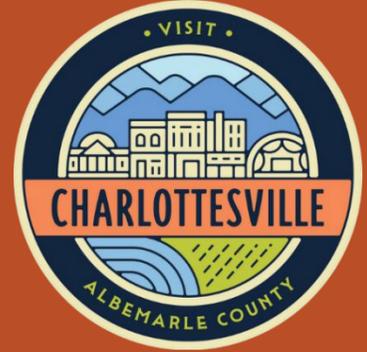


# BOARD OF DIRECTORS MEETING

*February 23, 2026*



# AGENDA



- Election of officers
- Establish meeting schedule
- Rules and procedures
- Consent agenda
  - Approval of previous meeting minutes
  - Financial statement
- Proposed CACBVB Board job description
- FY27 budget presentation
- FOIA/COIA training
- Directors report
- Public comment
- Board announcements
- Adjourn

# Proposed CACVB Board Member Job Description



# BUDGET PRESENTATION



# Proposed FY2027 Budget



Revenue Detail	FY26 Budget	FY27 Budget	FY26-27 Difference
Interest Payments	0	15,000	15,000
Contributions from City	1,510,806	1,497,306	(13,500)
Contributions from County	1,373,478	1,356,015	(17,463)
Miscellaneous (Website)	40,000	40,000	-
<b>TOTAL</b>	2,924,284	2,908,321	(15,963)

# Proposed FY2027 Budget



Expenditure Details - Salaries	FY26 Budget	FY27 Budget	FY26-27 Difference
Full Time	918,000	945,540	27,540
Overtime	6,000	6,180	180
Part Time	11,500	11,845	345
FICA	70,010	70,227	217
Virginia Retirement	146,273	133,227	(13,046)
VLDP - Disability	5,000	5,000	-
VRS Hybrid Retirement	24,500	24,500	-
Health Insurance	155,000	179,800	24,800
Dental Insurance	2,750	2,640	(110)
HSA Contributions	4,300	4,300	-
VRS Group Life Insurance	16,400	10,023	(6,377)
Workers' Compensation	4,500	4,500	-
Health Insurance Additional	29,632	0	(29,632)
<b>TOTAL</b>	<b>1,393,865</b>	<b>1,397,782</b>	<b>3,917</b>

# Proposed FY2027 Budget



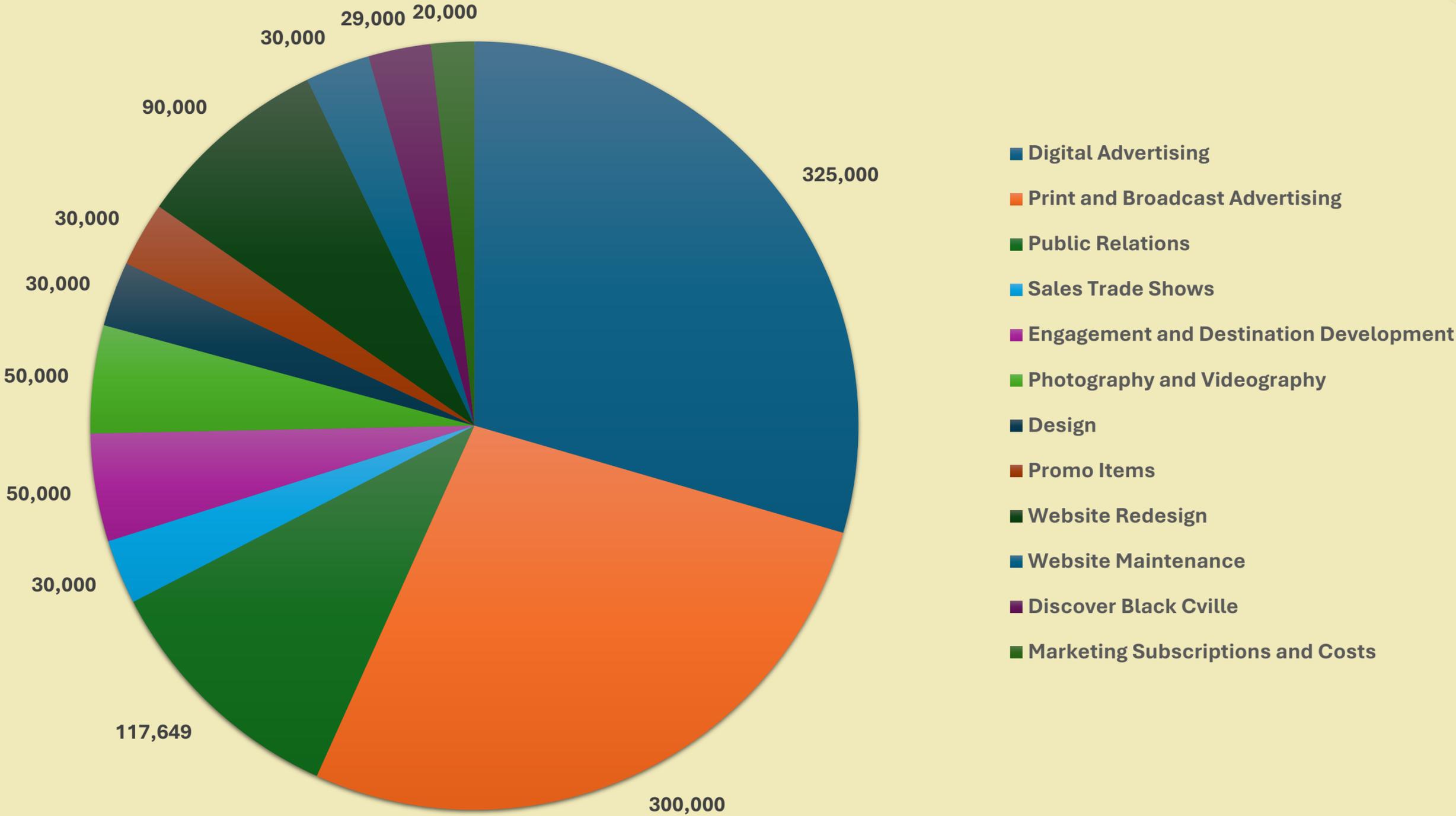
Expenditure Details - Promotional	FY26 Budget	FY27 Budget	FY26-27 Difference
Advertising & Marketing	1,112,449	1,101,649	(10,800)
Research	30,000	30,000	-
Printing	45,000	20,000	(25,000)
Postage	13,000	15,000	2,000
Non-Local Travel	35,000	40,000	5,000
Dues/Subscriptions	25,000	25,000	-
Vehicle & Equipment (Fuel)	5,000	5,000	-
Vehicle & Equipment (Maint, etc.)	10,000	15,000	5,000
<b>TOTAL</b>	1,275,449	1,251,649	(23,800)

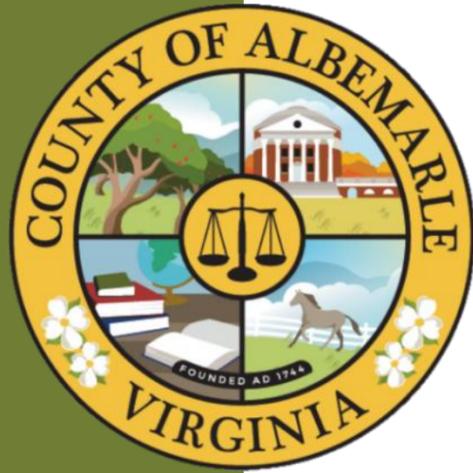
# Proposed FY2027 Budget



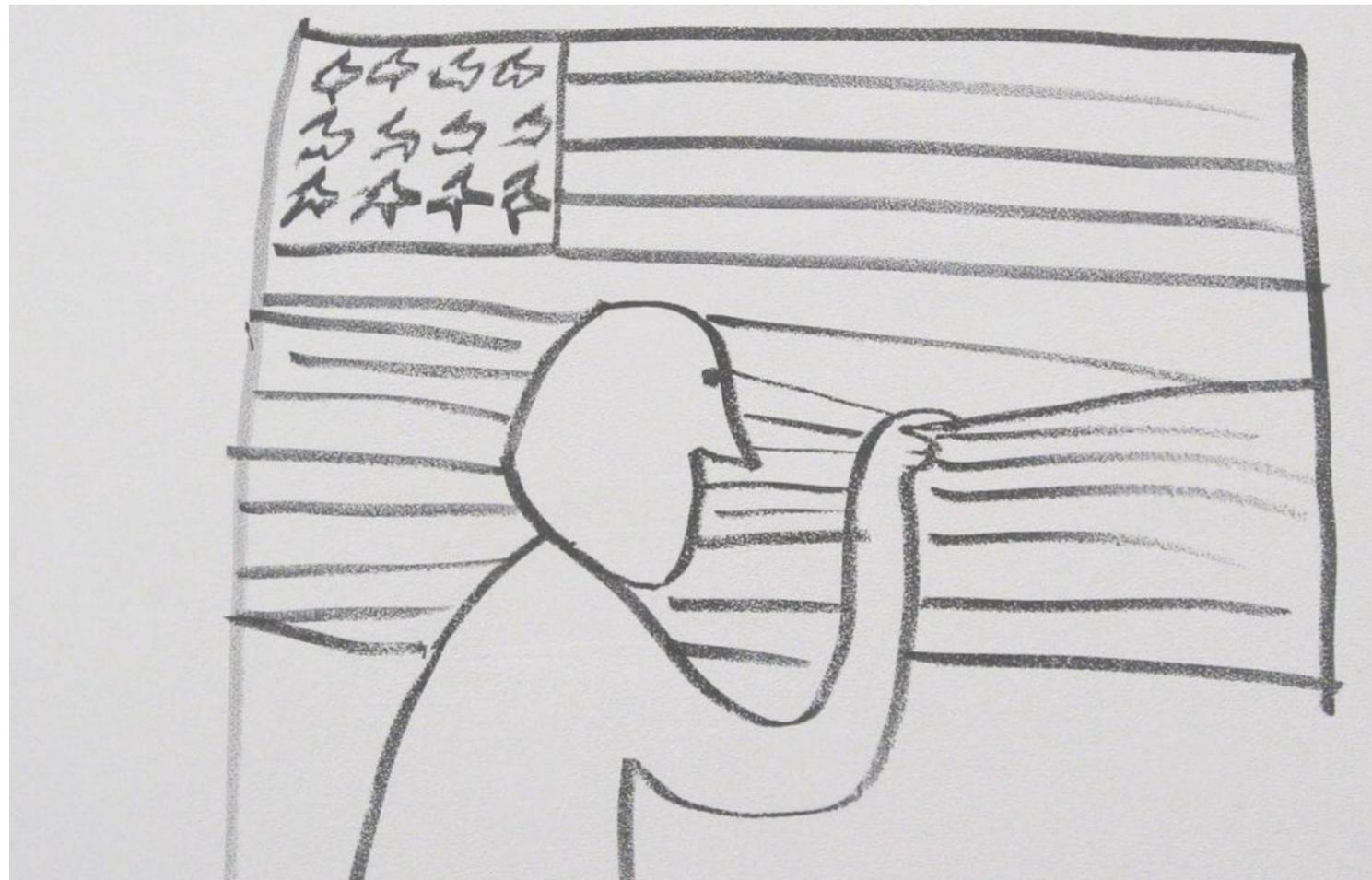
Expenditure Details - Operations	FY26 Budget	FY27 Budget	FY26-27 Difference
Professional Services	4,364	4,364	-
Custodial Services	12,000	12,000	-
Technology Consultants (Website)	31,000	31,000	-
Technology/Maint Support (CACVB Software)	6,000	6,000	-
Other Purchased Services	3,000	3,000	-
Telecommunications	15,000	15,000	-
Insurance	6,000	6,360	360
Lease/Rent Equipment	3,000	3,000	-
Lease/Rent Building	56,000	62,000	6,000
Travel Meals	4,500	10,000	5,500
Education & Training	28,000	28,000	-
Non-Education Travel (Mileage Reimbursement)	5,000	6,000	1,000
Office Supplies	4,000	6,000	2,000
Furniture & Fixtures	2,500	2,500	-
IT Support	6,260	6,000	(260)
Machinery & Equipment	2,500	600	(1,900)
GF Admin Charges	58,486	57,066	(1,420)
<b>TOTAL</b>	<b>247,610</b>	<b>258,890</b>	<b>11,280</b>

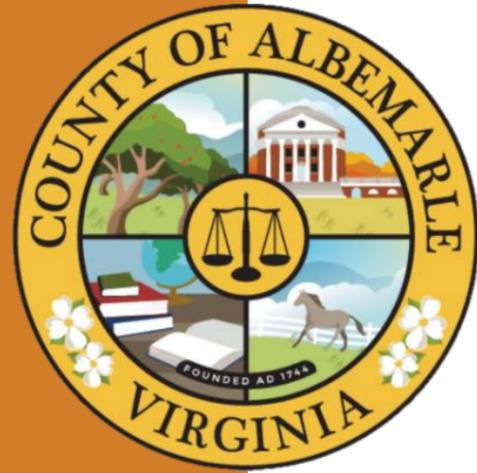
# Breakdown of Advertising Line





# The Freedom of Information Act (FOIA): Meetings & Records

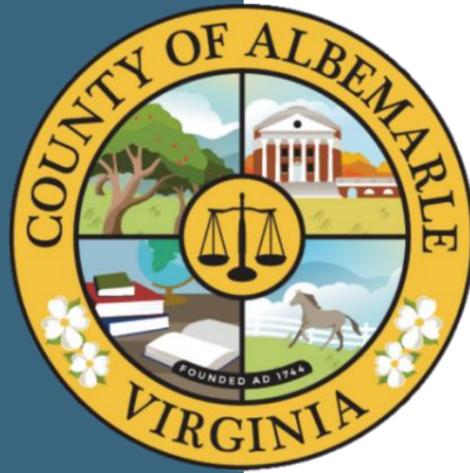




# Meetings: The Purpose of the Act



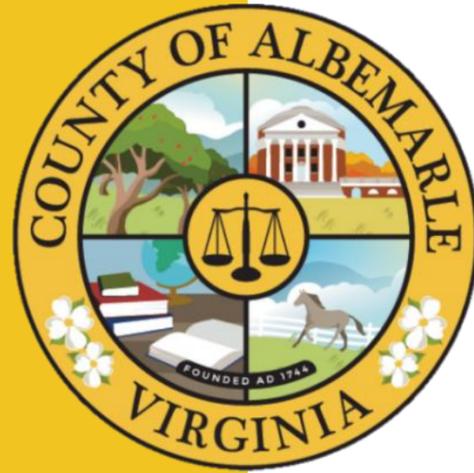
- Rule: Requires that **meetings of public bodies be public**
- Reason: The affairs of government are not intended to be conducted in an atmosphere of secrecy since at all times the public is to be the beneficiary of any action taken at any level of government



## Meetings: What is a public body?

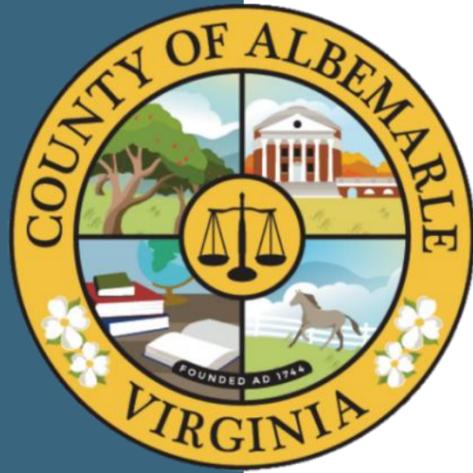
### A public body is:

- Any governing body, board, bureau, commission, district or agency of the locality
- Any committee, subcommittee or other entity however designated, of the locality created to perform delegated functions of a public body or to advise a public body; examples include:
  - Committee formed from the membership of the governing body
  - Committee comprised of citizens created by the governing body to study a matter



## Meetings: Seven important principles

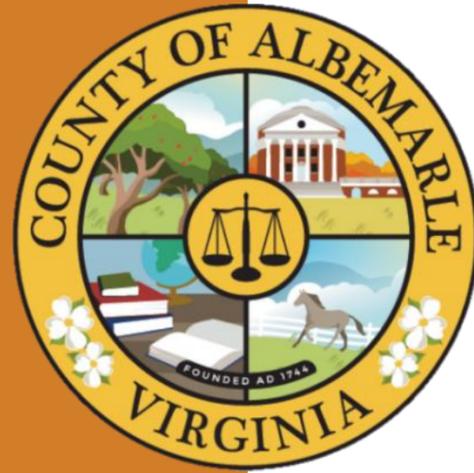
- A **meeting** of the members of a public body may exist when **3 or more** members of a public body are **physically assembled** for the **purpose of conducting business**
- If 3 or more members of a public body are physically assembled, but **not for the purpose of conducting business** (e.g., at a dinner), a meeting under FOIA is not established **provided they do not discuss or transact business of the public body**
- **Electronic communications** such as e-mails or text messages between 3 or more members of a public body **may be an unlawful meeting** if the communications are conducted in **real time**
- **Public meetings are the rule; closed meetings are the exception**
- **Closed meetings are permitted only when an express exemption applies**
- A meeting may be established under FOIA even though a quorum is not established
- If a quorum is not established, the only action the public body may take at a meeting is to adjourn the meeting



# Meetings: Electronic communications



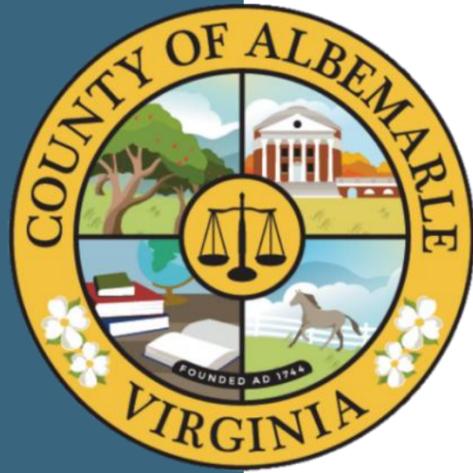
- A meeting occurs when **electronic communications** among 3 or more members of a public body are **simultaneous**
- No clear guidance as to how close the communications must be in time to be considered to be simultaneous
  - From the case law, 4 hours between communications and “much shorter intervals” than 4 hours, are not simultaneous
- Distributing information from staff to the public body, or among public body members, is permitted



# Closed Meetings

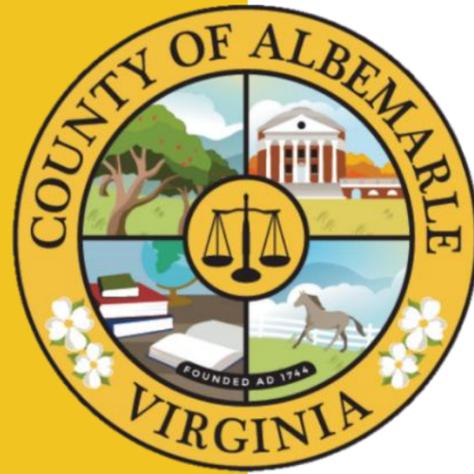
- A *closed meeting* is a meeting from which the public is excluded
- A public body may go into a closed meeting **only for a purpose authorized by state law**
  - Discuss and consider **personnel matters**, including appointments
  - Discuss the **acquisition or disposition of real property** where discussion in open meeting would adversely affect the bargaining position or negotiating strategy of the Board
  - Discuss and consider the **investment of public funds** where bargaining is involved where, if made public initially, would adversely affect the financial interest of the County
  - Consult with an attorney and be briefed by staff about **actual or probable litigation** or to consult with an attorney regarding specific legal matters requiring **legal advice**
- Although the public body may reach consensus in a closed meeting, **it may only take action in a public meeting**

**CLOSED**



## Meetings: Quorums

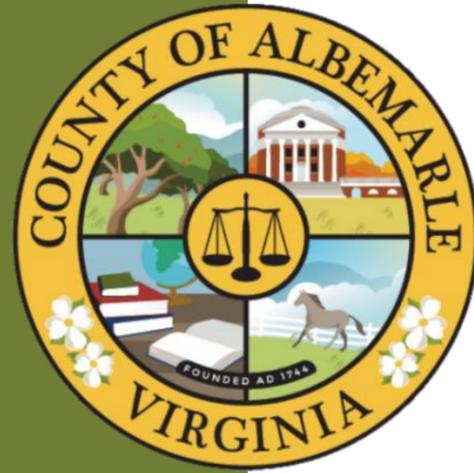
- Establishing and maintaining a quorum is essential in order for a public body to transact business
- A *quorum* is usually comprised of a **majority of the members of the public body**
- Public body may not take action, other than to adjourn, if a quorum is not present
- A meeting under FOIA may exist even if a quorum is not present



# Records: General Rules

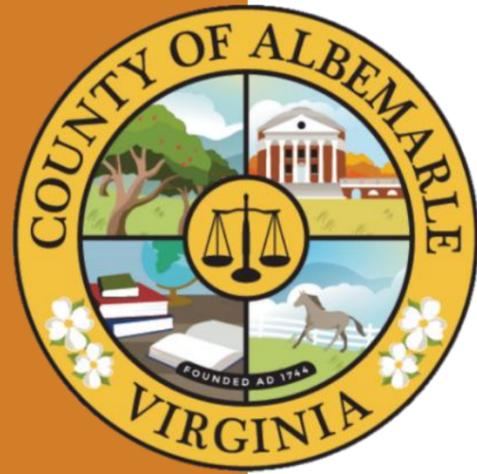


- All records in the possession of the public body are presumed to be public records
- Many types of records are public records, including:
  - Draft documents, such as draft staff reports, which are retained
  - Previously unreleased documents, such as final staff reports
  - Handwritten notes that pertain to the transaction of public business, which are retained
  - Documents received from the public in confidence when they come into the possession of the public body
- Public records must be in existence in order to be subject to FOIA
- Some public records are exempt from mandatory disclosure
- Public records are open to inspection and copying during regular office hours
- Public body response required in 5 working days



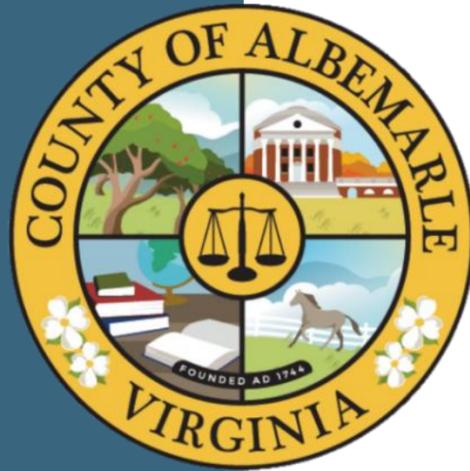
## Records: Suggestions for managing emails and other public records

- Retain CACVB-related emails
- Immediately inform the County Attorney's Office if you receive a request for public records
- Anticipate that any email that you send pertaining to CACVB business will be disclosed to the public

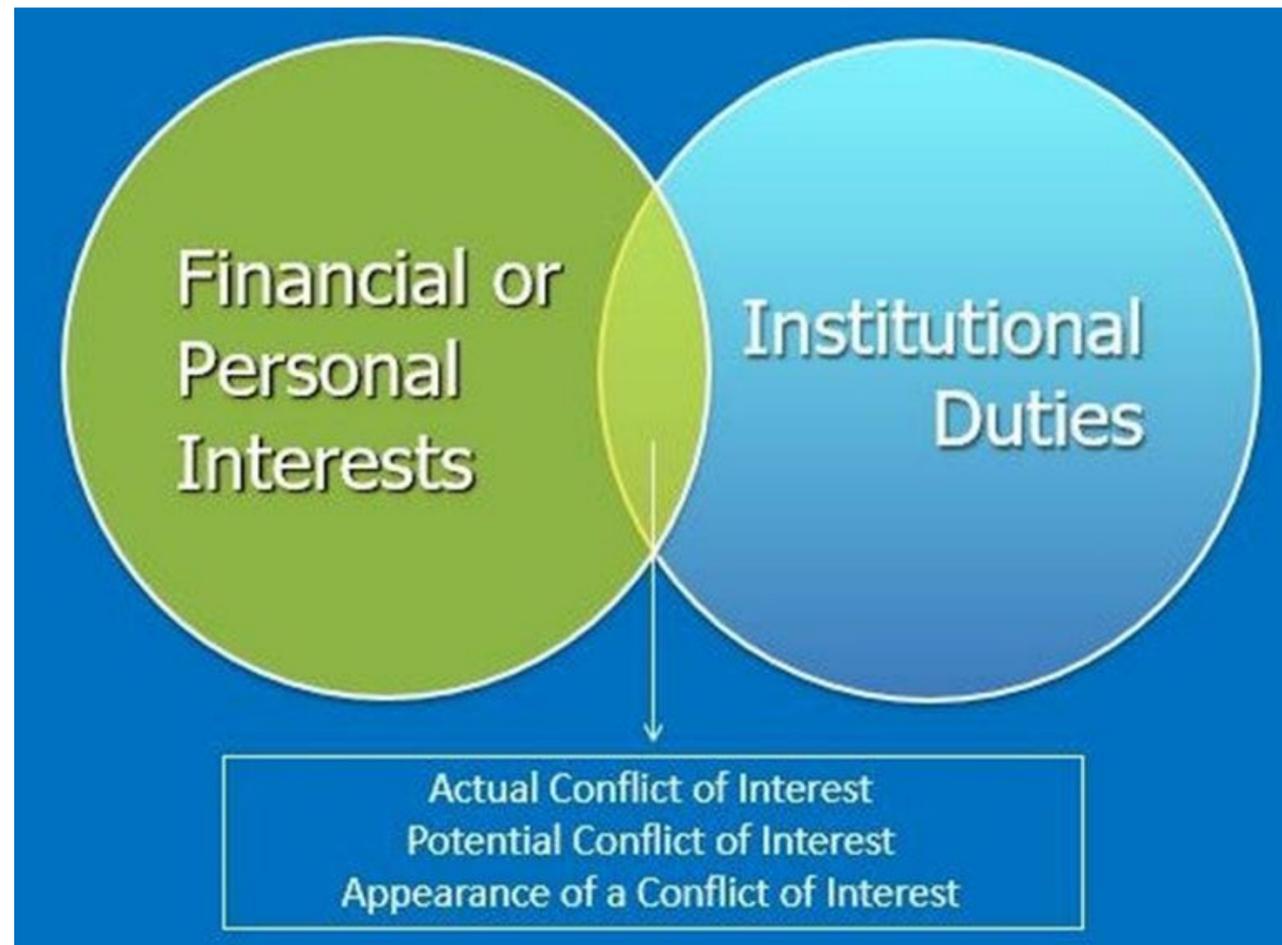


# The Conflicts of Interests Act (COIA)

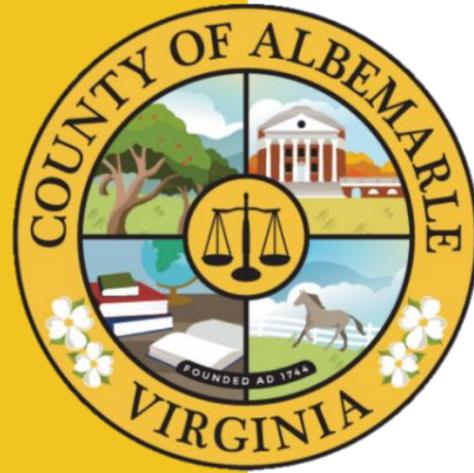




## Purpose of the Act

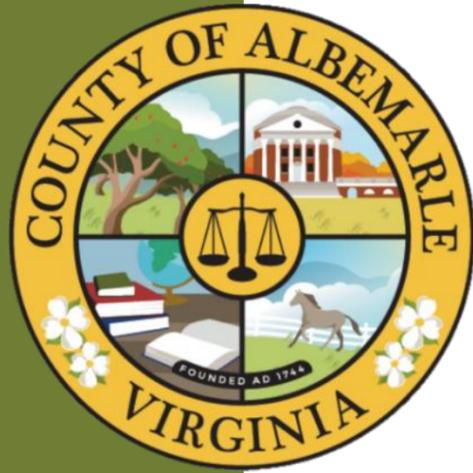


- The purpose of the Act is to assure citizens that the judgment of public officers and employees **will not be compromised or affected by inappropriate conflicts**
- A conflict of interest most likely arises if an officer or employee has a ***personal interest in a transaction*** before the public body



# Disclosure & Disqualification: Income or Ownership

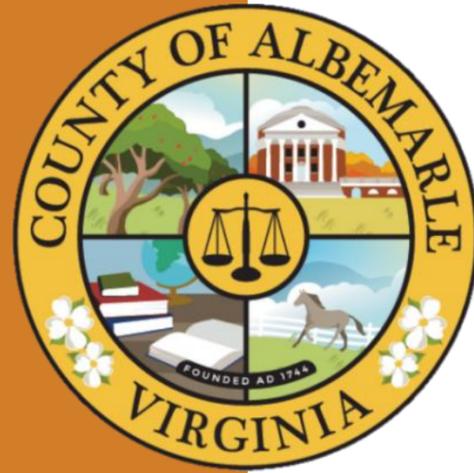
- Disclosure and disqualification is required if:
  - The transaction **applies solely to the property or business** in which the public official has a personal interest
  - Because no exception requiring only disclosure applies
- Disclosure but not disqualification is required if:
  - The public official is a member of a business, profession, occupation, or **group of 3 or more members** affected by the transaction and the public official can participate fairly, objectively, and in the public interest
- Neither disclosure nor disqualification is required if the **transaction affects the public generally**



## Personal interest in a transaction: financial interest

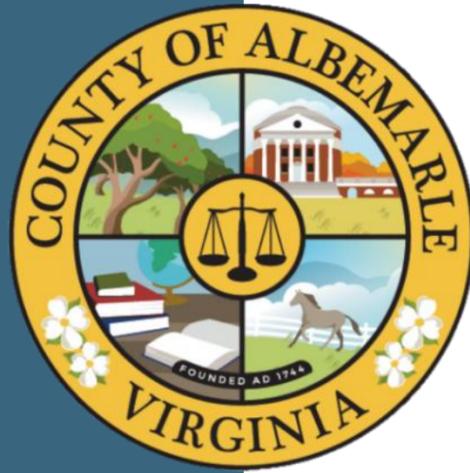


- An officer or employee has a personal interest if **he or she or a member of his or her immediate family** has a minimum **\$5,000** (including annual wages or income) interest or a **3% equity interest** in either a business or property; and
  - *Immediate family* means (1) a spouse and (2) any other person who resides in the same household as the officer or employee and who is a dependent of the officer or employee
- The business or property is either the **subject of the transaction** or may **reasonably foresee a direct or indirect benefit or detriment** as a result of the action being considered



# Disclosure & Disqualification Arising From Representation

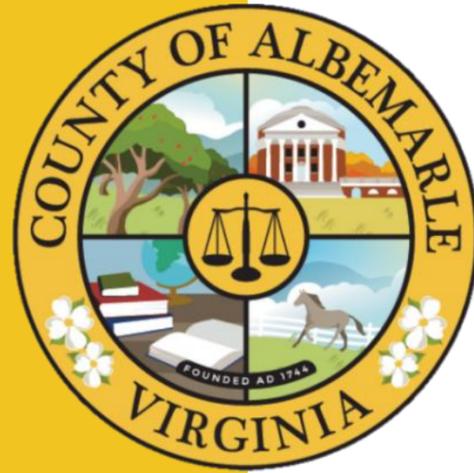
- **Disclosure and disqualification is required if:**
  - The public official or a member of his or her immediate family **has represented or provided services on the matter** to a client who is a party to the transaction
- **Disclosure is required if:**
  - The party to the transaction is a client of the public official's or a member of his or her immediate family's firm and the **public official or member of the immediate family does not personally represent or provide services** to the client
- **Disqualified employees**
  - May represent themselves or a member of their immediate family in a transaction if they receive no compensation for the representation



# Accepting gifts and other related prohibited conduct

## No CACVB officer or employee may:

- Solicit or accept money or other thing of value for services performed
- Offer or accept any money or other thing of value for or in consideration of obtaining employment, appointment, or promotion of any person with any governmental or advisory agency
- Offer or accept money or other thing of value for or in consideration of the use of his or her public position to obtain a contract for any person or business with any governmental or advisory agency
- Use for his or her economic benefit or that of another party confidential information that was acquired by reason of the person's public position and not otherwise available to the public
- Accept any money, loan, **gift**, favor, service, or business or professional opportunity that reasonably tends to influence the officer or employee in the performance of his or her duties
- Accept any business or professional opportunity when the officer or employee knows that there is a reasonable likelihood that the opportunity is being afforded to influence the officer or employee in the performance of his or her official duties
- Accept any honoraria for any appearance, speech, or article in which the officer or employee provides expertise or opinions related to the performance of his or her official duties
  - Honoraria does not include payment or reimbursement for actual travel, lodging, and subsistence

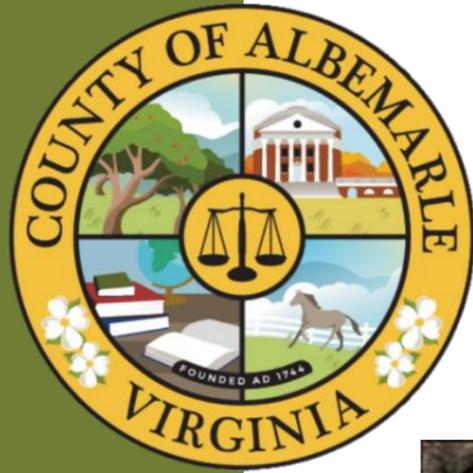


# Prohibited contracts

No person elected or appointed as a member of the governing body of a county, city or town shall have a personal interest in:

- Any contract with the governing body
- Any contract with any governmental agency that is a component part of the local government and which is subject to the ultimate control of the governing body of which he or she is a member
- Any contract other than a contract of employment with any other governmental agency if the person's governing body appoints a majority of the members of the governing body of the second governmental agency

Limited exceptions



## If a conflict of interest might exist



- Contact the Commonwealth's Attorney, the Virginia Conflict of Interest and Ethics Advisory Council, or the County Attorney's Office
- Provide the attorney with a full written disclosure of the facts
- Follow the written opinion provided by the attorney
- Penalties for a knowing violation include criminal fines and penalties, forfeiture of office, forfeiture of value derived, civil penalties of value derived

# DIRECTOR'S REPORT



# HIGHLIGHTS



## Local Tourism Industry Meetings

- Meeting with CHO airport to discuss closer collaboration
- Support meetings with Monticello for collaborating on civic season activities
- Met with UVA about NCAA Men's Lacrosse
- Fulfilled Arts Council steering committee obligation
- Monticello Wine Trail Trade Event
- Discover Black Cville steering committee meeting
- New board member/board leadership preparatory meetings
- Crisis communications review by Jenn Lyon and Athena Eastwood
- Additional partner meetings

## Commonwealth Tourism Industry Meetings

- Attended VRLTA Day on the Hill
- Virginia Tourism Corporation meeting following Day on the Hill
- VRLTA ProStart judging of high school competition
- National Park Service Chesapeake Gateways Partner Meeting welcome with Supervisor LaPisto-Kirtley and Mayor Wade

# HIGHLIGHTS



## Local Collaboration

- Coordination with county and city emergency services during January 2026 snowstorm to determine hotel availability daily
- Downtown mall ambassador training
- Savor Studios gateway course curriculum review
- Filmed interview to support BEACON Kitchen
- Met with county IT and HR to determine if policies were ready for DMAP accreditation (they were)
- Albemarle County Supervisors' Conference
- Met with Charlottesville Tomorrow editor



# COMING SOON



- April CACVB board meeting
  - Pass FY2027 budget
- June CACVB board meeting
  - In-depth update on strategic plan year 1
- Tourism for All conference tomorrow!
- Meeting with Monticello about 2026 activities
- ACPS Winter Community Partners Breakfast
- CACVB second annual Collaboration Day (retreat)
- Destination 20+45 event on March 25 about CACVB Sales initiatives
- VADMO Spring Symposium



# 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



- Rebrand Rollout

- Website revamp live December 2026
- Rebranding advertising campaign live February 2026
- Rewrapped Mobile Visitor Center live at Tourism for All
- Destination 20+45 marketing session on February 4
- Tourism for All: February 26
- Nearly complete! Well received to date.



VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

**FOSTER A WELCOMING COMMUNITY**

# FOSTER A WELCOMING COMMUNITY



## Tourism for All

- The Tourism for All conference will be held Tues., Feb. 24. The conference includes a keynote from Al Hutchinson (previously with Visit Baltimore), several panels and presentations, including insights from UVA Athletics, CHO, and City Emergency Management, and will close with our rebranding.
- Currently, the event is at 90% capacity. The conference, held at Hillsdale, can accommodate 120. The CACVB will graduate 8 cohort members, along with recognizing 7 Wheel the World assessed partners.
- The CACVB has launched an ongoing ambassador training, along with a standalone for full teams. On Feb. 11, the CACVB trained the newly hired Downtown Mall Ambassadors.

## 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 [“From Interest to Itinerary: Sales Essentials for Tourism”](#) (Mar. 25) is live.

## Accessibility

- The CACVB will present at the 2026 Virginia Association of Museums Conference on accessibility efforts with Visit Loudoun, Visit Richmond, and Visit Williamsburg.
- In April, the CACVB will conclude its VTC grant with Downs & Towns. An overview will be given at the June Board meeting.

VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

**STRENGTHEN COMMUNITY PARTNERSHIPS**

# STRENGTHEN COMMUNITY PARTNERSHIPS



## VA250th

- All episodes of *Founding Footprints* have been released! According to Pinecast and Spotify, the podcast has received 892 total listens as of Feb. 1. Abbreviated itineraries were shared through social media.
- The final report for the grant to help fund *Founding Footprints*, content for history pages, and the Cville Puzzle Hunt is due in June.
- As the local committee lead, the CACVB has launched a visitor-focused 250<sup>th</sup> page, along with having a partner-focused page for engaging the celebration.
- The podcast, along with broader VA250th partnerships, was featured at the Chesapeake Gateways Partnership Meeting.

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**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

**ENHANCE LOCAL QUALITY OF LIFE**

# ENHANCE LOCAL QUALITY OF LIFE



- Crisis Communications Plan Committee Developed
  - Board Committee (Athena Eastwood and Jenn Lyon) feedback on Feb. 20
  - Got to put this into action for the January snowstorm
  - Adjusted...
- 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

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ALBEMARLE COUNTY

**BOOST SUSTAINABLE ECONOMIC GROWTH**

# BOOST SUSTAINABLE ECONOMIC GROWTH



## Engaging Workforce Groups

- The CACVB reviewed curriculum materials for the Savor Studios Gateway Course and will attend ACPS's Community Partners Breakfast.
- The Director of Engagement is serving on the planning committee for the 2026 Senior Stay Day & Community Fair, a free event that attracts more than 600 job seekers and 100 employers, with added emphasis on encouraging participation from hotel general managers and food-and-beverage partners.
- In December, the CACVB also met with ACPS, PVCC, UVA, the City's workforce team, and other education partners to explore ways to support workforce initiatives in the coming months.

## Downtown Mall 50<sup>th</sup>

- In support of the 50th and Friends initiatives, the CACVB is hosting lantern-making activities at its Mobile Visitor Centers, with four shifts on Fridays at the Downtown Mall and four shifts on Saturdays at IX Art Park. Local artists and arts organizations will support and assist with the activities.

# BOOST SUSTAINABLE ECONOMIC GROWTH

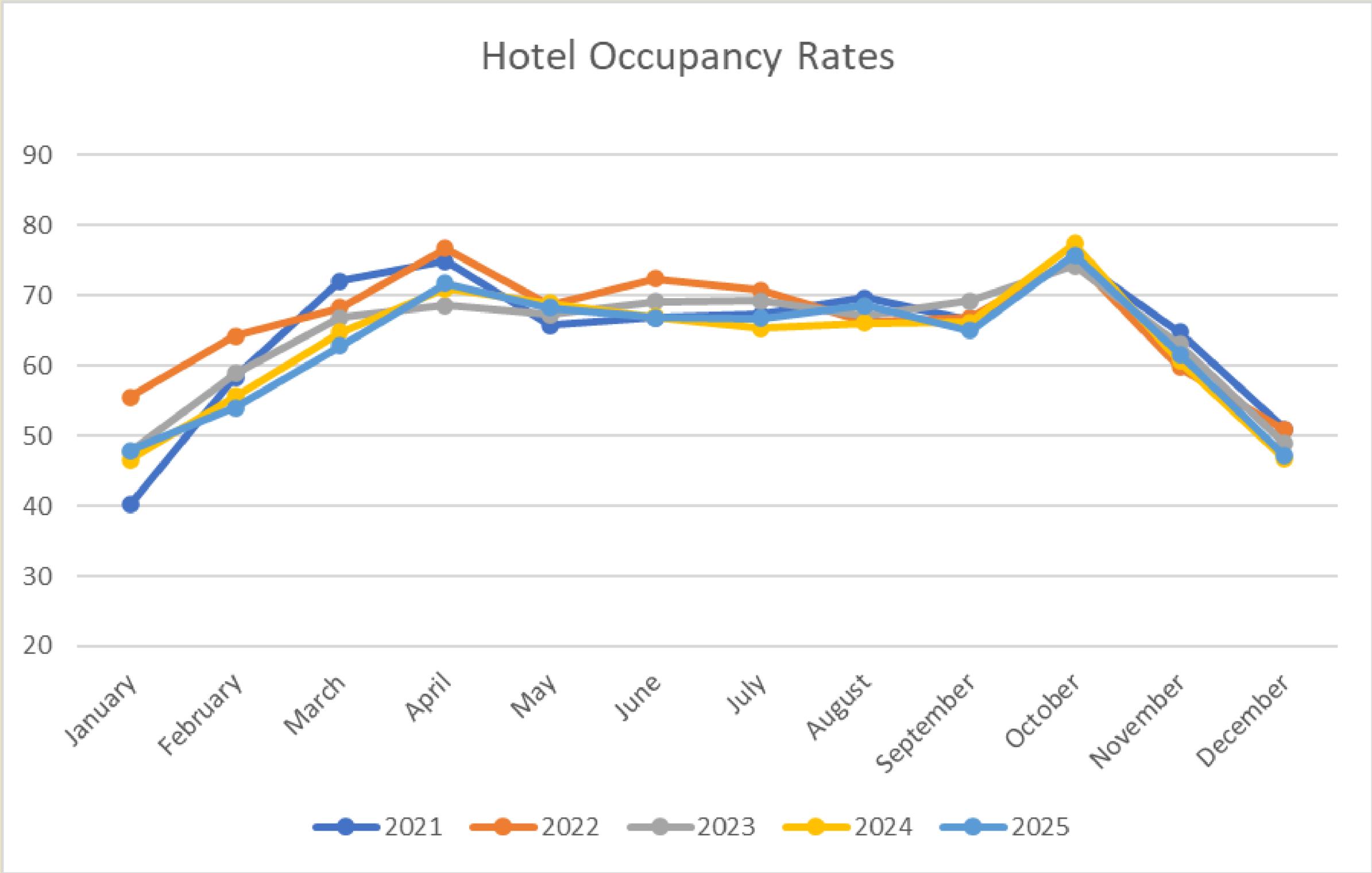


- 2025 CACVB Sales Results:
  - 98 leads booked
  - 6007 room nights sold
  - \$17,133 direct local restaurant tax
  - \$86,840 local transient occupancy tax
  - 25.5 Total Annual FTEs Supported
  - **\$3,047,174.10 Total Business Sales**
- First year paid subscription to Cvent resulted in:
  - 66 RFPs
  - 8,776 room nights
  - \$4,316,963 in RFP value
  - 25 RFPs awarded at roughly 10% booked at \$494,944 awarded RFP value
  - 2024: 5,330 room nights at \$2,060,519 value and 15 RFPs with unpaid subscription
- What we learned from 2025 results:
  - 56% of leads coming through our office get booked.
  - Tour groups are the number one source of booked leads. These groups are frequently booked at our economy or mid-scale properties and include student groups.
  - Governmental and association business are interrelated groups and are the top source of business booked at our higher end properties.
  - We're seeing an emergence of health/medical/pharmaceutical leads coming through our office but are not often booked. The CACVB will research how to pursue that business.
  - The primary reason stated for why the region lost business was location, high average daily rate, lack of meeting space, and a lack of response from qualified hotels.
  - Cvent accounts for about 40% of our leads; however, those leads are often reenforced by Teresa's presence at tradeshows.

# HOTEL OCCUPANCY



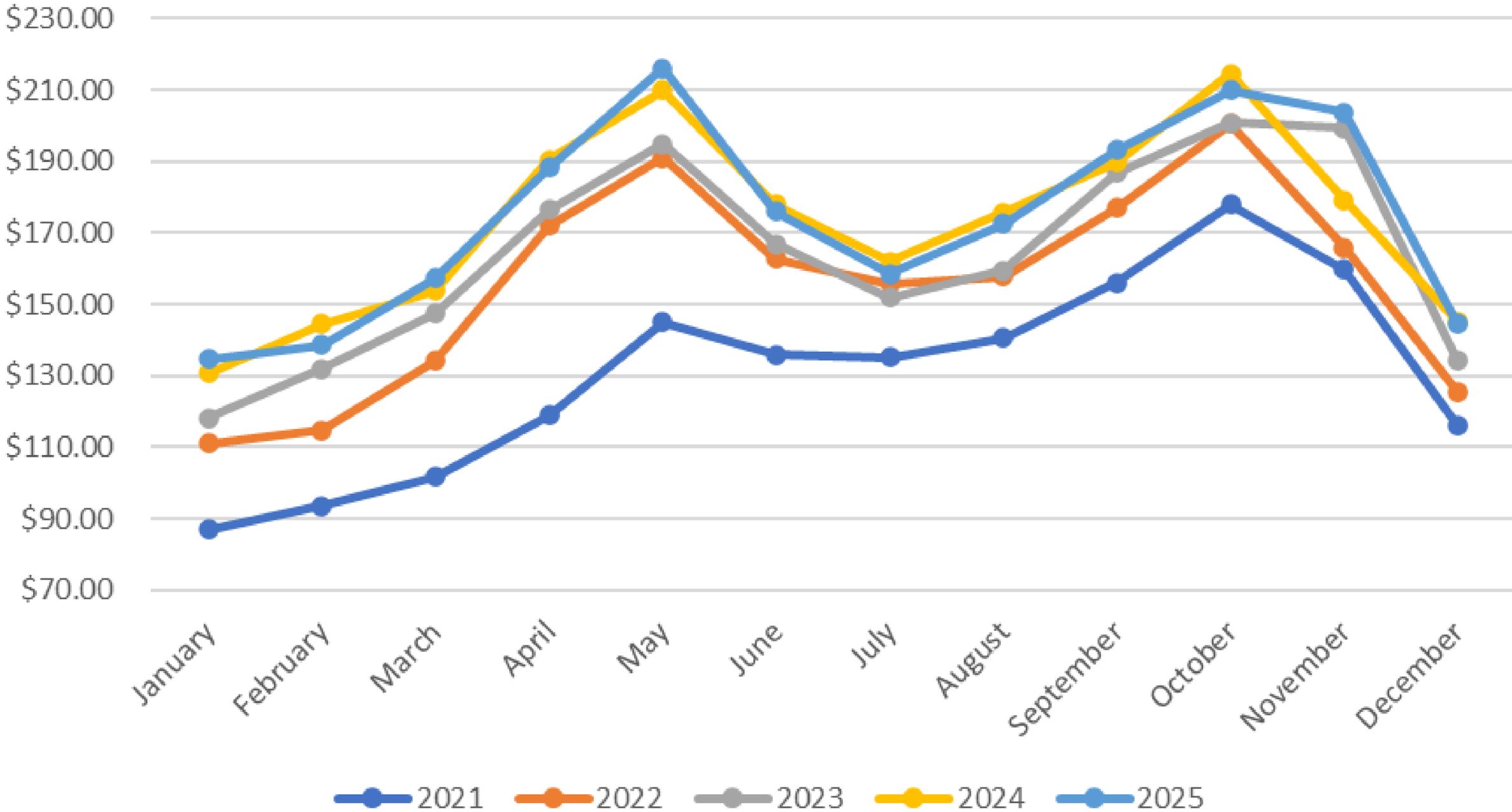
### Hotel Occupancy Rates



# HOTEL AVERAGE DAILY RATE



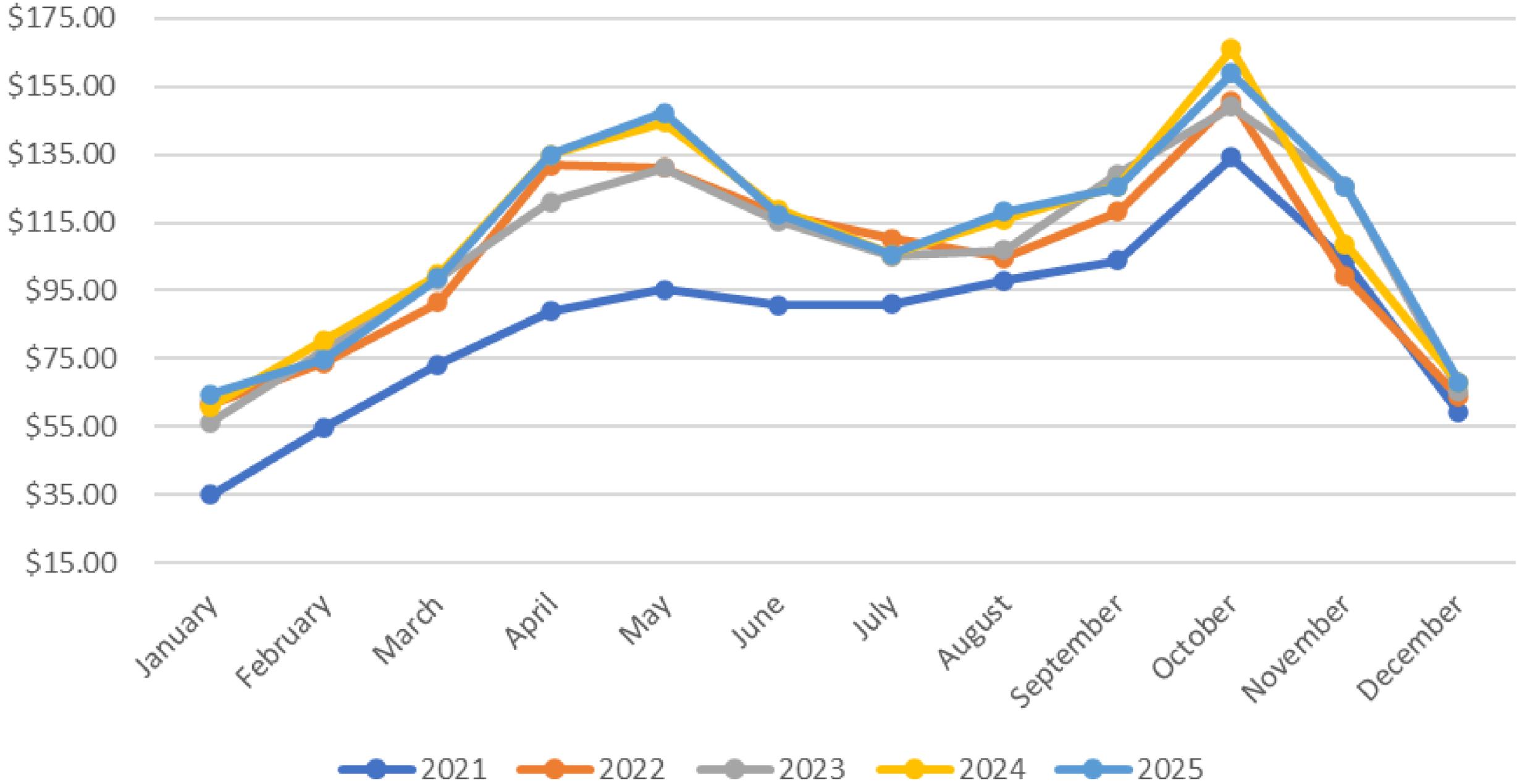
Average Daily Rate



# HOTEL REVENUE PER AVAILABLE ROOM



Revenue per Available Room



# Vacation Rental Overview 2025 (Source: AirDNA)



2025 (Full Year) vs 2024 (Full Year)

Revenue

**\$32M**

↑ 1.0% vs selected period

Average Daily Rate

**\$214**

↑ 0.7% vs selected period

RevPAR

**\$122**

↑ 2.5% vs selected period

Available Listings

**861**

↓ 1.6% vs selected period

Booked Listings

**808**

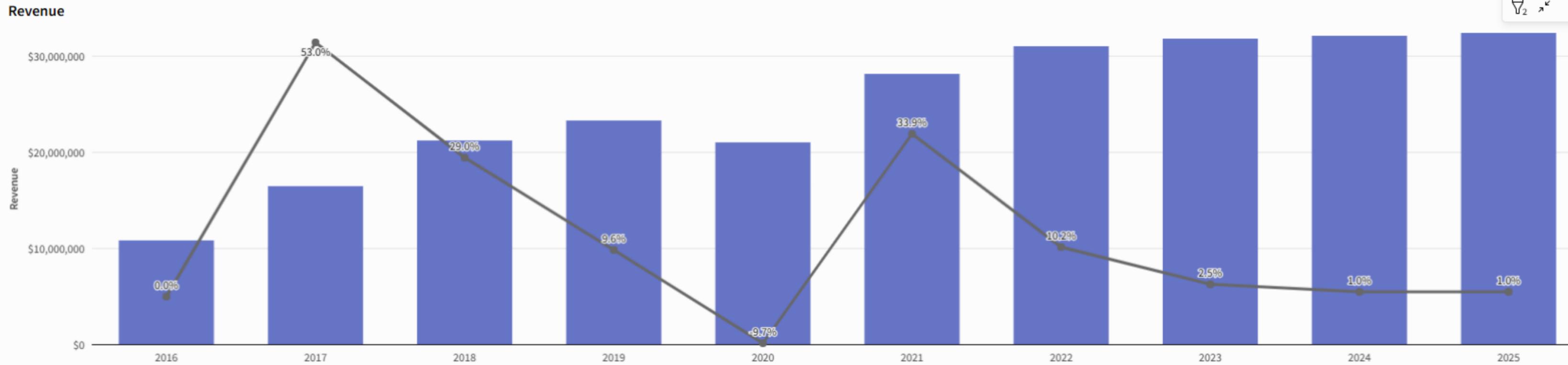
↓ 0.8% vs selected period

Occupancy Rate

**57%**

↑ 1.8% vs selected period

# Vacation Rental Overview 2025 (Source: AirDNA)

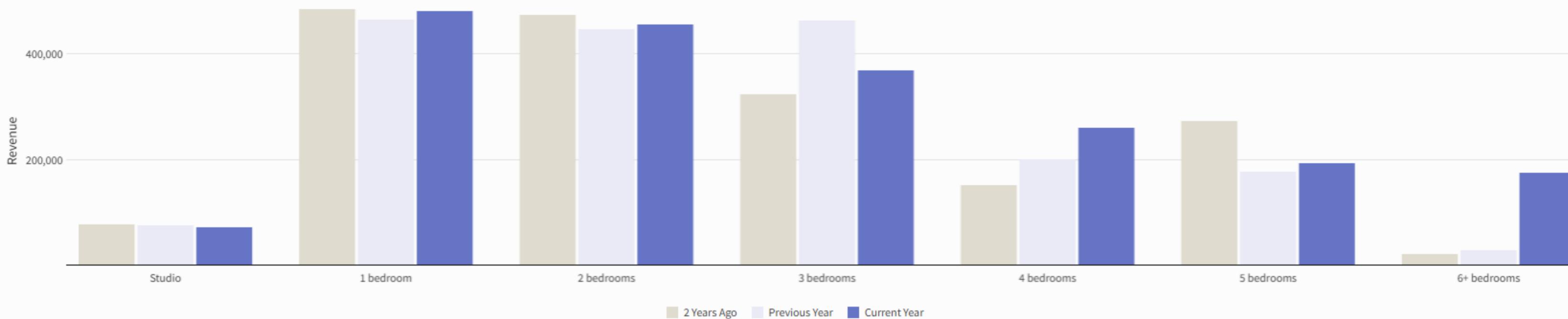


Year	Revenue	YoY% Revenue	YoY%
2016	\$10,778,010	null	N/A
2017	\$16,485,766	53.0%	+53.0%
2018	\$21,259,250	29.0%	+29.0%
2019	\$23,297,963	9.6%	+9.6%
2020	\$21,028,558	-9.7%	-9.7%
2021	\$28,153,580	33.9%	+33.9%
2022	\$31,029,042	10.2%	+10.2%
2023	\$31,793,233	2.5%	+2.5%
2024	\$32,109,410	1.0%	+1.0%
2025	\$32,428,338	1.0%	+1.0%

# Vacation Rental Overview 2025 (Source: AirDNA)



How is revenue trending by bedroom?

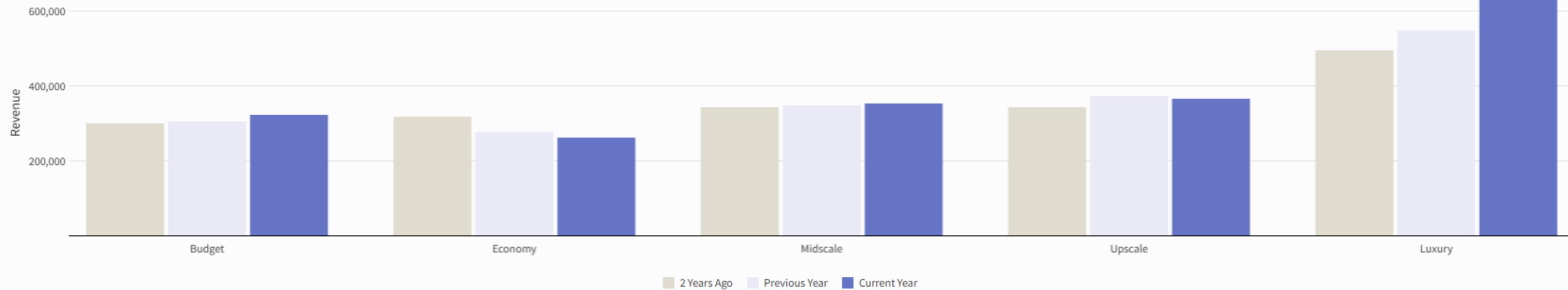


		2 Years Ago	Previous Year	Current Year
Bedrooms (Category)				
Revenue	1 bedroom	484,447	463,166	479,614
	2 bedrooms	472,950	445,139	454,178
	3 bedrooms	321,839	462,385	367,383
	4 bedrooms	150,519	199,875	258,286
	5 bedrooms	272,350	175,163	192,581
	6+ bedrooms	20,795	27,315	173,400
	Studio	76,117	75,069	70,526

# Vacation Rental Overview 2025 (Source: AirDNA)



How is revenue trending by price tier? ⓘ

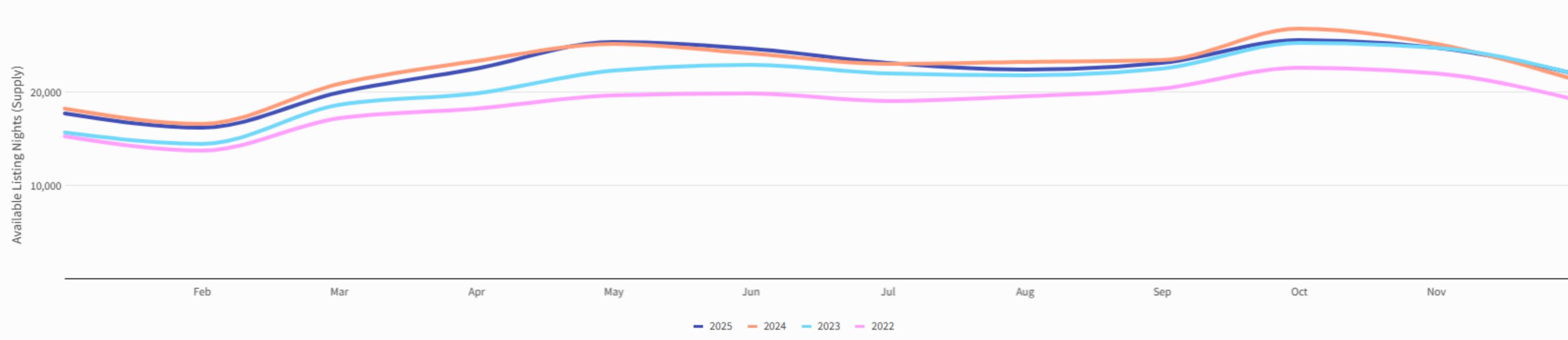


	Price Tier	2 Years Ago	Previous Year	Current Year
Revenue	Budget	298,036	304,305	321,143
	Economy	316,029	275,802	261,187
	Midscale	343,100	347,683	352,643
	Upscale	342,157	372,613	365,506
	Luxury	494,096	547,709	695,489

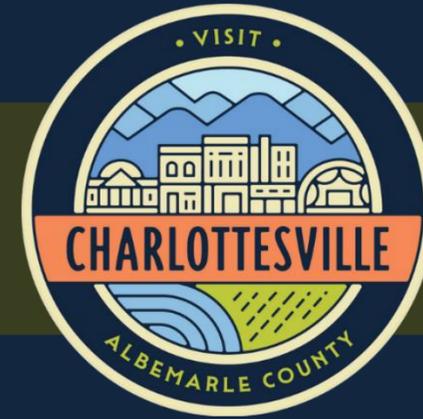
# Vacation Rental Overview 2025 (Source: AirDNA)



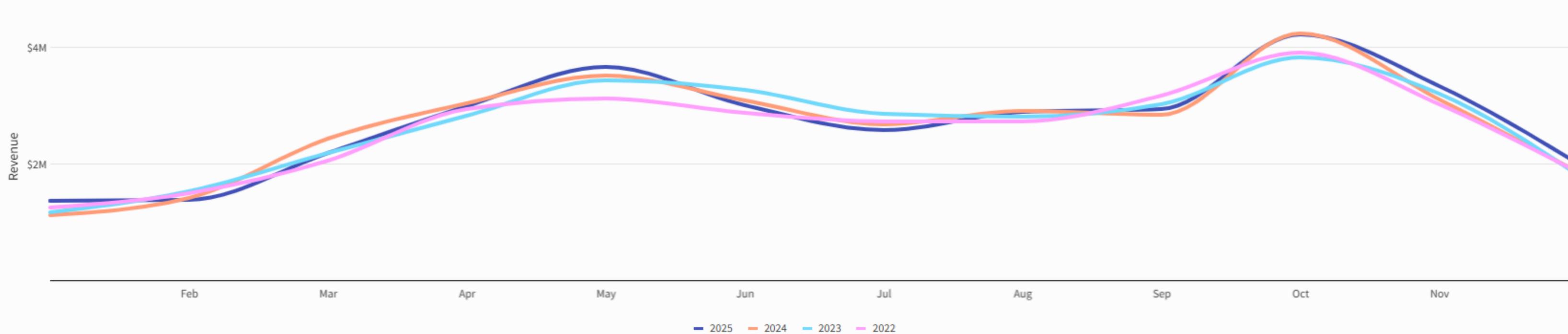
How many short-term rental available listing nights (supply) are in your destination?



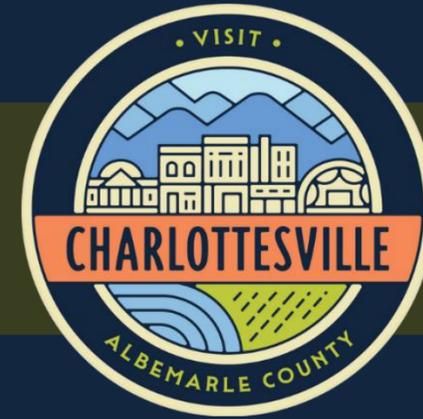
# Vacation Rental Overview 2025 (Source: AirDNA)



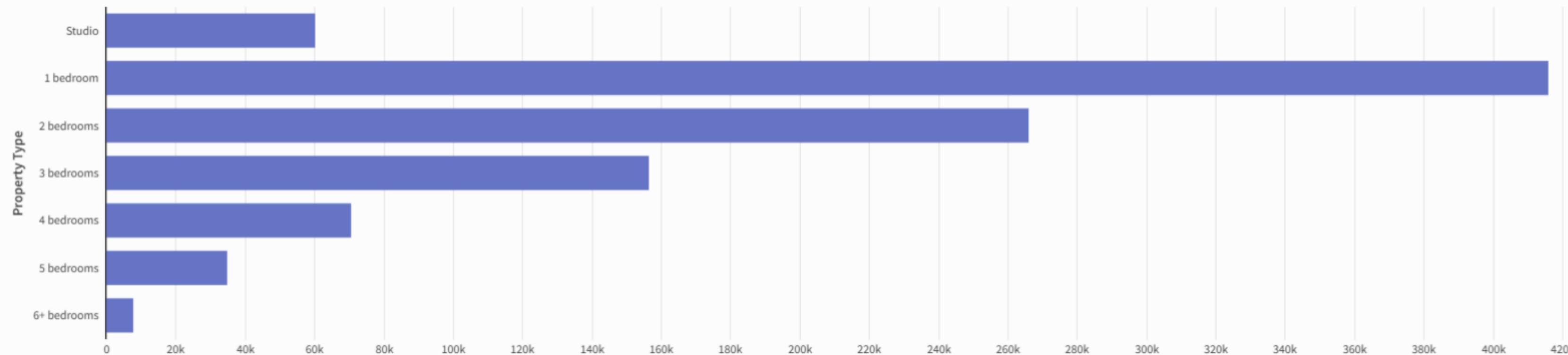
How much revenue do vacation rentals generate in your market? ⓘ



# Vacation Rental Overview 2025 (Source: AirDNA)



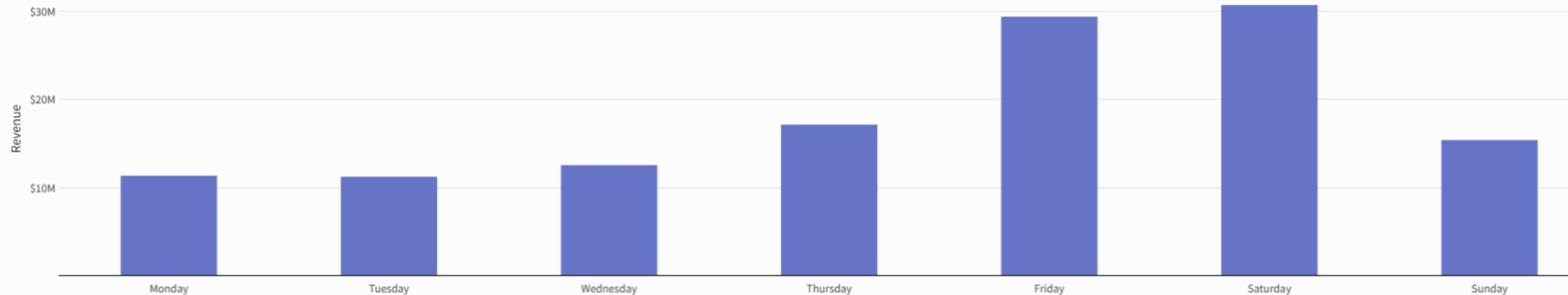
How many available listing nights (supply) are there by bedroom?



# Vacation Rental Overview 2025 (Source: AirDNA)

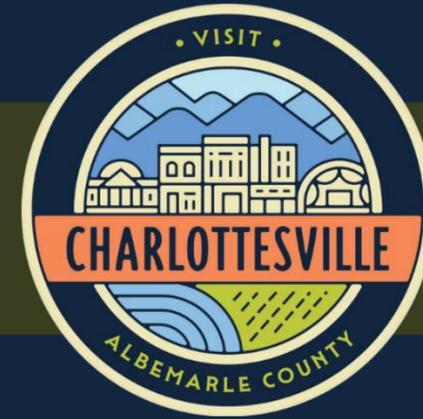


How much revenue did listings earn by day of week? ⓘ

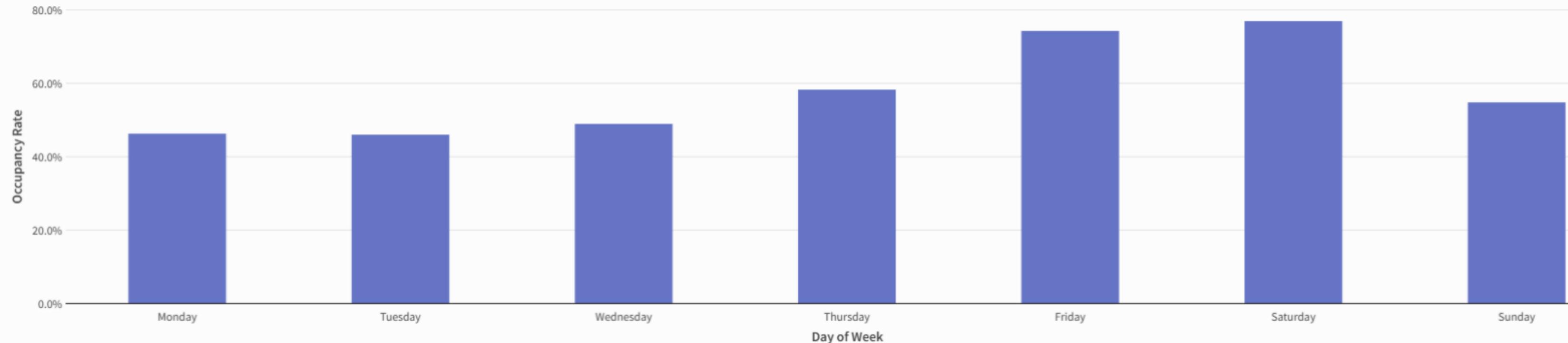


Day of Week	Revenue SI	Revenue	Share
Monday	\$11M	\$11,277,485	8.9%
Tuesday	\$11M	\$11,189,452	8.8%
Wednesday	\$12M	\$12,452,928	9.8%
Thursday	\$17M	\$17,106,954	13.4%
Friday	\$29M	\$29,342,057	23.0%
Saturday	\$31M	\$30,637,226	24.1%
Sunday	\$15M	\$15,353,921	12.1%

# Vacation Rental Overview 2025 (Source: AirDNA)

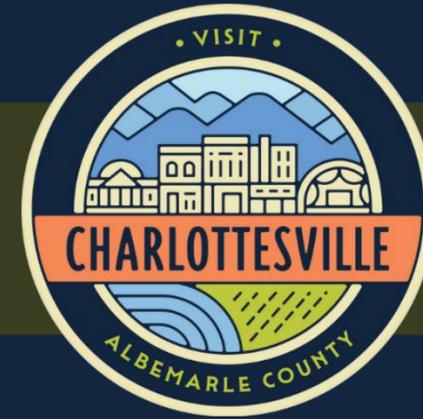


What was the occupancy rate by day of week?

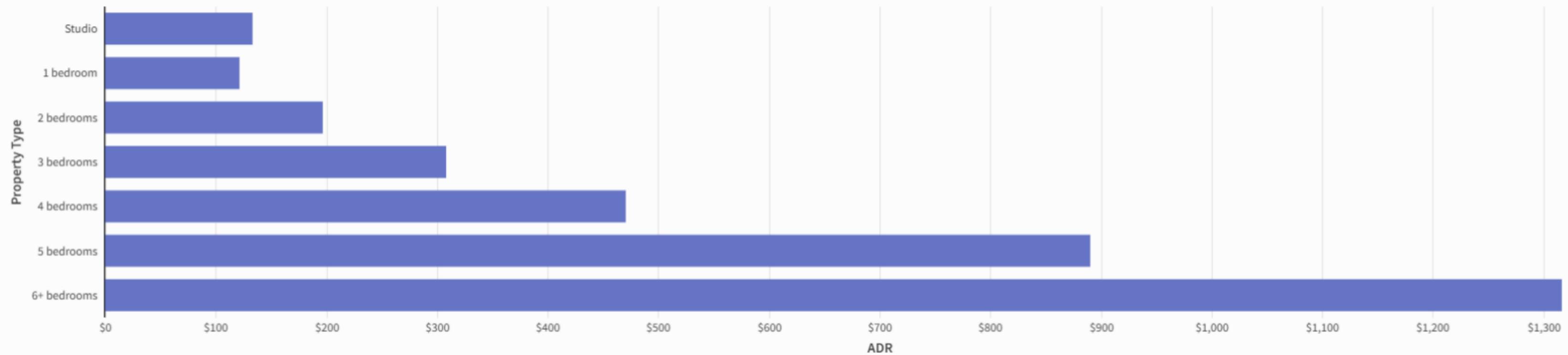


Day of Week	Occupancy Rate
Monday	46.2%
Tuesday	46.0%
Wednesday	48.9%
Thursday	58.1%
Friday	74.2%
Saturday	76.8%
Sunday	54.7%

# Vacation Rental Overview 2025 (Source: AirDNA)



What are the nightly rates by bedroom?



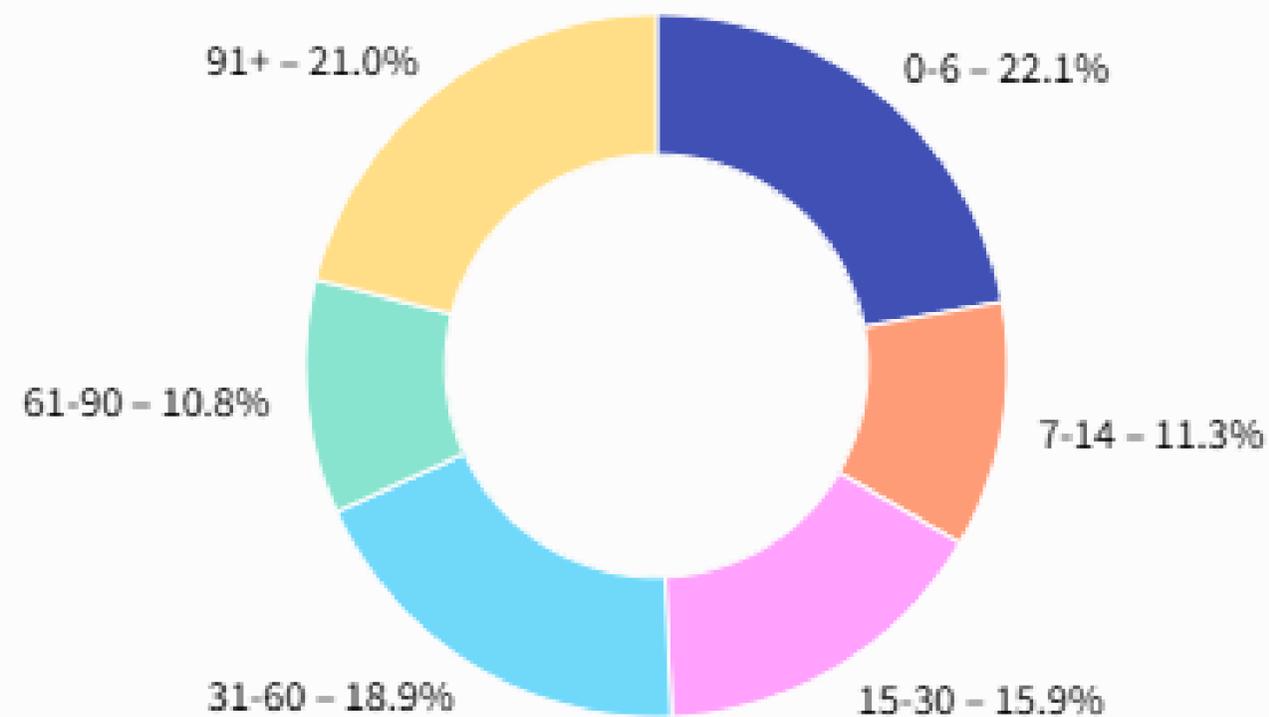
Property Type	ADR
1 bedroom	\$122
2 bedrooms	\$197
3 bedrooms	\$308
4 bedrooms	\$470
5 bedrooms	\$891
6+ bedrooms	\$1,317
Studio	\$134

# Vacation Rental Overview 2025 (Source: AirDNA)



What is the average booking lead time in your destination?

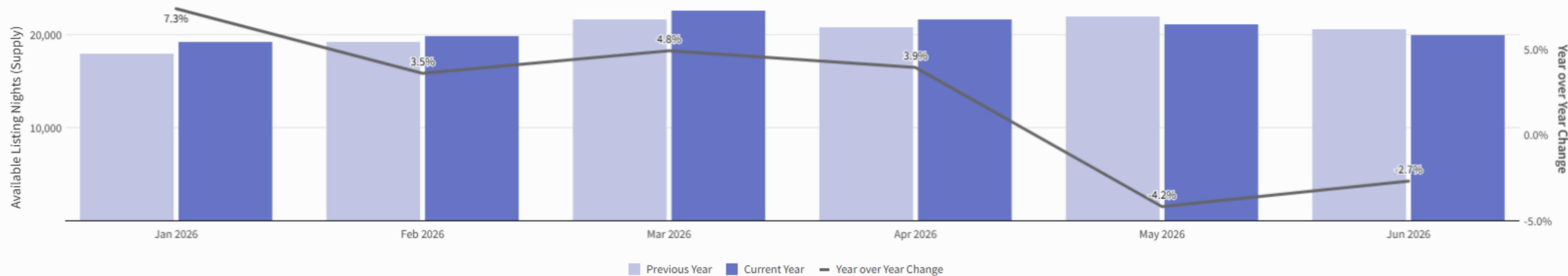
**63.8**



# Vacation Rental Overview 2025 (Source: AirDNA)

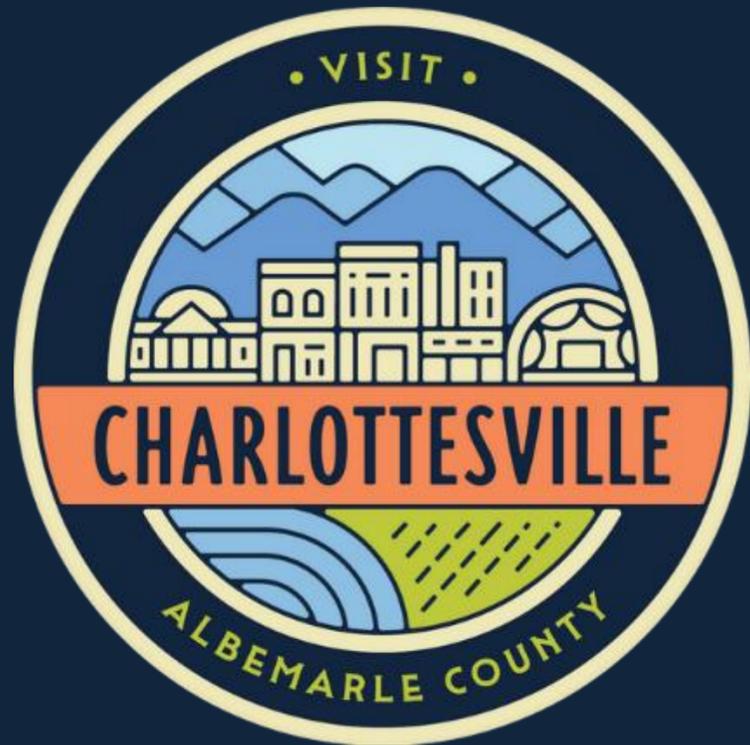


How is the future pacing compared to the same period last year? ⓘ



# CRITICAL BUSINESS IMPERATIVES



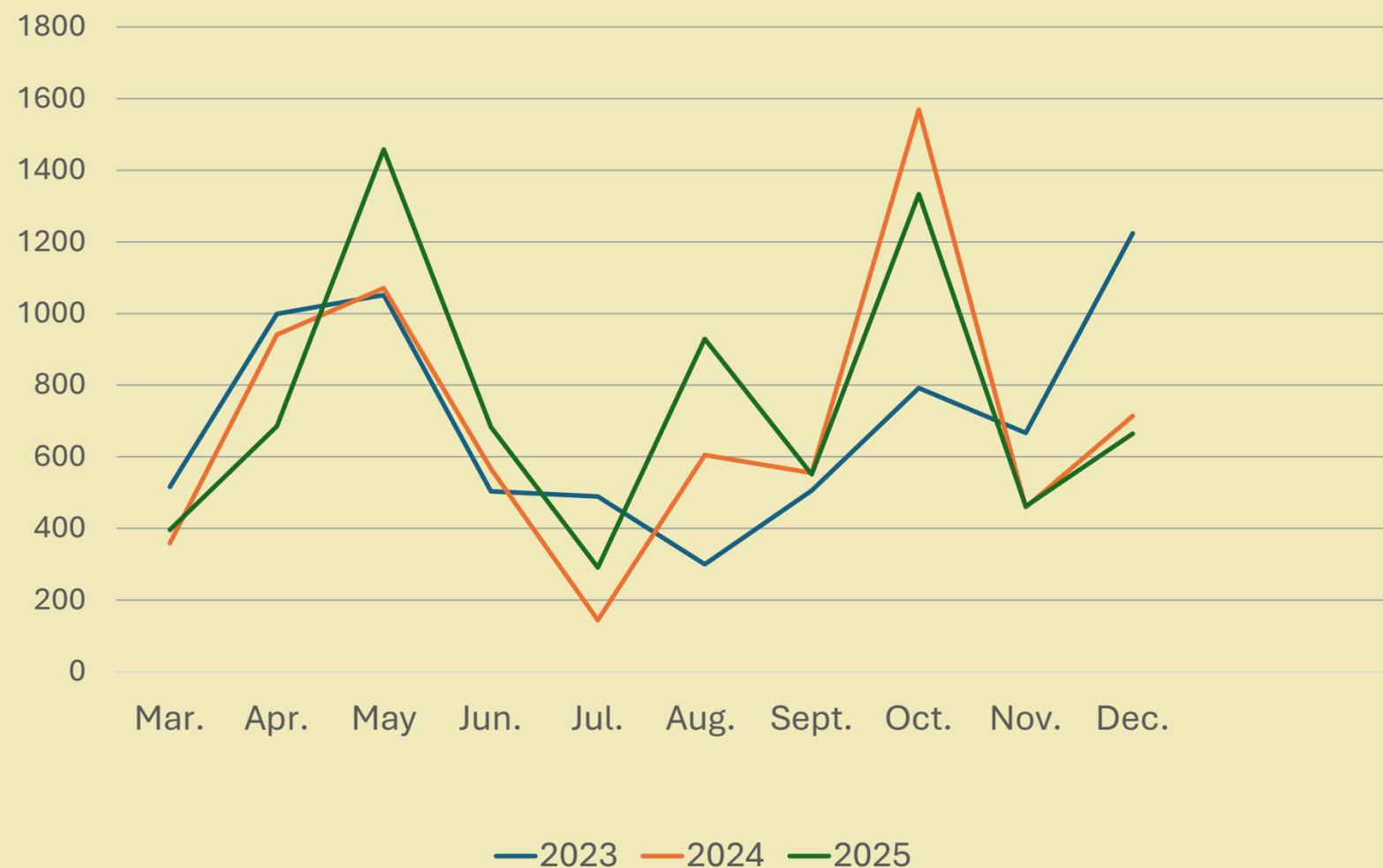


# VISITOR SERVICES UPDATES

# Visitor Services Updates



Mobile Visitor Center CY2025



- Numbers include Mobile Visitor Center visitation, office, and special event participation.
- Final visitation count for CY2025 is 7,453. That's a 6% increase from CY2024.
- 2025 Total Brochure Distribution: 63,953. Top requesting states continue to be Virginia, Maryland, Pennsylvania, North Carolina, and New Jersey.
- In January, Visitor Services team completed inventory. The team manages 100+ inventory items and has since added newly rebranded promos.
- In March, the team will attend Virginia Tourism Corporation's Visitor Services Seminar.



# DESTINATION DEVELOPMENT UPDATES

# DESTINATION DEVELOPMENT UPDATES



- As of January, letters of support provided in FY26 helped secure \$110,300 in matching grant funds. The CACVB will wrap up two \$10,000 grants this FY.
- Since the start of FY26, Destination Development has approved over 668 calendar events for [Visitcharlottesville.org](https://www.visitcharlottesville.org). The number of new partner listings for our website has grown by 32 since the beginning of the FY.
- The team continues to perform CRM maintenance to ensure efficient, team-wide use. Recent efforts include creating a “What’s New” connection for marketing purposes, developing a public partner newsletter sign-up form, and resolving issues with the IDSS plug-in to improve communication tracking.
- Destination Development continues to have a presence at local conferences to connect partners to CACVB resources. The team was present for the Monticello Wine Trail’s Industry Tasting Event (Jan. 12) and the Chesapeake Gateways Partner Meeting (Feb. 10-11).
- Partner meetings have included Virginia Guide, BEACON Kitchen, Ale Trail, Banff Mountain Film Festival, Monticello Inn and Cottage, Albemarle Charlottesville Historical Society, and Mobility Summit.





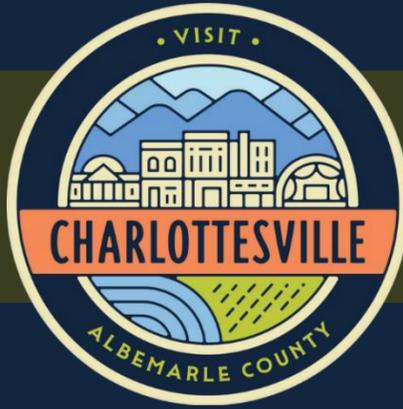
# MARKETING AND PUBLIC RELATIONS UPDATES

# CACVB MARKETING AND PR UPDATES



- Coordinated redesign of CACVB Collateral
  - Revised visitor guide (in-market February 2026)
  - Launched revised [visitcharlottesville.org](https://www.visitcharlottesville.org) (December 2025)
  - New uniform and promotional items (January 2026)
- Worked with Fuseideas to develop new advertising creative (Launching February 2026)
  - Find Yourself Campaign
- Presented Rebranding Session for Destination 20+45
  - 28 attendees from partner organizations
- Distributed “What’s New in Charlottesville and Albemarle County” Release to
  - Resulting local coverage on Cville Right Now, 29News and I Love Cville
  - Working with regional and national media and content creators to build visitor-facing stories

# Paid Media Campaign: Find Yourself



**SELF DISCOVERY IS ALWAYS**  
**A JOURNEY** *Worth Taking.*

VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

Relax, reconnect, and rediscover the things that make you, you. When you visit Charlottesville & Albemarle County, you don't have to go a long way to **see how far you've come.**

[visitcharlottesville.org](http://visitcharlottesville.org)

# Paid Media Campaign: Find Yourself



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**A FAIRY-TALE LOVE STORY DESERVES A**  
*Matching Backdrop.*



visitcharlottesville.org

VISIT  
**CHARLOTTESVILLE**  
ALBEMARLE COUNTY

Relax, reconnect, and rediscover the things that make you, you. When you visit Charlottesville & Albemarle County, you don't have to go a long way to **see how far you've come.**

**POUR SOME WINE.**  
*SPILL Some Tea.*



visitcharlottesville.org

# Paid Media Campaign: Find Yourself



The image displays a sequence of five frames for a paid media campaign. Each frame features a scenic view of Charlottesville, Virginia, with mountains and trees in the foreground. The text and layout are as follows:

- FRAME 1:** Text at the top: "VISIT CHARLOTTESVILLE ALBEMARLE COUNTY". Main text: "IT'S NEVER BEEN SO EMPOWERING TO FEEL *So Small.*". Button: "PLAN YOUR VISIT".
- FRAME 2:** Text at the top: "VISIT CHARLOTTESVILLE ALBEMARLE COUNTY". Main text: "IT'S NEVER SO EMPOWERING TO FEEL *So Small.*". Button: "PLAN YOUR VISIT".
- FRAME 3:** Text at the top: "VISIT CHARLOTTESVILLE ALBEMARLE COUNTY". Main text: "DISCOVER THE PANORAMIC VIEWS OF CHARLOTTESVILLE & ALBEMARLE COUNTY.". Button: "PLAN YOUR VISIT".
- FRAME 4:** Text at the top: "VISIT CHARLOTTESVILLE ALBEMARLE COUNTY". Main text: "DISCOVER THE PANORAMIC VIEWS OF CHARLOTTESVILLE & ALBEMARLE COUNTY.". Button: "PLAN YOUR VISIT".
- FRAME 5:** Text at the top: "VISIT CHARLOTTESVILLE ALBEMARLE COUNTY". Main text: "IT'S TIME TO SEE HOW FAR *You've Come.*". Button: "PLAN YOUR VISIT".

# CACVB Sales Updates



- Attended
  - Smart Meetings Secrets for Designing Legendary Incentive Programs! (Virtually)
  - SGMP Monthly Meeting Richmond, VA
  - ABA Marketplace in Reno, NV with 36 appointments
  - SYTA Summit in Virginia Beach
  - VSAE Awards Luncheon Richmond, VA
  - Virginia Sports Tourism Grant Program Meeting (Virtually)
  - SGMP JLM Chapter Programing Meeting (Virtually)
- Partner Meetings/Visits
  - Sabre Games and Cards
  - HelmsBriscoe agent J. Midler
  - Virginia Guesthouse
  - Roots and Vistas – Tour of UVA
- Area Site Visit: Liberty Tours
- Assisted with and/or distributed 15 new RFPs



# PUBLIC COMMENT



# BOARD ANNOUNCEMENTS



**ADJOURN**

