

## **Brown County Convention and Visitors Bureau Organization Overview**

### **Organizational Structure**

The tourist dollar is the number one source of income in Brown County. The Brown County Convention and Visitors Bureau (BCCVB) is responsible for promoting this industry and encouraging its continued growth. In addition, the BCCVB provides technical assistance, guidance, and coordination for the many local businesses and organizations, which relate to this industry.

With the enactment of the Brown County Innkeepers Tax, a special fund was established for the promotion of tourism. The BCCVB receives its operational revenues from this fund, by way of a contractual agreement with the Brown County Convention and Visitors Commission.

The Commission is comprised of five (5) members. The Brown County Council appoints three (3) members for two (2) year terms. Two (2) of the County Council appointments must be engaged in the hotel/motel business. The Brown County Commissioners appoint two (2) Commission members. The County Commissioner appointments are for one (1) year, and one (1) of their appointments must be engaged in the hotel/motel business.

The administration of the BCCVB operations is vested in the thirteen (13) member Board of Directors. The Board is composed of representatives from the local hospitality industry, as well as civic leaders. Board members are elected to serve a three-year term of office.

The programs and policies of the Board are implemented by the CVB staff and managed by the Executive Director.

The BCCVB Board, its committees and staff, work together to develop and implement the vision, mission and goals of the Brown County Convention and Visitors Bureau.

### **Funding**

The activities of the CVB are funded through a 5% innkeepers tax placed on individual overnight room rates and paid by the visitor.

### **Mission**

The Brown County Convention and Visitors Bureau (BCCVB) is a marketing organization responsible for supporting and growing the county's year-round tourism industry.

### **Purpose**

To serve as a voting member of the BCCVB's Board of Directors and to provide leadership for the community's tourism industry, develop policies and programs, monitor finances and performance to accomplish the mission.

### **Meetings**

Board meetings occur on the third Tuesday of the month at 8:30 a.m. at the Visitors Center, 211 South Van Buren Street. Board members are required to attend 80% of meetings annually.