

Tupelo CVB Board

Hotel Appointments

Carolyn Moss (Comfort Inn) – term ends June 2013

Bruce Patel (Comfort Suites, Regal Inn, Best Western Plus) – term ends June 2012

*reappointed in July 2011 for one year term to stagger hotel appointment terms

Restaurant Appointments

Chauncey Godwin (Honey Baked Ham) – term ends June 2013

Jonathan Wahler (Outback Steakhouse) – term ends June 2012 *appointed in June 2011

for a one year term to fill slot vacated by David Steele

CDF Appointment

Jeff Snyder (Mall at Barnes Crossing) – term ends January 2013

Mayoral Appointment

Wesley Wells (Legend Publishing) – term ends January 2014

Accomplishments in FY 2011

- Conducted festival and event research to provide more accurate data on our visitors and their spending habits
- Launched a market research program that will provide us the information to map out our 10 year strategic plan
- Introduced new incentive program for motor coach groups
- Integrated new digital and electronic marketing platforms
- Launched a revamped Tupelo CVB website and created a mobile website
- Tupelo Film Festival named one of the Top 10 small film festivals by livability.com
- Major investment in infrastructure (3 new hotels opened and expansion of the Elvis Presley Birthplace broke ground)
- Country Music Trail Marker from MDA Tourism for Elvis Presley Birthplace
- FY 2011 Tourism Tax collection increased by 6% over FY 2010 reaching \$3,423,820

Goals for FY 2012

- Start a Tourism Leadership Program (already started and have 13 participants)
- Formation of the Tupelo Attractions Association
- Increase tourism tax revenue collection by 1%
- Industry Recognition Awards and Banquet during National Tourism Week
- Launch a new grant program (guidelines have been written, applications have been turned in and money has already been allocated)
- Launch a mobile app for Tupelo (completed in November and features Tupelo Hotels, Tupelo Attractions, Elvis Driving Tour and Establishments with Live Music)
- Produce a research based marketing plan
- Implement a social media marketing plan