

Joint Resolution of Charlottesville City Council and the Albemarle County Board of Supervisors Regarding Establishment of a Management Committee for the Charlottesville Albemarle Convention and Visitors Bureau

WHEREAS, generating revenue through Charlottesville's and Albemarle's abundant and unique tourism assets assists our economy and serves to lower the tax burden on our permanent residents, and

WHEREAS, the two jurisdictions together generated approximately \$5.8 million in transient occupancy taxes in FY 15 and also generated a combined total of approximately \$40.8 million in meals and sales tax, a very significant percentage of which is attributable to tourists, during that same period, and

WHEREAS, the Commonwealth of Virginia requires that a certain portion of County revenues collected from the Transient Occupancy Tax (TOT) be designated and spent solely for tourism and travel, including marketing of tourism that, as determined after consultation with the local tourism industry, attracts travelers to the County and generates tourism revenues to the County, and

WHEREAS, the City of Charlottesville and the County of Albemarle created the Charlottesville Albemarle Convention and Visitor's Bureau (CACVB) in 1979, with the last amended agreement in 2004, to provide that consultation and to use the designated revenues to enhance the economic prosperity of the City and County by promoting, selling and making the City of Charlottesville and County of Albemarle a destination for tourism and to promote their meetings and tourism markets, and

WHEREAS, the City and County desire to ensure these funds are managed effectively producing the desired results, and

WHEREAS, it would be beneficial to have the City and County leadership meet at least twice annually and no more frequently than quarterly to receive information and provide feedback as to CACVB performance,

NOW, THEREFORE, BE IT RESOLVED, that the Charlottesville City Council and the Albemarle County Board of Supervisors hereby request that the City Manager and the County Executive establish a management committee, no later than December 8, 2015, to perform such review, analyze CACVB performance and provide feedback to the CACVB director, the CACVB Management Board, and to the respective governing bodies after each management committee meeting as to the efficiency and effectiveness of our jointly created and managed bureau. The elected boards will consider any potential changes needed resulting from the reviews.

Signed this day by the Mayor of the City of Charlottesville:

Mayor,

Date

Signed this day by the Chair of the Albemarle County Board of Supervisors

Chair,

Date