

# HISTORY OF ROSWELL ECONOMIC DEVELOPMENT AND TOURISM, 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 Historic Roswell Convention & 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 continue 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(s) 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 Roswell and to build awareness of Roswell as a great place to do business. This agreement in no way changed the Board's focus or commitment to the well-established Tourism program.

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

On **May 23, 2018**, the governing board of Historic Roswell Convention & Visitors Bureau officially changed the name to: **ROSWELL ECONOMIC DEVELOPMENT AND TOURISM, INC.** The organization continues to operate the public presence of both the tourism and economic development programs under their respective brand names:

**Tourism:** Visit Roswell  
**Economic Development:** Roswell Inc