

A Brief History of the Evolution of Roswell Convention & Visitors Bureau, Inc.

Current Program of Work

To serve in a public-private partnership with the City of Roswell, operating the tourism and economic development programs.

Founded originally as

HISTORIC ROSWELL DISTRICT OWNERS & BUSINESS ASSOCIATION

A Partnership of Private Citizens, Organizations, Businesses, and the City of Roswell.

On June 18, 1991, a Steering Committee to address the issues of revitalization of the Historic District and tourism was appointed by Mayor W.L. “Pug” Mabry.

October 8, 1991, 500 people attended the “Kick-off” Meeting for the Historic Roswell District Owners and Business Association and donated more than \$20,000 to show their support. The organization was structured as a 501(c)(6) organization.

May 1, 1992, the Historic Roswell District Owners and Business Association

opened the doors to the Visitors Bureau at 617 Atlanta Street, staffing it 7-days-a-week

On January 23, 1995 the Historic Roswell District Owners and Business Association officially changed its name to Historic Roswell Convention & Visitors Bureau to more appropriately reflect the program of work throughout the southeast in the area of tourism and the professional tourism organizations to which it belongs. However, the goals and missions of the Historic Roswell District Owners and Business Association remained the same and continued to be

carried out by the CVB, serving the entire city of Roswell and the Historic District.

In November 2001, the CVB created the Roswell Folk & Heritage Bureau as a 501(c)(3) organization, allowing for greater funds to be raised for special events and programs for our community and the perfect vehicle to coordinate the Roswell Voices program. The Folk & Heritage Bureau is a separate organization and in no way changes the focus of the CVB program of work.

The CVB in 2009-2010 added to its scope of work the partnership with the city of Roswell and the Roswell Business community to coordinate and promote the **FIND IT ALL ROSWELL** program. Endeavors included ad placement, on-going promotions, coordination with the business community, publicity and PR, printed materials and website.

Roswell Business Alliance

In October 2011, the Roswell Convention & Visitors Bureau, Inc. entered into a contract with the City of Roswell to establish the Roswell Business Alliance as a public private partnership with the city to become

effective January 2012. Through this contract the CVB Board of Directors agreed to expand the program of work to include the management of Roswell Business Alliance to promote economic development for the area as well as retention and expansion of current businesses located in the city of Roswell and to build awareness of Roswell as a great place to do business.

Roswell Inc

In October 2013, the name of the Roswell Business Alliance was officially changed to Roswell Inc to more appropriately reflect their programs and partnerships.

Today

The CVB programs of work reach throughout the City of Roswell. The Roswell Convention & Visitors Bureau Board of Directors is the governing body for the Economic Development and Tourism programs for the City of Roswell.

