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PRESS RELEASE

**Kasey Summerville to lead Little Rock Convention & Visitors Bureau's
Marketing, Communications, Community Engagement Team**

Summerville selected to steer bureau's marketing and community efforts

Little Rock, Ark (May 17, 2022) — The Little Rock Convention & Visitors Bureau (LRCVB) has announced the promotion of Ms. Kasey L. Summerville to Vice President of Marketing, Communications and Community Engagement; a role that aims to propel the organization's presence in the local, regional, national, and international tourism space.

As vice president, Summerville will guide all activities and operations of the LRCVB's marketing, communications, and community engagement division to proactively position the City of Little Rock as the must-experience destination for leisure tourism and convention business. She will oversee the development and execution of the bureau's tourism master plan, all advertising, public and media relations, and social media efforts.

"Kasey has been a tremendous asset for our organization over the past five years," said LRCVB President & CEO Gina Gemberling. "She brings a strong skill set to this new position. She is also a bridge-builder and a community advocate. These qualities will strengthen our ongoing efforts to promote Little Rock as a premiere travel destination," Gemberling added.

Summerville has been with the LRCVB since November 2017. Prior to her new role, she served as the senior director of tax revenue leading the department that is responsible for the collection and enforcement of the City of Little Rock's advertising and promotion tax on prepared food and lodging. She led the LRCVB's implementation of an advanced online collection platform that has streamlined collection process with an 80% business adoption rate. Summerville worked with the commission and leadership to implement a COVID19 Relief Package for taxpayers. This effort had a 100% collection rate of all deferred payments. Before joining the tax team, Summerville was the director of national accounts for the bureau's sales department where she promoted Little Rock as a place to host national conferences, meetings and events for multicultural and religious markets.

"I look forward to this new role," said Summerville. "As we emerge from the pandemic, we are already making great strides to grow and elevate our city. Our marketing and communications efforts are well poised to kick off our peak travel season, and to welcome the return of meetings and conventions. Looking ahead, our master

tourism plan will equip us with a solid roadmap for the future, and our community engagement efforts will help prime us for even stronger relationships, and a healthy workforce,” she emphasized.

Prior to joining the LRCVB in 2017, Summerville served eight consecutive terms spanning nearly 15 years as Arkansas’s Clark County assessor, where she was responsible for the assessment of all real estate and personal property assessments. Kasey was recognized among her peers during her time as Assessor and was named the distinguished **Arkansas Assessor of the Year** and was presented the **Kenneth Eddy Award**, both given annually to an outstanding assessor. In 2008, former Arkansas Governor Mike Beebe appointed her to the State Land Information Board where she served eight years.

Summerville has a strong background in community service and leadership where she has served on multiple committees and boards. She has also authored and self-published *Bridges and Footstools: 365 Days of Wisdom to Help You Live, Learn and Grow*, a collection of inspirational and motivational quotes, and most recently, *REFLECTIONS: A Daily Devotional to Help You Reconnect and Re-emerge*.

Summerville began her college education at Henderson State University, and completed her undergraduate studies at Philander Smith College where she earned a bachelor’s degree in organizational management. She also received her master’s degree in Management and Leadership from Webster University.

ABOUT THE LITTLE ROCK CONVENTION & VISITORS BUREAU

The Little Rock Convention & Visitors Bureau (LRCVB) is the official destination marketing organization for the City of Little Rock, charged with marketing and selling the city as a meeting, sports and leisure travel destination. The LRCVB also manages the Statehouse Convention Center, Robinson Center, River Market and multiple parking facilities. For more information, visit www.littlerock.com .

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