



# Presentation to the Sarah Stevenson Tuesday Forum

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Tuesday, February 14 – 8:30 AM



An aerial night view of the Charlotte skyline, featuring the Bank of America Corporate Center and other illuminated skyscrapers.

# Charlotte Regional Visitors Authority

## Who We Are

- 1 in 9 People in the Charlotte Region have Jobs in the Hospitality and Tourism Industry
- Region's 4th largest employment sector
- A \$6 Billion visitor economy





# VISION

Charlotte will be recognized as the most sought after city in the Southeast, known for its undeniable energy, passionate people, and captivating experiences.



# MISSION

Embracing an inclusive, employee first culture, the CRVA is the trusted leader of Charlotte's visitor economy, which elevates community prosperity through destination-defining infrastructure, impactful branding and job growth.



An aerial photograph of a city skyline, likely Atlanta, featuring prominent skyscrapers such as the Bank of America Tower and the Sun Life Tower. The image is overlaid with a semi-transparent teal filter. Centered over the image is the text "How does the CRVA Impact the Region's Visitors Economy?" in a large, white, sans-serif font.

# How does the CRVA Impact the Region's Visitors Economy?



# PRIORITIZING KEY BRAND THEMES



**CULINARY**



**ARTS & CULTURE**



**DIVERSITY & INCLUSION**

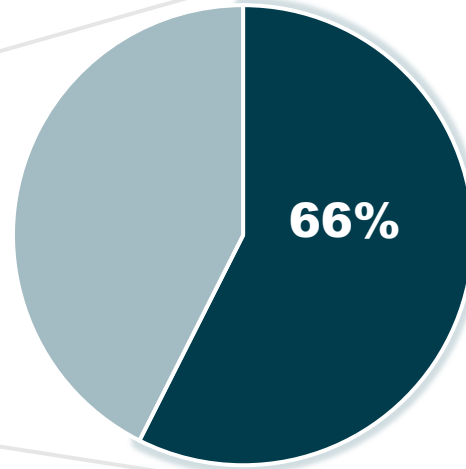


**OUTDOOR RECREATION &  
ADVENTURE**



# ADVERTISING PERCEPTION STUDY: KEY GAINS

**10.8 MILLION**  
HOUSEHOLDS IN  
OUR 12 MEDIA  
MARKETS



**7.1 MILLION**  
HAVE SEEN OUR  
ADS

**67%**

PERCEPTION INCREASE  
FOR KEY BRANDING THEMES



ARTS &  
CULTURE



DIVERSITY &  
INCLUSION



CULINARY



OUTDOOR  
RECREATION



**64%**

LIKELIER TO TAKE  
AN OVERNIGHT TRIP



# STRONG ROI FOR MARKETING STRATEGY

For Every \$ Spent



In Paid  
Advertising

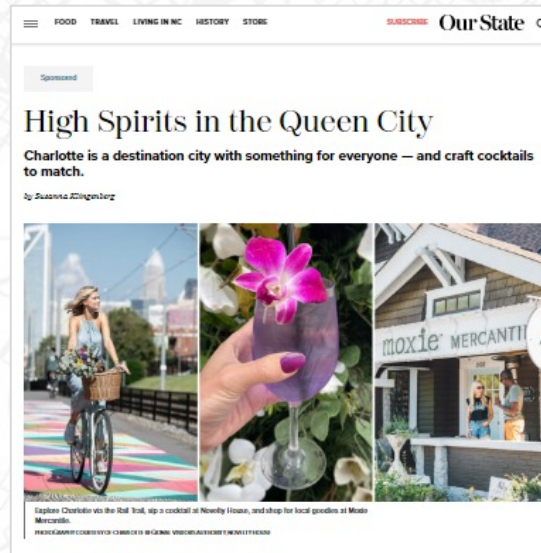
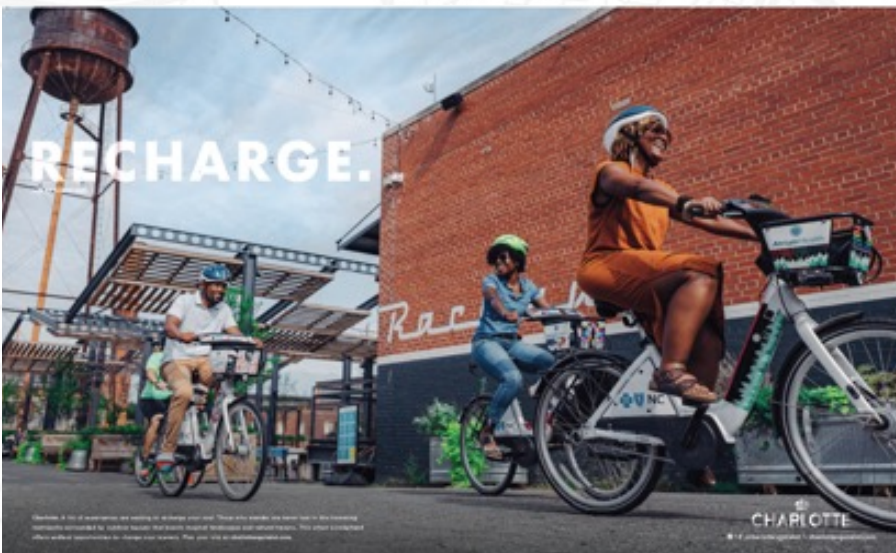
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**\$71** in  
Visitor Spending



+

**\$4** in  
Incremental Taxes





# MULTICULTURAL MARKETING

THINGS  
TO DO

EAT &  
DRINK

PLACES  
TO STAY

  
CHARLOTTE

EVENTS

NEIGHBORHOODS

CITY GUIDE

→ ATTRACTIONS

## MULTICULTURAL CLT

FAMILY FRIENDLY →

In Charlotte, we pride ourselves on lifting up the voices that unite our visitors and residents. We do it for the culture - to celebrate people from all different backgrounds shaping our past, present and future. Explore more of the multicultural communities that make the Queen City a vibrant hub.

Additional community spotlights coming soon.



**BLACK CLT**

[Learn More](#)



**HISPANIC/LATINO  
CLT**



**LGBTQ+ CLT**



**ASIAN CLT**



# MULTICULTURAL MARKETING

## At this Black-owned restaurant, a BBQ recipe four years in the making

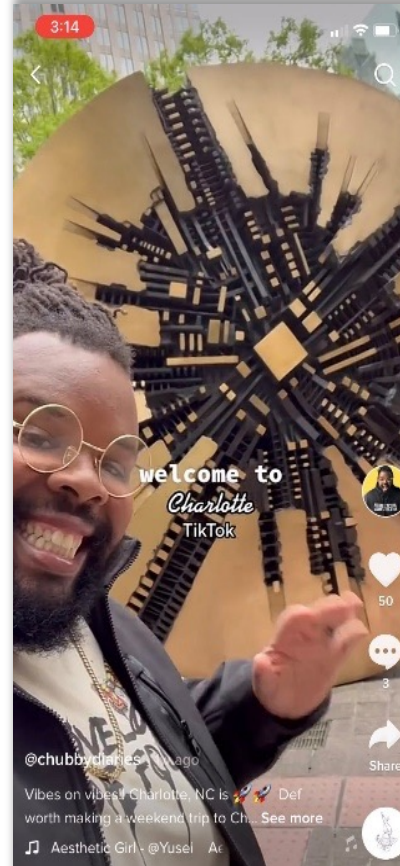
Roberts had worked in the restaurant industry his whole life, so opening his own restaurant was a longtime dream.



By Bethany Lane  
November 18, 2021

## CHARLOTTE

Charlotte Regional Visitors Authority helps us explore local Black-owned restaurants across Charlotte, allowing us to tell the stories behind these businesses. Find guides for where to eat, no matter what you're craving.



Approved News Video City Guides Lifestyle TN Awards Search

## Young Black Professionals Are Loving Charlotte. Here's Why It Should Be On Your List Of Summer Destinations

Black Owned Business, Charlotte, United States, News

Lanee Higgins - Jun 21, 2022

In recent years, Charlotte's been rumored to be one of the best spots in the country for young, Black professionals building their careers. But what else does [Charlotte](#) have beyond the professional draw? A lot! With a quick road trip from many major cities or a short flight to the centrally located international airport, Charlotte shines bright as a hidden gem of the East Coast.

There are many phenomenal attractions, events, and Queen City staples that give Charlotte its Carolina charm. Explore why Charlotte is a destination worthy of adding to your "must-visit" travel list.

Food for the Culture

AD

Most Popular

charlottesgotatolot Original Audio

charlottesgotatolot Check out these 7 Cool Ways to Celebrate Black History & Heritage in Charlotte. Click the link in the bio for more details.

23w

patricia.j.house My late mother and I would eat at Mert's every time we went to see the Hornets. Damn, those oxtails & rice. Thanks for the tip on the crabcakes.

20w Reply

melissaazimmerman I just love that you give great new ways to see all that Charlotte has to offer.

Liked by reginaj\_nicole and 259 others

FEBRUARY 8

Add a comment... Post

## 7 WAYS TO CELEBRATE Black History Month in Charlotte, NC



# MULTICULTURAL MARKETING



ARTS & CULTURE

**Murals that Honor Black History in Charlotte**



EAT & DRINK

**Black-Owned Restaurants in Charlotte**



THINGS TO DO

**Spend 24 Hours Supporting Black-Owned Businesses**



ARTS & CULTURE

**15+ Black Movers & Shakers Who Have Touched Our City**



THINGS TO DO

**Places to Learn Black History in Charlotte**



# THE MANAGED VENUES OF THE CRVA





# CONVENTION CENTER HIGHLIGHTS - 2023



January 8-10, 2023 | Charlotte, NC



Universal Spirit of Hope Grand  
National Championship



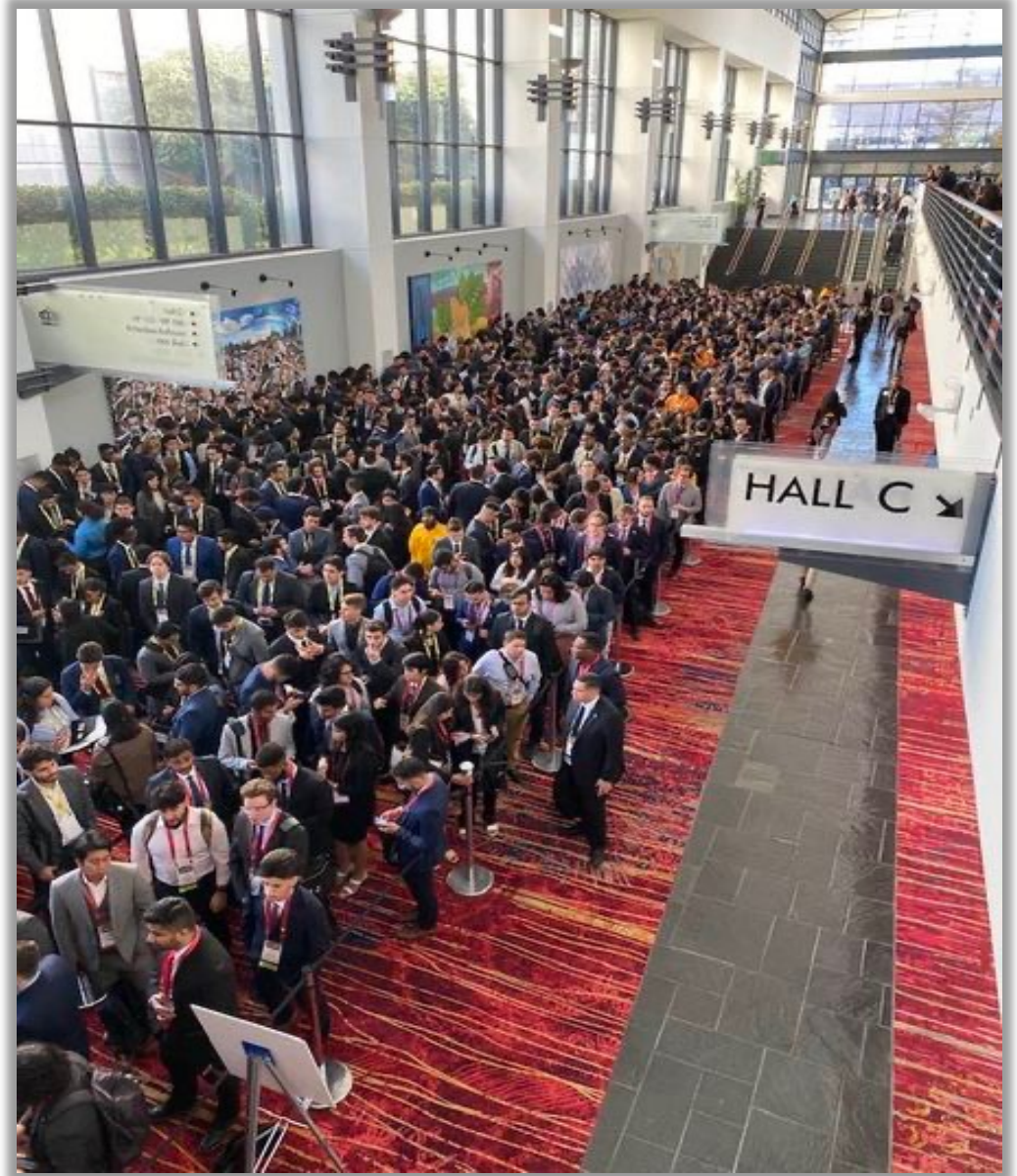
MLK Holiday Breakfast



# CONVENTION CENTER



American College of Gastroenterology



Society of Hispanic  
Professional Engineers



# CONVENTION CENTER HIGHLIGHTS - 2022





# BOPLEX HIGHLIGHTS





# BOPLEX HIGHLIGHTS





# BOPLEX HIGHLIGHTS





# SPECTRUM CENTER HIGHLIGHTS





# SPECTRUM CENTER HIGHLIGHTS





# NASCAR HALL OF FAME – 2022 – 12th ANNIVERSARY





# NASCAR HALL OF FAME



Disney Parks  @DisneyParks · Aug 27

“The King” of NASCAR, [@therichardpetty](#), recently returned to [@WaltDisneyWorld](#) Resort to visit his dear friend Mickey Mouse! 🏁 The pair recreated a photo that was taken in front of Cinderella Castle during the 25th anniversary celebration of Walt Disney World back in 1996! 📸 🏰





# NASCAR HALL OF FAME



TD Jakes Ministries International  
Leadership Conference Reception



# NASCAR HALL OF FAME FOUNDATION





# PROCUREMENT OPPORTUNITIES



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## HOW TO DO BUSINESS WITH THE CRVA



# CRVA CONNECTIONS & OUTREACH



MECKLENBURG COUNTY  
BUSINESS DIVERSITY & INCLUSION (BDI)



COMMISSIONER VILMA D. LEAKE'S  
SMALL BUSINESS  
CONSORTIUM  
EDUCATE EQUIP EMPOWER



Carolinas-Virginia  
Minority Supplier  
Development Council





# MWBE VENDOR FORUM





# PROCUREMENT OPPORTUNITIES

## PROCUREMENT OPPORTUNITIES MAY BE AVAILABLE IN THE FOLLOWING AREAS:

Building Equipment

Construction

Content Writer

Dumpster/Waste Removal

Electrical Supplies

Freelance Designers

Interior Plant and Foliage Maintenance

Janitorial Supplies

Janitorial Temp Labor Services

Landscaping Services

Mat Services



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**HOW TO DO BUSINESS  
WITH THE CRVA**



# PROCUREMENT OPPORTUNITIES

## PROCUREMENT OPPORTUNITIES MAY BE AVAILABLE IN THE FOLLOWING AREAS:

Office Supplies

Painters

Parking Lot Sweeping

Paving and Concrete Work

Pest Control Services

Photography

Plumbing Supplies

Printing Services

Specialty Food and Beverage Items

Television Advertising Production and Paid Media

Uniform Services

Water Treatment



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**HOW TO DO BUSINESS  
WITH THE CRVA**



# PROCUREMENT OPPORTUNITIES

- We encourage companies to get MWSBE certified with the City or Mecklenburg County, because they both provide great resources and opportunities. But we don't require it.
- Self-identify, Self-certify that the business is at least 51% minority- or woman-owned
- Requirement: Business in good standing with the North Carolina Secretary of State



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**HOW TO DO BUSINESS  
WITH THE CRVA**



An aerial photograph of a city skyline, likely Charlotte, North Carolina, featuring prominent skyscrapers such as the Bank of America Corporate Center. The image is overlaid with a semi-transparent teal filter. In the center, the word "QUESTIONS?" is written in large, bold, white, sans-serif capital letters. In the bottom left corner, the AT&T logo is visible on a building facade.

QUESTIONS?