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### **JEFF JARNECKE NAMED NEW EXECUTIVE DIRECTOR OF VSBM**

South Bend Regional Chamber President & CEO Jeff Rea has announced the hiring of Jeff Jarnecke as the new Executive Director of Visit South Bend Mishawaka (VSBM). VSBM is a division of the Chamber and the lead destination marketing organization for the area. VSBM promotes tourism and develops the visitor experience in St. Joseph County.

Jarnecke brings more than 20 years of leadership and management experience to his new position. Jarnecke formerly worked with the NCAA where he oversaw his unit's \$171 million budget while providing leadership on strategic and operational issues facing each of the organization's 90 championships.

Jarnecke currently serves as the Executive Director of Venues for the City of South Bend. There he oversees the operations and performance of the Century Center, the Morris Performing Arts Center, the Palais Royale, the three city golf courses, parking operations, and facility rentals. He currently manages a budget of over \$18 million, a leadership team of six, forty full-time employees, and a part-time staff of 125.

Rea commented "I'm thrilled to welcome Jeff to our team at the Chamber and VSBM. Jeff is well thought of in our community and we believe him to be a talented, visionary, strategic, and results-oriented thought leader. He brings a track record of demonstrated success from his time at the NCAA, the City, IUPUI, and the RCA Tennis Championships. He joins a strong team here at the Chamber and together they'll drive additional hotel room nights and tourism activity for our region."

Jarnecke commented, "While I have enjoyed the opportunity given to me by the City and all we accomplished within Venue Parks & Arts, I look forward to joining the Chamber and VSBM. I plan to utilize my leadership and management experiences to help drive tourism in our area. During my time with the City, I've developed some wonderful relationships with people in the community, including many key tourism stakeholders, as well as hospitality and hotel partners. With a terrific team and tremendous foundation at VSBM, I look forward to further highlighting all St. Joseph County has to offer and building upon our destination appeal."

Jarnecke replaces Rob DeCleene, who resigned effective May 13 to accept a position at Indiana University South Bend as the new Vice-Chancellor of University Relations and Advancement. Jarnecke will begin his new post in late June, 2022.

