

# Policy Briefing Summary

## City Council



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<b>Regarding:</b>	<b>Charlottesville Albemarle Convention and Visitors Bureau (CACVB) Report</b>
<b>Staff Contact(s):</b>	Courtney Cacation
<b>Presenter:</b>	<b>Courtney Cacation - CACVB Executive Director</b>
<b>Date of Proposed Action:</b>	August 18, 2025

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### Issue

#### Background / Rule

The Executive Director of the Charlottesville Albemarle Convention and Visitor's Bureau will provide an annual update on recent activities and outcomes. Also included will be a discussion of the CACVB rebranding effort currently underway and the planned events related to the VA250 and Downtown Mall 50th anniversary.

#### Analysis

The update is for informational and awareness purposes.

#### Financial Impact

N/A

#### Recommendation

N/A

#### Recommended Motion (if Applicable)

#### Attachments

None