



Convention & Visitors Bureau

News Release

125 S. Market Street • Suite 300 • San Jose, CA 95113
phone: 408-295-9600 • fax: 408-295-3937 • www.sanjose.org

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CONTACT: Marie Rothhauser, 408.792.4125
mrothhauser@sanjose.org

SAN JOSE CONVENTION AND VISITORS BUREAU ELECTS NEW BOARD MEMBERS TO ITS BOARD OF DIRECTORS

First Ever Arts Leader to Serve as Chairperson

SAN JOSE, CALIF. - The San Jose Convention and Visitors Bureau (SJCVB) today announced that five new leaders representing government, labor, business and education have joined its Board of Directors for the 2003-04 fiscal year. Alexandra Urbanowski, Managing Director of the San Jose Repertory Theater, will serve as the Chair of the Board, making her the first leader from the arts community to be appointed chairperson in the Bureau's 19-year history.

"The arts community is vital to the visitor industry and economic well being of San Jose," said Dan Fenton, President and CEO of the SJCVB. "We are excited to have Alexandra serving in a key role as our board chairwoman. Her leadership will help set the direction for the Bureau's continued success."

A recently commissioned report by the San Jose Arts and Cultural Roundtable entitled, *White Paper on the Economic Impact of the Arts and Culture Industry in San Jose*, found that the arts in San Jose have contributed over \$177 million to the local economy, directly and indirectly generating over 5,800 full-time equivalent jobs. The visitor industry has generated over \$165 million in economic impact and is the main driver of the Transient Occupancy Tax (TOT), which accounted for over \$16.5 million in 2002.

"A vibrant arts and culture environment helps to support a visitor industry and strengthen local tourism," said Alexandra Urbanowski, newly appointed board chairwoman "The economic impact that each arts organization drives results in fueling the hotel, restaurant, retail and entertainment industries. It is imperative that we collaborate in furthering San Jose as a visitor, arts and cultural destination."

Other newly elected board members include: Carol Montgomery-Adams, VP of Marketing for NetManage; Joe Coto, former Superintendent for Eastside Union High School District; Clifton Clarke, General Manager for San Jose Marriott; Michelle Hemeryck, Tax Director CBIZ Accounting Tax and Advisory Services; Larry Stone, Assessor for the County of Santa Clara; and Neil M. Struthers, CEO for Santa Clara and San Benito Counties Building and Construction Trades Council.

The SJCVB is excited to welcome Neil Struthers representing the Building Trades Council. Labor is a major stakeholder and partner in the visitor industry. Members are employed in the hotel, restaurant, taxi and construction industry, and are vital to sustaining and building San Jose as a destination.

“I look forward to my role with the San Jose CVB,” said Neil Struthers. “Maintaining and strengthening relationships between key economic sectors, such as the visitor, service and construction industries is important not only to individuals employed in those areas, but to this city as we grow jobs and economic opportunity. The success of our efforts will depend on each other.”

“The San Jose Convention and Visitors Bureau is honored to have such a diverse group of leaders representing many key segments of our city and community,” said Dan Fenton. “The level of leadership and commitment received from our board members will help further our efforts in strengthening and fueling our San Jose economy.”

About The San Jose Convention and Visitors Bureau (SJCVB)

The San Jose Convention and Visitors Bureau’s (SJCVB) mission is to enhance the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau’s Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau’s Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau’s Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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