



To: Community Stakeholders

From: Bennish D. Brown
President/CEO

Date: January 23, 2023

Our staff realignment is designed for more meaningful engagement with YOU!

One of our ultimate goals at Destination Augusta is to be the best resource for you that we can be. In many cases, we want to be a community connector, linking you to partners with offerings or services that help generate business for you. And in other cases, we may serve as an extension of your team, directly prospecting for customers on your behalf.

We understand that for you to use us better, you need to know and understand us better. Attached is our newest Org Chart to help serve as a reference.

We recently completed our 2023-2025 Strategic Plan, as approved by our Board of Directors, and the three primary areas of focus will be:

- Branding, Marketing & Visitor Recruitment
- Visitor & Resident Experience
- Community Engagement & Community Development

To meet these goals, we are reorganizing some positions and responsibilities within our team. Most notably for you, Michelle Bovian and Taylor Wood, who were previously with our Group Business Development team (sales) will move to the Destination Development & Community Engagement Department, which is managed by Vice President Jennifer Bowen. They will work closely with meeting planners and local hospitality stakeholders to customize (and enhance) experiences for the group market that we want to thrive in Augusta. Better experiences (memorable things to do) develop deeper travel engagement, encourage longer stays, increase visitor spending, and drive repeat visits.

Iman Johnson will remain with the Group Business Development team (sales) as Senior Group Business Development Manager. We will be seeking a strong sales-minded individual to join this department that promotes Augusta to group market decision-makers. An ideal candidate will have previous sales experience in the hospitality industry or in a service industry.

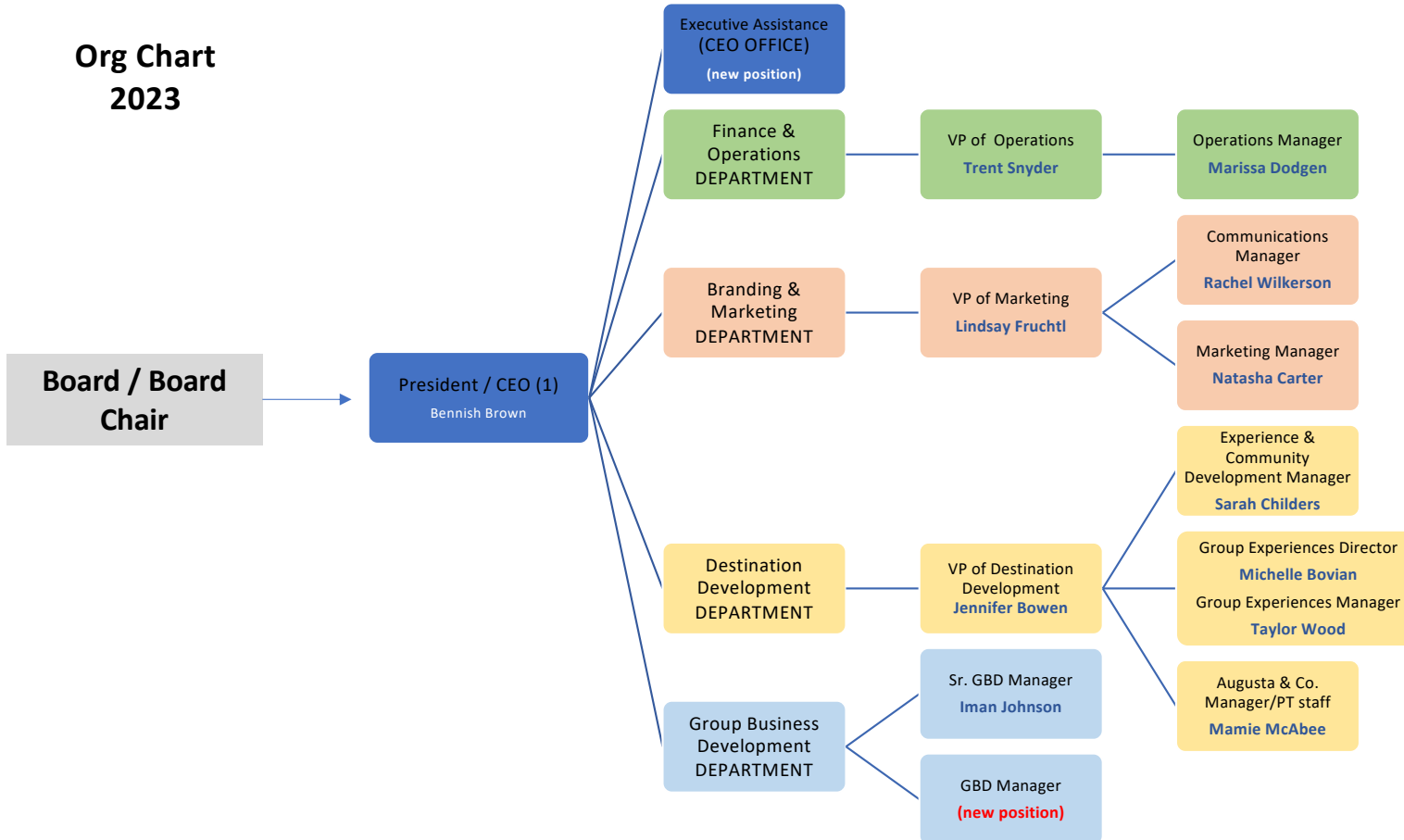
Those interested in the Group Business Development Manager can review the job description and find instructions on how to apply at <https://www.visitaugusta.com/about-us/opportunities/>.

As Experience and Community Development Manager, Sarah Childers will focus on curating, creating, and enhancing experiences to increase engagement with visitors and locals. This new focus continues Sarah role in community engagement with an emphasis on helping partners identify experiential delivery opportunities.

As we move into 2023, a year of continued progress for our travel, leisure and hospitality industry, we look forward to engaging more with you, and collaborating to maintain career-focused jobs within our community while growing our economy through tourism.



Org Chart 2023



Film Augusta Liaison & Support
Jennifer Bowen
+
Sarah Childers