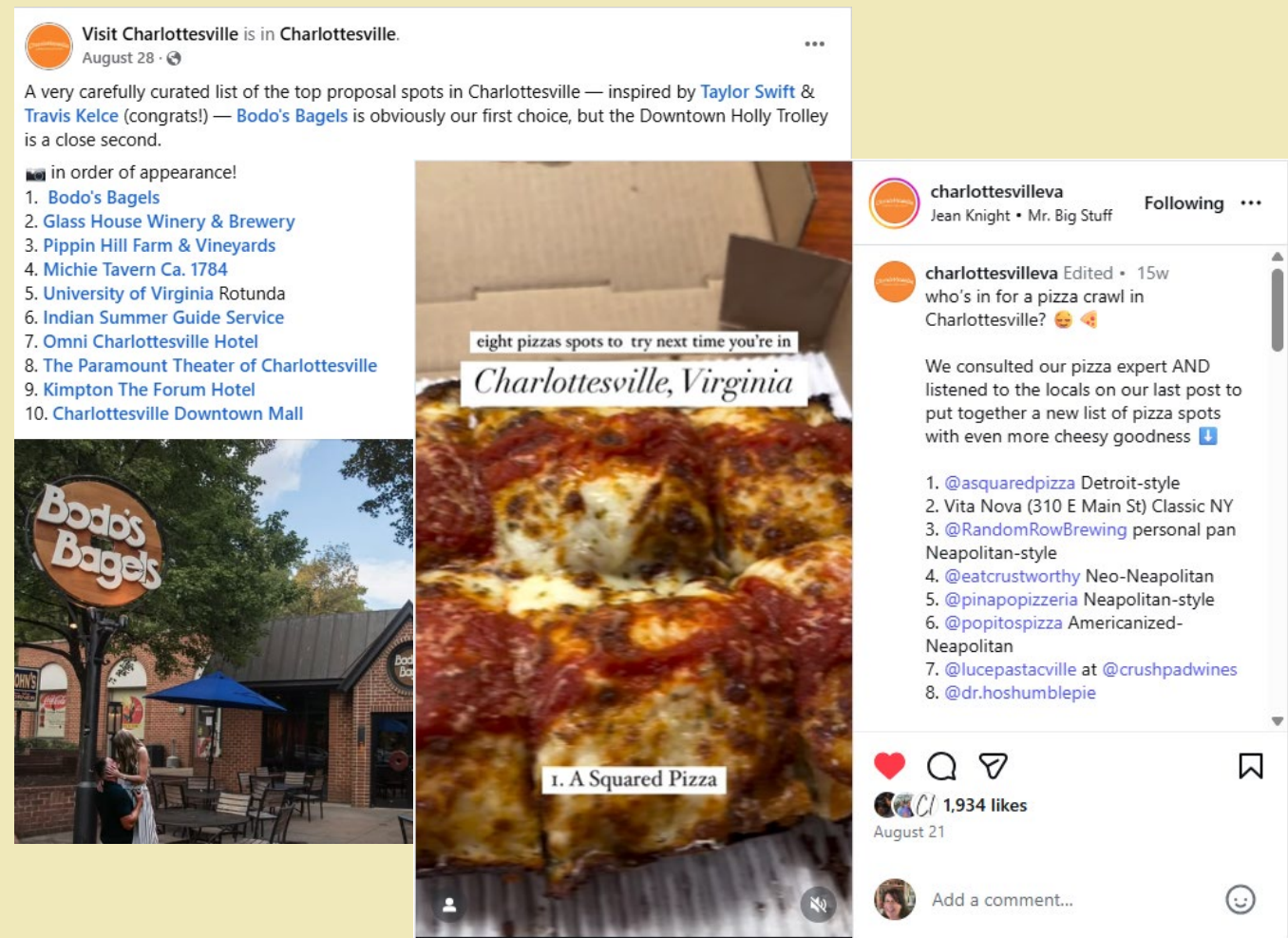


- Coordinated redesign of CACVB Collateral
  - Revised visitor guide (in-market January 2026)
  - VisitCharlottesville.org refresh (scheduled completion December 2025)
  - Letterhead, business cards and internal communication devices (rolled out January 2026)
  - Social media platforms (rolled out following website relaunch)
  - Merchandise and promotional materials (in-market January 2026)
- Attended VA-1 Governors Conference sessions on:
  - Attracting First-Time Visitors
  - Digital Marketing Cooperation with Virginia Tourism Corporation
  - Crisis Communications
- Coordinated a 4-day photography and videography shoot of wine celebrations, food and beverage outlets and vineyards and wineries
- Moderated a discussion on destination development and led a tabletop discussion on preparing to host influencers and content creators for the Virginia Association of Museums meeting at Highland

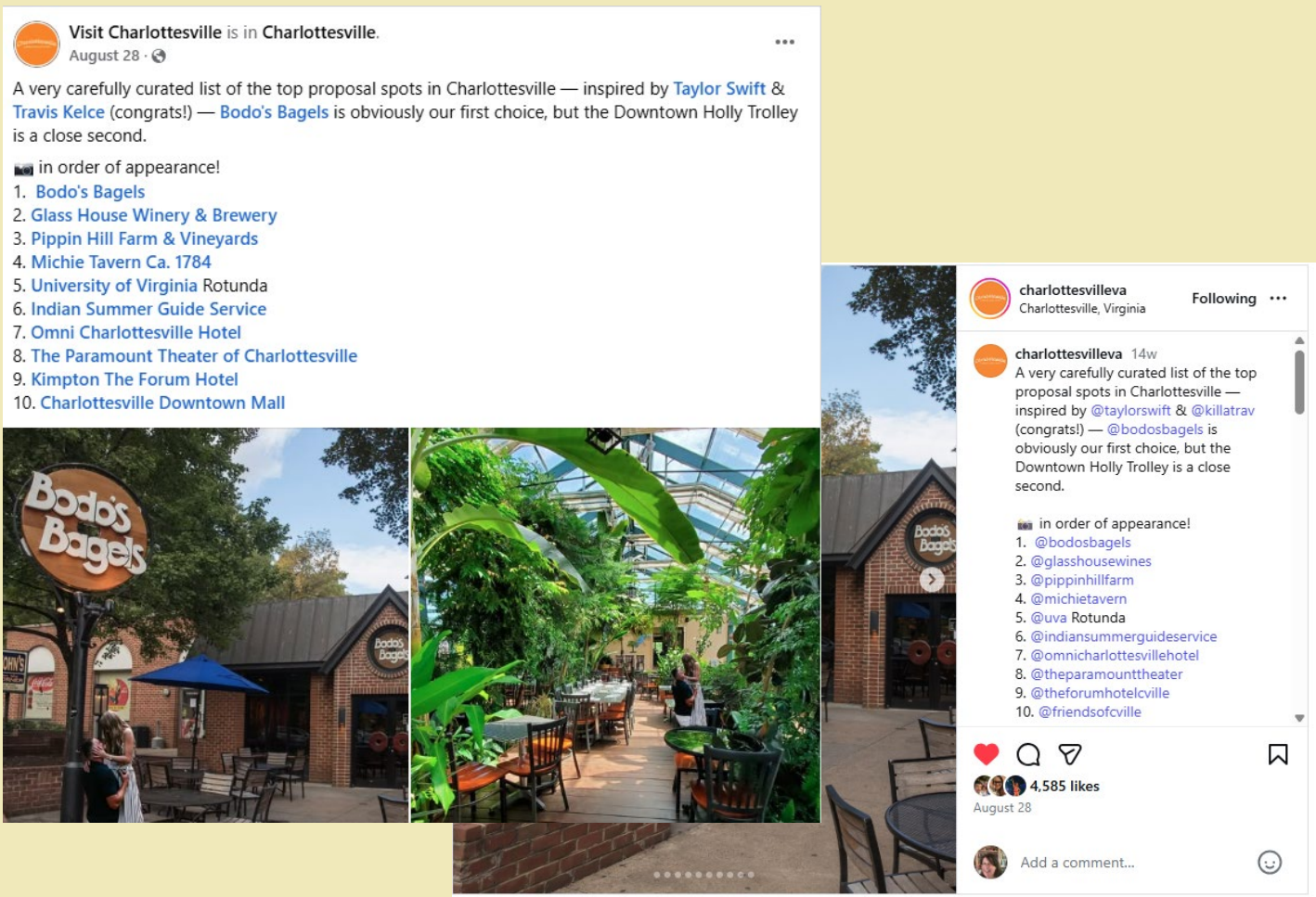
# CACVB SOCIAL MEDIA HIGHLIGHTS



- From July 1, 2025, to November 30, 2025, we received 5,496,005 impressions on our social media platforms and 171,003 engagements, with the engagement rate per impression up 3.1%



Top Engagements in 2025

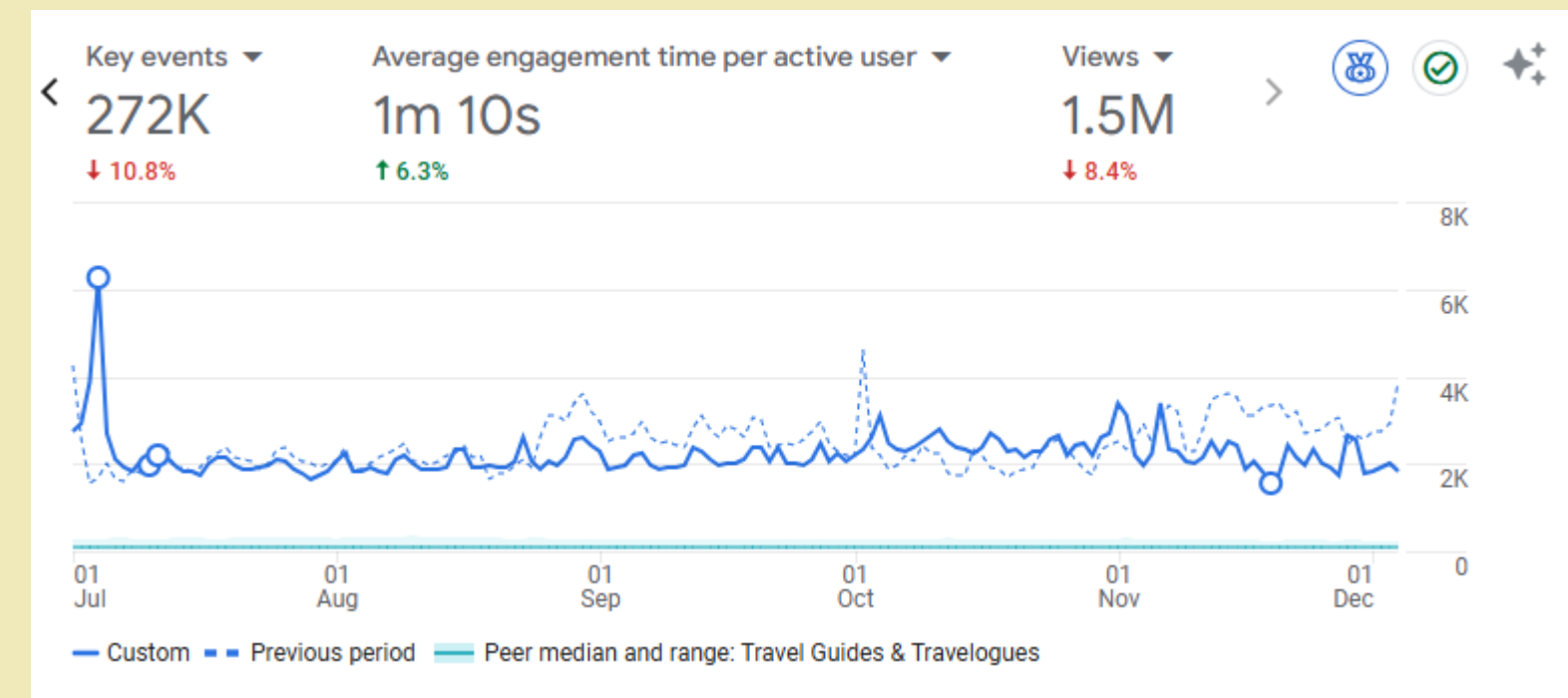


Top Impressions in 2025

# ONLINE HIGHLIGHTS



- VisitCharlottesville.org has had **1,500,000 views** so far in FY26
- Top visited page is consistently the **Events Page**, with **10% of all website traffic (21,000 views)** in November dedicated to the events page
- Average engagement time per user in FY26 is **1 minute 10 seconds**
- Rise of “**no click search**” confirms the importance of consistent and robust content creation to feed AI crawlers and ensure accurate information is showing up in AI summary on search engines
  - Blog posts are strong performers for both traffic and AI crawling
  - Implications of AI on paid search campaigns being examined and evaluated



# CACVB IN THE NEWS



- Recent national headlines on the Today Show, consistent Southern Living coverage to support the Idea House and National Geographic, with emphasis on our proximity to Washington, D.C.
- Sentiment is consistently positive in coverage focused on Charlottesville and Albemarle tourism attractions and hotels
- Goals to coordinate with local attractions and organizations to increase media visits in second half of FY26
- New headlines are updated frequently at <https://www.visitcharlottesville.org/media/recent-headlines/>

The screenshot shows a National Geographic website article. The main headline is "9 perfect small-town getaways near Washington, D.C." with a sub-headline "Life moves quickly in the nation's capital. But just across the Potomac, you can trade traffic for tranquility with these storybook escapes." Below this, there's a video player titled "FALL FOLIAGE TRIPS" showing a map of the Eastern US with location pins for "COLUMBUS, OH", "CHARLOTTESVILLE, VA", and "CATSKILL, NY". The article title below the video is "This Tiny Riverfront Town In Virginia Has History, Breweries, And Barely Any Tourists" by Lydia Mansel, published on November 14, 2025. The article text starts with "Scottsville is a quick, easy day trip from nearby Charlottesville."



# SALES UPDATES

# CACVB SALES EFFORTS



## Welcome Bags Distributed:

- 190 welcome bags delivered to 4 different groups

## Requests for Proposals:

- Assisted with and/or distributed 8 new RFPs

## Trade Shows Attended:

- Association Executives of North Carolina Fall Conference - Raleigh, NC
- SGMP JLM Continuing Education – Virtually
- NTA Annual Business Meeting – Virtually
- VSAE Monthly Meeting – Richmond, VA
- National Tour Association – Travel Exchange (TREX) – Ottawa, ON – 14 appointments
- Accent East Tradeshow – York, PA – 19 appointments



# CACVB SALES EFFORTS



## Partner Meetings/Visits:

- Partnered with VTC to host 3 French tour operators for tour of Omni Charlottesville Hotel and dinner at Sal's Café Italia
- Pi-Napo Pizzeria
- Loving Cup Winery
- James Monroe's Highland
- Hotel Site Visit with the Virginia Department of Criminal Justice Services
- Area site visit with Courtney Johnston with the Country Inn and Suites
- Crossroads Inn at Pippin Hill Farm and Vineyards
- Partnered with Visit Fairfax and Visit Williamsburg to sponsor and present at the WorldStrides Vendor Meeting
- Rock Revolution
- Virginia Society of Association Executives
- Hosted 47 attendees with Southern Travel Tours for a 2-day group tour of the area that included visits to Monticello, Highland, UVa, Eastwood Farm and Winery and the Downtown Mall

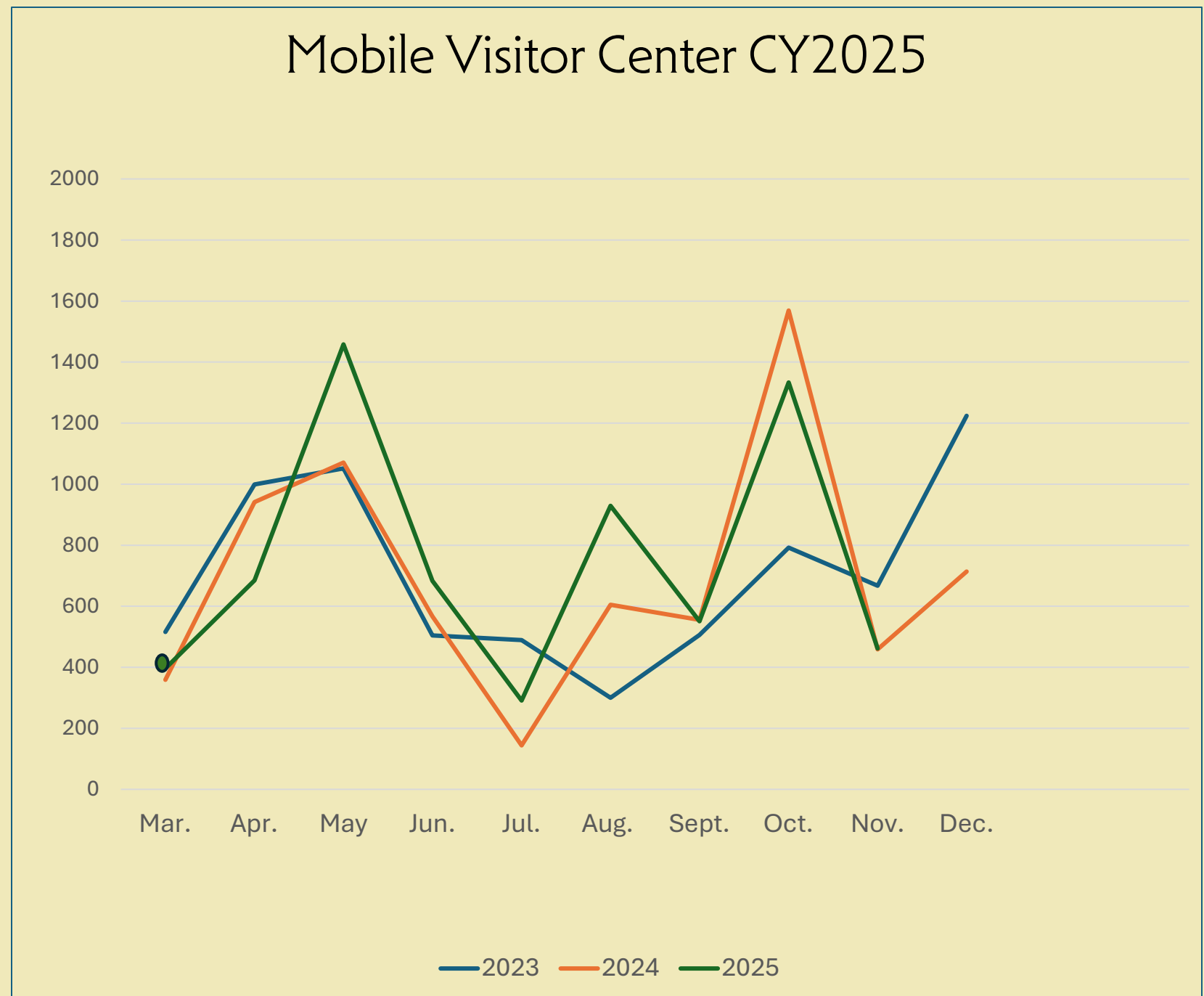


# VISITOR SERVICES UPDATES

# MOBILE VISITOR CENTER UPDATES



- Numbers include Mobile Visitor Center visitation, office, and special event participation.
- Special Events: Grand Illumination and Winter Wander (multiple days)
- The Mobile Visitor Center season ended on Dec. 14. The team will continue to welcome visitors at the office and supply the County Office Building (COB) with brochures.



# VISITOR SERVICES BROCHURE DISTRIBUTION



## All Brochure Distribution (Jan.-Nov.)

- 2025: 64,264
- 2024: 61,339

## Visitor Guide Distribution (Jan.-Nov.)

- 2025: 17,175
- 2024: 16,379

Distribution is up for all brochures and our visitor guides. Visitor guide numbers may decrease or level out at the end of the CY due to the rebranding.

Top Requesting VA Cities for November: Charlottesville, Norfolk, Woodbridge, Fredericksburg, and Hampton.

Top Requesting States for November: Virginia, Maryland, Pennsylvania, North Carolina, and New Jersey.



# VISITOR SERVICES



- At the workshop with the Virginia Association of Museums (VAM), the team held a tabletop discussion about the importance of utilizing visitor centers and brochures. They also answered questions about the Virginia Tourism Corporation's PMAP program.
- Travel Specialist Ethan Wager (pictured) also spoke about Visitor Services at the November Destination 20+45 event.
- Come January, the Visitor Services team will complete their annual inventory. The team manages over 130 different inventory items; each item has its own quantity of materials.
- The team continues to fulfill individual and bulk requests for materials, along with answering visitor inquiries via phone and email.



# DESTINATION DEVELOPMENT UPDATES

# DESTINATION DEVELOPMENT UPDATES



- The Destination Development Team continues to actively support our partners. Since October, they've met with more than 15 partners to provide grant assistance, event listings, familiarization tours, general information, etc.
- On Nov. 14, in partnership with the Virginia Association of Museums (VAM) and Visit Orange the CACVB held a workshop for museum professionals. Attendees learned about the benefits of engaging with their local DMOs and the Virginia Tourism Corporation. 42 museum professionals attended.
- Marketing, Destination Development and Visitor Services played a role in the Two Up Wine Down event. Marketing and Destination Development helped expand coverage to partners outside of the event and Visitor Services brought the Mobile Visitor Center to the festival.
- Destination Development will be tabling at Monticello Wine Trail's Industry Tasting Event (Jan. 12) to connect them with CACVB initiatives.



# DESTINATION DEVELOPMENT UPDATES



## Outdoor Recreation

- Coordinated staff tour of Rock Revolution to learn about the visitor experience.
- Maintains active participation with the Piedmont Mobility Alliance, the Three Notch'd Trail, and Rivanna Greenways/Blueways Working Group. All groups work to advance the infrastructure and connectivity of recreation.

## Workforce/K12

- On Oct. 17, the CACVB hosted Coffee & Conversations with Charlottesville's Economic Development Office. 15 people were in attendance.
- On Dec. 9, the CACVB will meet with ACPS, PVCC, UVA, the City workforce team, and other educational partners to begin preparations for Senior Stay Day & Community Job Fair, as well as explore ways to support workforce initiatives in the coming months.

## Business & Event Listings

- Since the start of FY26, Destination Development has approved over 426 calendar events for [Visitcharlottesville.org](https://visitcharlottesville.org). That's an average of 85 events a month.
- Since the start of FY26, 25 new businesses have been added to [Visitcharlottesville.org](https://visitcharlottesville.org), and 30 new customer relationship management accounts have been created.



# PUBLIC COMMENT



# BOARD ANNOUNCEMENTS



ADJOURN