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1634 North Main Street, Suite 102
High Point, N.C. 27262

CONTACT:

Melody Burnett

mburnett@highpoint.org

336.884.5255

HIGH POINT CVB BOARD NAMES BURNETT PRESIDENT

HIGH POINT, N.C., October 1, 2019—The High Point Convention and Visitors Bureau (HPCVB) board of directors has appointed Melody Burnett as the new president of the organization. Burnett has led the HPCVB in the absence of Tim Mabe, the former president and CEO while he has been out on medical leave since December 2018. Mabe announced his retirement to the Board effective October 1st.

“Tim has served this community well in his eight years of service. In the early stages of our city’s transformation, he was instrumental in presenting the idea of the multi-purpose stadium to our stakeholders, mayor, and council. From there, the rest is history and we have Tim to thank for the first steps in implementing a catalyst project that can create more foot traffic and visitor experience in our core city. The goal is to create a year-round experience in High Point, and we are well on our way, thanks to Tim’s leadership,” said High Point Convention & Visitors Bureau board chair Leah Price.

Price added, “Melody was our clear choice to step in as President as she has demonstrated her excellence in that role in the last 10 months and continues to keep the business moving in a positive direction. She is currently working to transition the organization to a destination management model in order to move swiftly on the newly finalized 10-year strategic destination plan for High Point. She has a way of keeping CVB partners engaged and bringing new partnerships to the table which is critical as High Point morphs into a year-round destination.”

“I must start by thanking Tim Mabe for all of his years of service to the High Point Convention and Visitors Bureau and to our city as a whole. Tim’s valuable leadership guided the CVB through a period of transition with their move to North Main Street which resulted in the beautiful Visitor’s Center as well as the many plans and studies on how to make High Point a year-round tourist destination. Wherever something was happening, you could count on Tim to be there leading the cheers for High Point. I also applaud the CVB Board for their promotion of Melody Burnett to President. The choice was obvious as Melody knows and loves High Point and has a great vision that will carry the CVB into the future. I have known Melody for many years and I look forward to working with her in our city’s partnership with the CVB. Great days are ahead!” said Mayor Jay Wagner.

Burnett has nearly 20 years of experience promoting and managing destinations. She started as an intern with both the Alamance/Burlington CVB and High Point CVB while finishing her degree in Recreation, Parks, and Tourism with a minor in Business from UNC-G. She was then hired at the Greensboro Convention & Visitors Bureau in 2001. The HPCVB recruited Burnett as the

bureau administrator in 2003 and she was promoted to executive administrator in 2006. In 2016, the board named Burnett director of operations and finance.

“I appreciate the support of the board, staff, and community partners as I transition into this new role. I have some big shoes to fill as Tim is an extraordinary leader that I am fortunate to have learned from during his tenure. He has paved a way for High Point to reach its fullest potential and for that I am grateful. I look forward to working with all of our community leaders to build a vibrant High Point,” Burnett said.

About the High Point Convention & Visitors Bureau:

The High Point Convention & Visitors Bureau is a nonprofit organization whose mission is to promote and encourage economic development in High Point through travel and tourism. The Convention & Visitors Bureau works closely with meeting planners to bring events to High Point and to enhance their experience here, providing white glove assistance with event planning tasks including registration, transportation, and coordination among various venues. These services ensure that every group event will be successful down to the last detail because we want each visitor to make yourself at home. Established by state legislation in 1984, the Convention & Visitors Bureau is an independent 501(c) 6 nonprofit organization funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds – city, county or state – are used to fund the Convention & Visitors Bureau. The Regional Visitors Center is located at 1634 N. Main St., Suite 102, High Point, N.C. For more information, visit highpoint.org.

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