

## FOR IMMEDIATE RELEASE

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### Visit Fargo-Moorhead Welcomes Newly Elected Board Members

**Fargo-Moorhead-West Fargo:** Visit Fargo-Moorhead is pleased to announce the election of our newly elected Board of Directors who will guide the organization into the next year of destination development, economic impact, and community engagement.

The Visit Fargo-Moorhead Board of Directors comprises of 11 community leaders representing local business, hospitality, recreation, economic development, and civic partnerships. The newly elected board members are Terrance Johnson from Brewhalla Hotel and James Stinsman from Four Points by Sheraton who was re-elected onto the board. Sean Brandenburg was also elected from Moorhead Parks & Recreation with Derrick LaPoint's departure from Downtown Moorhead Inc.

All Visit Fargo-Moorhead board members:

- **Doug Peters** – Chair (Executive Director, Prairie Heights Church)
- **Clare Hughes** – Vice Chair (General Manager, Clubhouse Hotel & Suites)
- **Kember Anderson** – Secretary/Treasurer (Executive Assistant to City Commission, City of Fargo)
- **Nicole Dutton** – Executive Board Member (Owner, Thunder Coffee)
- **Sean Brandenburg** – Recreation Director, Moorhead Parks & Recreation
- **Kimberly Busch** – Senior Director of Brand Experience, Blue Cross Blue Shield of ND
- **Terrance Johnson** – General Manager, Brewhalla Hotel
- **Emily Nielsen** – General Manager, Courtyard by Marriott Fargo
- **Casey Sanders-Berglund** – Economic Development Manager, City of West Fargo
- **James Stinsman** – General Manager, Four Points by Sheraton Fargo
- **Ramon Sosa** – Owner, Maxwell's Restaurant & Bar

Each board member brings deep experience and passion for strengthening tourism, enhancing community livability, and showcasing Fargo-Moorhead-West Fargo as a must-visit destination. The Board meets monthly and plays a key governance role in guiding Visit Fargo-Moorhead's strategic priorities.

### Overview of the tourism impacts from 2025

Visitors generated approximately \$144 million in revenue from hotel room spending throughout the Fargo-Moorhead-West Fargo area.

Direct Visitor Spending from events: Sports events contributed roughly \$69 million, conventions about \$12 million, and leisure travel around \$1.8 million in spending in the community.

Community Investment: Visit Fargo-Moorhead has awarded over \$9 million in capital grants since the inception of the Capital Grant Program to support local facility improvements and capital projects.



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Steady Visitation: Monthly visitor days remained robust across the year, with strong peaks during spring and summer months.

Marketing Reach: Strategic campaigns resulted in increased engagement across digital channels, including thousands of new users on sports and travel pages and significant return on ad spend through persona-focused advertising strategies.

“These achievements demonstrate not only the strength of our tourism economy but also the collective effort of our Board, partners, and community,” said Shirley Hughes, President/CEO of Visit Fargo-Moorhead. “We’re excited to grow our reach, empower local businesses, and elevate the Fargo-Moorhead experience for visitors and residents alike.”

Visit Fargo-Moorhead is the destination marketing organization dedicated to promoting Fargo, Moorhead, and West Fargo as a vibrant travel destination. Through strategic partnerships, community investments, and focused marketing efforts, Visit Fargo-Moorhead enhances the economic vitality and quality of life for the region.

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