

CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA



Agenda Date:	April 4, 2022
Action Required:	Approve Supplemental Appropriation
Presenter:	Chris Engel, Director of Economic Development
Staff Contact:	Chris Engel, Director of Economic Development
Title:	CACVB Supplemental Appropriation of Virginia Tourism Corporation grant funds - \$280,000

Background & Discussion:

Albemarle County, the City of Charlottesville and the Charlottesville Albemarle Convention and Visitors Bureau (CACVB) are jointly coordinating the use of Virginia Tourism Corporation's American Rescue Plan Act funding. The goal of the joint proposal is to increase awareness of Charlottesville and Albemarle County to markets not yet reached before, increase knowledge of the movement of visitors and residents in the destination, craft a Diversity, Equity, and Inclusion plan for the local visitor economy, generate stays during winter and provide a safer space for visitors on the downtown mall. The purpose of working together for the entire \$680,000 (\$400,000 for the County, \$280,000 for the City) is to accomplish a greater positive impact utilizing the same amount of money by maximizing exposure while easing reporting.

The appropriation included herein facilitates the transfer of funds to the County of Albemarle which serves as the fiscal agent for the Bureau.

Community Engagement:

The CACVB regularly receives community input from its constituents and its board of directors, both of which helped inform this plan.

Alignment with City Council's Vision and Strategic Plan:

The approval of this agenda item aligns with Council's vision for Economic Sustainability.

Budgetary Impact:

There is no impact to the General Fund. These funds are additional federal funds being passed through to the County which currently serves as the fiscal agent of the CACVB.

Recommendation:

Staff recommends approval and appropriation of funds.

Alternatives:

If City Council chooses not to appropriate the funds, use of the funds will be in jeopardy.

Attachments:

Appropriation

APPROPRIATION

Charlottesville Albemarle Convention and Visitors Bureau Budget
Supplemental Appropriation of Virginia Tourism Corporation American
Rescue Plan Act Funds **\$280,000**

WHEREAS, the City of Charlottesville and Albemarle County jointly fund the efforts of the Charlottesville Albemarle Convention and Visitors Bureau (CACVB); and

WHEREAS, the Commonwealth of Virginia has chosen to allocate a portion of its American Rescue Plan Act (ARPA) funding to the Virginia Tourism Corporation (VTC) in support of enhancing the impact of tourism throughout the state; and

WHEREAS, VTC has determined a mechanism for distributing these funds by locality and the City of Charlottesville and Albemarle County working with the CACVB to develop a coordinated plan to increase awareness of the Charlottesville and Albemarle markets; and

WHEREAS, this plan has been approved by VTC;

NOW, THEREFORE BE IT RESOLVED by the Council of the City of Charlottesville, Virginia, that the sum of **\$280,000** is hereby appropriated as a supplemental appropriation in the following manner:

Revenue – \$280,000

Fund: 209	Internal Order: 1900462	G/L Account: 430120	\$280,000
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Expenditures - \$280,000

Fund: 209	Internal Order: 1900462	G/L Account: 540100	\$260,000
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Fund: 209	Internal Order: 1900462	G/L Account: 530670	\$20,000
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BE IT FURTHER RESOLVED, that this appropriation is conditioned upon the receipt of \$280,000 from Virginia Tourism Corporation’s ARPA funding and shall hereby be considered a continuing appropriation and shall not be deemed to expire unless further altered by Council.