

NEWS RELEASE

Fuhler to Serve on the City of Clearwater's Tourism Marketing Services Review Committee

Winston-Salem, N.C. (May 15, 2019) — The city of Clearwater's Economic Development Director Denise Sanderson has asked Lynn Fuhler to join the tourism marketing services committee which will evaluate proposals and make recommendations for the city's multi-year tourism marketing services contract.

Fuhler, the former tourism and conventions director of the Greater Clearwater Chamber of Commerce which encompassed the mainland and Clearwater Beach, joins four other members of the local hospitality industry representing a resort, a small hotel, restaurants, an attraction, the airport and a special event organizer. Lynn is uniquely qualified among the committee members as she has sat on both sides - as a marketing services provider as well as behind the desks of destination marketing organizations. She brings more than 35 years in the industry and knows the importance of selecting an established agency with relevant expertise and experience that is creative, budget-minded and responsive, plus values strong working relationships with Visit St. Pete/Clearwater and Visit Florida. As a bonus, the agency should be a leader in tourism brand messaging and the firm's current client list shouldn't compete with Clearwater and Clearwater Beach.

"I've long had a passion for Clearwater and its island beaches because my first position here kicked off my career," said Fuhler who has successfully marketed travel destinations ranging from award-winning U.S. beach destinations to cities and from downtowns to international island resorts. She also brings her expertise as a festival and event organizer having served as the former chairman of the largest free jazz festival in the Southeast U.S.

"Helping find a qualified agency is critical especially as Clearwater Beach has garnered TripAdvisor's #1 Best Beach in America designation for two years running and draws a multi-cultural audience, said Fuhler. "Clearwater Marine Aquarium's dolphins, Winter and Hope, can be credited with bringing international acclaim to the area, having starred in two major motion pictures, *Dolphin Tale I* and *Dolphin Tale II*, filmed at the aquarium. The local hospitality industry has since served as supporting cast members for the throngs of visitors who have visited the island, its beaches and the movie stars."

Credentials:

Lynn Fuhler is co-founder of Flying Compass, a tourism marketing firm serving destination management organizations and the travel industry. Additionally Lynn is an internationally known author of *Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals* which is used as a textbook at one of the Top 15 Best Colleges, according to *U.S. News & World Report*. She has also written *Secrets to Successful Events Resource Guide: 42+ Easy-to-Use Forms and Tools to Save You Time and Money*.

Availability: Nationwide by arrangement and via telephone and Skype

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