Board of Directors Meeting: April 24, 2023
Call to Order
What Does The Bridge Do?

Build

Support

Strengthen

Jay Simple – The Bridge PAI
Consent Agenda

- Approval of Previous Meeting Minutes
- Financial Statement
Amended Budget
Amended Budget Lines

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

- Albemarle Public Schools job fair
- Keynote speaker at GWU Alumni Awards presentation
- Interview with Virginia Tourism on DRIVE 2.0 projects
- VA-1 Tourism conference planning committee
- DEAI Cohort Museum meeting
- VRLTA Charlottesville chapter meeting
- Central VA DMOs meeting
- VA-250 visioning meeting
FY23 Advertising Update
FY23 Advertising Overview

- **OKR**: Dedicate 25% of advertising spend and public relations efforts in target markets. Rest in national/international.

- As of March 31, 2023, we are pacing slightly ahead of our goal for advertising spending in key geographic markets, as compared to our national media buys.

- *All paid media is procured, created, executed, and monitored by the CACVB and its respective advertising vendors.*

### Total Advertising Spend

- **$652,704** (68%)
- **$312,311** (32%)
Advertising Outlets Overview

• Advertising Outlets in FY23
  • Travel + Leisure
  • Food & Wine
  • Conde Nast/Bon Appetit
  • Essence
  • WJLA-TV (Washington, D.C. market)
  • Wine Enthusiast
  • The Local Palate
  • Advertising on virginia.org
  • Charlotte Observer

• Baltimore Sun
• Blue Ridge Outdoors
• Northern Virginia Magazine
• Virginia Living
• Coastal Living Magazine
• Hemispheres
• Cary Magazine
• Search engine marketing
• Social media advertising
• Various group sales publications
The CACVB ran winter digital campaigns on Food & Wine and Travel + Leisure – two of the most well-known travel publications in the country.
National Advertising Success – Food & Wine, Travel + Leisure

• Native article performance on Travel + Leisure and Food & Wine had a total click-through rate (CTR) of 3.7% - \textbf{2.6x the benchmark}.

• Banner ads on these outlets had a CTR of 1.13% - \textbf{4.2x the benchmark of 0.27%}.

• Average time spent on native articles was 42 seconds, \textbf{compared to the benchmark of 31 seconds}.
• Social media ads received significant engagement, with potential visitors planning their trip in the comments (and tagging their friends), while simultaneously receiving buy-in from locals.
Patience is a necessity if you're in the mood for fried chicken, as Walker takes no shortcuts: He won't even think about starting the fryer until a guest orders this southern staple. From the fried fish submarine to the bologna and egg sandwich, it's easy to see why Mel's has been consistently named one of the most popular destinations in Charlottesville.

The Pie Guy

• **The CACVB ran a print/digital campaign with The Local Palate, including multi-page advertorials, with one focusing solely on Black-owned restaurants in Charlottesville & Albemarle County.**

• The web version of the Black-owned restaurants advertorial received **2.57x more page views than any other element of our campaign**, allowing us to shine a spotlight on these important local businesses.

Source: The Local Palate
Target Market Advertising Success – Baltimore, MD

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

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

Source: Google Analytics
Target Market Advertising Success – Charlotte, NC

<table>
<thead>
<tr>
<th></th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul 1, 2022 - Mar 31, 2023</td>
<td>21,250 (3.56%)</td>
<td>20,393 (3.78%)</td>
<td>22,855 (3.30%)</td>
</tr>
<tr>
<td>Jul 1, 2021 - Mar 31, 2022</td>
<td>11,680 (2.17%)</td>
<td>11,235 (2.20%)</td>
<td>14,233 (2.14%)</td>
</tr>
<tr>
<td>% Change</td>
<td>81.93%</td>
<td>81.51%</td>
<td>60.58%</td>
</tr>
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</table>

• **OKR:** Increase website traffic (sessions) by 5% in target markets by measuring year-over-year performance.
### Target Market Advertising Success – Baltimore/Charlotte

<table>
<thead>
<tr>
<th>#</th>
<th>Market</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Charlotte NC</td>
<td>12,624 (4.59%)</td>
<td>12,271 (4.90%)</td>
<td>13,516 (4.37%)</td>
</tr>
<tr>
<td></td>
<td>Nov 15, 2022 - Mar 15, 2023</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nov 15, 2021 - Mar 15, 2022</td>
<td>4,146 (2.21%)</td>
<td>3,973 (2.23%)</td>
<td>5,026 (2.20%)</td>
</tr>
<tr>
<td></td>
<td>% Change</td>
<td>204.49%</td>
<td>208.86%</td>
<td>168.92%</td>
</tr>
</tbody>
</table>

| 5  | Baltimore MD    | 12,370 (4.50%) | 11,962 (4.78%) | 14,100 (4.56%) |
|    | Nov 15, 2022 - Mar 15, 2023 |           |            |           |
|    | Nov 15, 2021 - Mar 15, 2022 | 6,156 (3.28%) | 5,758 (3.24%) | 7,373 (3.23%) |
|    | % Change        | 100.94%   | 107.75%    | 91.24%    |

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

Source: Google Analytics
• The CACVB ran a winter TV campaign on WJLA-TV (Good Morning Washington) featuring five 4-minute segments pushing winter visitation to Charlottesville and Albemarle County.

• The CACVB was able to involve nearly a dozen partners in these segments and a TV commercial schedule ran into January.

• We saw great success with this outlet in FY22, so we expanded it to a weeklong “Good Morning Washington” takeover in FY23.
Target Market Advertising Success – Washington, D.C.

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Dec 1, 2022 - Jan 31, 2023</td>
<td>24,710 (19.55%)</td>
<td>23,061 (20.15%)</td>
<td>28,867 (20.28%)</td>
</tr>
<tr>
<td>Dec 1, 2021 - Jan 31, 2022</td>
<td>20,751 (22.91%)</td>
<td>20,046 (23.42%)</td>
<td>25,558 (23.47%)</td>
</tr>
<tr>
<td>% Change</td>
<td>19.08%</td>
<td>15.04%</td>
<td>12.95%</td>
</tr>
</tbody>
</table>

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

Source: Google Analytics
• **CACVB website traffic is at historic highs, when comparing FY23 with FY20 (our last pre-pandemic fiscal year).**
Website traffic (July 1, 2022 – March 31, 2023) compared to the same period last year is UP in users and sessions.
• **Bulk of advertising spend occurred during winter, with an impressive lift in users and sessions from November 15, 2022 – March 15, 2023, when compared to the previous year.**

Source: Google Analytics
FY23 Content Creation Update
CACVB Content Creation Efforts

• **OKR**: Increase relevant and timely content creation on website through two blog posts and one top landing page monthly.

• In FY23, the CACVB has published 26 blog posts, already exceeding our yearly goal. Blog posts have been created internally, through guest writers, and through partner collaborations.

• **The average time on page for our blog has increased by 46% year-over-year in FY23 (going from 2:28 to 3:38).**

• **Most viewed blog content in FY23 has included outdoor recreation, wine, and winter visitation ideas.**
OKR: Overhaul the visitor guide to update listings and promote new experiences.

This winter, the CACVB embarked upon a complete overhaul of the visitor guide. This was a teamwide collaboration and the first time the production of a visitor guide had been completely managed in-house.

New CACVB Visitor Guide
CACVB Content Creation Efforts

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

New CACVB Visitor Guide
FY23 Public Relations Update
CACVB Public Relations Efforts

• OKR: Establish baseline and increase the number of articles/media mentions generated in target markets.

• Proactive media outreach to target markets was limited in FY23. A baseline of 12 articles per year, with 5 coming from target markets has been established. Outreach efforts will be increased for the remainder of FY23 and into FY24, with additional staff joining the CACVB.

• Screenshot of “3-Day Weekend” on ESPN, featuring Charlottesville and Albemarle County.
CACVB Public Relations Efforts

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

Monday, May 8: Charlottesville, VA

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

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

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

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

By Renee Sklar | November 1, 2022

In a city known for its history, Quirk Charlottesville is a haven for contemporary design lovers. The hotel’s groundbreaking architecture incorporates modern minimalism with historic structures, making it entirely unique in Charlottesville.

WETA-TV in Washington, D.C.  Northern Virginia Magazine
CACVB Public Relations Efforts

• Additional FY23 media coverage includes:
  • AFAR Magazine: A Changing Narrative at One of America’s Most Famous Presidential Homes
  • Florida Today: The Wine is Fine in Charlottesville, as is the Rest of the Place
  • Skift.com: The Remaking of Tourism in 5 U.S. Cities
  • Getaway Mavens: 20+ Surprisingly Romantic Getaways In Virginia
  • Virginia Living: Hooked on Charlottesville
  • The Local Palate: How to Stencil Bread Like a Professional Baker
  • Forbes: Where to Stay, What to Do, When Visiting Second Cities
FY24 Advertising Outlook

- **Proposed breakdown for advertising in FY24:**
  - 40% dedicated to target markets
  - 60% dedicated to national outlets

- This breakdown will allow the CACVB to aggressively advertise in target markets during our shoulder seasons (winter/summer), while maintaining a presence in national outlets throughout the year.
Based on performance data from FY23, we will increase our efforts in Baltimore and Charlotte, while maintaining our efforts in Washington, D.C., Raleigh-Durham, and the Virginia Beach metro area.
FY24 Advertising Outlets

- Advertising Outlets in FY24:
  - Travel + Leisure
  - Food & Wine
  - Conde Nast/Bon Appetit
  - WJLA-TV or WTTG-TV (Washington, D.C.)
  - The Local Palate
  - Advertising on virginia.org
  - Charlotte Observer
  - Charlotte Magazine
  - Baltimore Sun
  - Baltimore Magazine

- Blue Ridge Outdoors
- Northern Virginia Magazine
- Virginia Living
- Coastal Living Magazine
- Cary Magazine
- Raleigh Magazine
- Search engine marketing
- Social media advertising
- Group sales/meetings publications
FY24 Marketing & PR Team Structure

CACVB Marketing & PR

- Owned Media
- Paid Media
- Earned Media
• With our new hire, the CACVB will have a dedicated staff member for owned, paid, and earned media for the first time.
Thank You!
Sales Overview
CACVB Sales Efforts

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

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

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

**16 RFPs received and distributed**

**Hosted 1 familiarization tour**
Visitor Services

Currently, the Visitor Services team is down a Travel Specialist. This is affecting the number of shifts.

Attending special events has been suspended until we fill the position.
Reports:

**Items Distributed to Visitors**
- Since July 1: 73,025
- Since Beginning of MVC Run (mid-March): 9,907

**Bulk Orders Filled**
- Since July 1: 871
  - 93 Orders/+31,000 Brochures
- Since Beginning of MVC Run (mid-March):
  - 14 Orders/+5,000 Brochures
Visitor Interests (As of Jan. 1)

Feedback from MVCs

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

Wheel the World

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

CACVB + Monticello High School Job Fair
