

Policy Briefing Summary

City Council



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

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