



Mission:

The mission of the Danville/Boyle County Convention and Visitor's Bureau is to create a positive economic impact of our City, County, Region and State by leading efforts to establish a tourism strategy through marketing and community development. We also strive to create an enjoyable experience for the visitor by providing information, opportunity and a welcoming environment.

What we do:

Danville/Boyle County Convention and Visitors Bureau responsibilities:

- To encourage groups to hold meetings, conventions, events and trade shows in the area we represent; to act as a liaison for those groups with meeting/event preparations and while their meeting/event is in progress.
- To encourage tourists to visit and enjoy the artistic, historic, cultural and recreational opportunities Danville/Boyle County offers.
- To serve as a community's marketing agency by promoting the city's/county's assets to visitors.
- In conjunction with the Economic Development Partners, we lead efforts in establishing strategies to increase tourism by developing and recruiting assets to the area thereby positively affecting the local economy.
- A CVB does not actually organize meetings/conventions/events. It does, however, help planners and visitors learn about the destination and area attractions and make the best possible use of all the services and facilities the destination has to offer. We serve on planning committees and assist as needed in marketing and hospitality services.

Who We Are:

The Danville/Boyle County convention and visitor bureau (CVB) is a not-for-profit organization (or a quasi-governmental entity) supported by 3% transient room tax.

For visitors, CVBs are a key to the county. As an unbiased resource, CVBs can serve as a broker or an official point of contact for convention /meeting/event planners, tour operators and visitors. We assist planners with preparation and encourage business travelers and visitors alike to experience local artistic, historic, cultural and recreational attractions.

Travel and tourism enhances the quality of life for a local community by providing jobs, bringing in tax dollars for improvement of services and infrastructure, and attracting facilities like restaurants, shops, festivals, and cultural and sporting venues that cater to both visitors and locals.

We are members of KY Association of CVBs and BlueGrass Regional Tourism Group, Kentucky Travel Industry Association (KTIA).

The direction for the CVB is set by a seven member city-county appointed board, consisting of three representatives of the hotel association and one appointment for each of the following entities: restaurant association, City, County, and Danville-Boyle Chamber of Commerce. Please see included KRS 91A. 350.

Board of Directors:

Brittney Mills Adams, Chair,
Jerry Houck, Vice Chair
Shane White, Treasurer
John Learned
Wendy White
Cindy Simmons

Ex-Efficio:

Judge Executive
Mayor of Danville
Develop Danville President/CEO

The CVB employment:

Jennifer Kirchner, Executive Director (FT)
Jamee Peyton, Assistant Director (FT)
Jean Crawford, Saturday Visitor's Center position (PT)