

PITTSBURGH

MIGHTY. BEAUTIFUL. RECOGNIZED.



2014 ANNUAL REPORT

VisitPITTSBURGH 

LETTER FROM THE BOARD CHAIRMAN

As the official tourism promotion agency for Allegheny County, VisitPITTSBURGH works closely with hotels, restaurants, attractions, sports teams, venues and meeting suppliers – and we salute all of the partners for the tremendous work they do to support the tourism and meetings industry.

It is also key that the area's stakeholder base is strong and cohesive. Corporations, foundations, small businesses, economic development agencies and government officials have made a monumental investment to improve Pittsburgh's quality of life. They, too, have a vested interest in our industry as a significant economic driver.

Certainly the contributions of many of these organizations make Pittsburgh a mighty, beautiful place. Our collective self-esteem and the prestige of the region get a tremendous boost when we host high-profile events. We've had many moments in the international and national spotlight – thanks to events like the USA Gymnastics P&G National Championships and the Travel Media Association of Canada, both held in Pittsburgh in 2014. We use these opportunities to build synergy with our regional partners and stakeholders that continue to pay dividends.

Visitors from every state and Washington, D.C., stopped by our Welcome Centers – 23 percent were international visitors, coming from as far away as China, Australia and New Zealand. Now, with a new Welcome Center in a much-improved Pittsburgh International Airport location, visitors arriving by plane receive friendly and knowledgeable assistance literally right out of the gate.

Pittsburgh is being recognized for the mighty, beautiful destination that it is. We can now proudly claim that tourism is a driving economic force in our city.

As a full-service, award-winning sales and marketing organization, VisitPITTSBURGH continues to help build this region by attracting visitors, meetings and conventions to spur economic growth. And this is something that I am proud of – both personally and professionally. I offer my deepest congratulations to the VisitPITTSBURGH team and their supporting partners and stakeholders for an amazing and exceptional year. 🏆



Jaime Campolongo



LETTER FROM THE PRESIDENT & CEO

What a remarkable year 2014 was for Pittsburgh and VisitPITTSBURGH! People from around the world are recognizing the wonderful assets we have here, starting with our unique neighborhoods, championship sports teams, unparalleled attractions and exhibitions, new trendsetting hotels and highly acclaimed restaurants.

Now Pittsburgh is known as being “hip.” *Business Insider* placed Lawrenceville among the “26 Most Hipster Neighborhoods in the World,” alongside neighborhoods in Toronto, Brooklyn and Rio de Janeiro. *A Huffington Post* writer declares Pittsburgh “the coolest city in America.” And, perhaps best of all, The Travel Channel named Pittsburgh as one of the best all-American vacations for 2014, recognizing Pittsburgh again as “one of the hippest cities in America.”

The accolades just keep coming: *Condé Nast Traveler* ranks Pittsburgh third in its “Top 15 Places to Go in 2015.” *Esquire* magazine notes that “Pittsburgh is definitely a must-visit.” Pittsburgh makes *USA Today*’s list of “America’s most stunning views.” The American Planning Association designates the newly revitalized Point State Park as one of the “10 Great Public Spaces” for 2014. TripAdvisor names PNC Park “the top ballpark in the country.” And, *The Atlantic* ranks Pittsburgh near the top of the list of the “10 best places to pursue the American dream.”

But it’s not a dream that Pittsburgh is garnering these eye-opening accolades. In and of themselves, they make for wonderful bragging rights. Together, they work brilliantly to promote Pittsburgh as an ideal destination for meetings, conventions and leisure travel.

And people are coming! In 2014, the hotel tax collection amount in Allegheny County was more than \$31.6 million. This represents a nearly 5 percent increase over 2013 and a whopping 77 percent increase since 2005.

Large groups and events like the American Trucking Associations National Truck Driving Championships, Anthrocon’s Annual Convention, Quilts, Inc.’s International Quilt Market and other large bookings contributed significantly to the region’s economy.

It’s clear that Pittsburgh’s time has indeed come. And now it’s time for everyone who is working so hard to make this such a great place in which to live, work and visit, to celebrate the city for what it is today: Mighty. Beautiful. Recognized. 🚩




Craig T. Davis

CONVENTION SALES

Effectively selling Pittsburgh as a perfect meeting, convention and sporting events destination

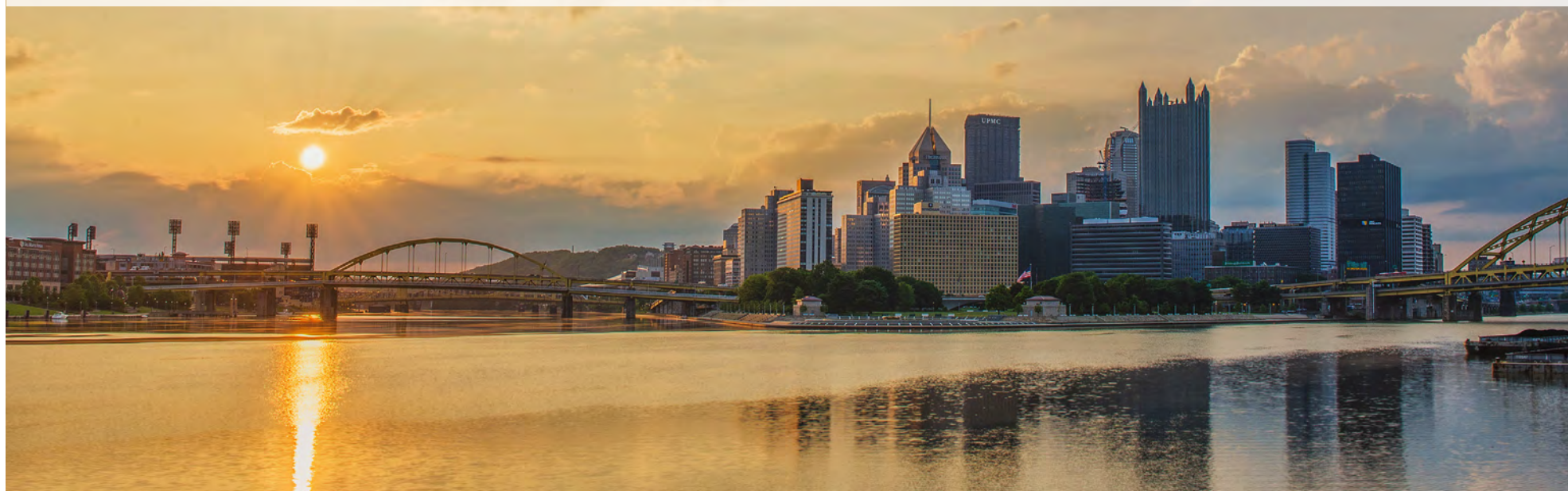
RESULTS

- Booked 533 meetings and conventions worth an estimated direct spending of \$218.2 million
- Sold 271,022 room nights for 2014 and future years
- Contributed 228,660 rooms to the overall room night consumption for Allegheny County in 2014
- Hosted 487 meetings and conventions, attracting 254,431 convention attendees
- Hosted 37 events in the David L. Lawrence Convention Center, accounting for 190 usage days
- Booked 50,744 value season (slower season) room nights for 2014 and the future
- Exhibited in 14 trade shows
- Continued the “Bring It Home” Campaign, designed to encourage local members of associations to bring their national meetings to Pittsburgh – assisted in booking 293 meetings
- Initiated SportsPITTSBURGH sub-brand in marketing and sales efforts
- Hosted 240 customers through individual site visits and three group familiarization tours

LODGING RANKINGS

- Pittsburgh market experienced second-highest average daily rate – \$116 vs. \$99 average – among competitive set
- Pittsburgh market ranked second in overall Revenue Per Available Room (RevPAR) among competitive set – \$79 vs. \$65 average
- Pittsburgh market had third-highest hotel occupancy rate – 68 percent vs. 65 percent average – among competitive set

Source: Smith Travel Research and VisitPITTSBURGH



SPORTS MARKETING

- Hosted Connect Sports Advisory Committee for a three-day familiarization tour which included an international soccer match and discussion on best practices in the sports travel industry
- Facilitated nine-month project to develop a strategic plan for hosting major sports events in the Pittsburgh area
- Partnered with CONSOL Energy Center to book the Atlantic 10 Conference Men's Basketball Championships in 2017

**“Pittsburgh is a lovely city to visit!
Numerous attractions for all ages
and interests for a vacation
or business trip.”**

*– Paula Smith, Event Planner
Lionel Operating Train Society*

NOTABLE GROUPS BOOKED IN 2014*

| GROUP | EVENT NAME | ATTENDANCE | ROOM NIGHTS |
|--|---|------------|-------------|
| National League of Cities | 2016 Congress of Cities and Exposition | 5,000 | 16,791 |
| National Society of Black Engineers | 2018 Annual National Convention | 9,525 | 10,750 |
| Emergency Nurses Association | 2018 Annual Conference | 5,550 | 9,885 |
| Geological Society of America | 2023 Annual Meeting & Expo | 6,500 | 7,973 |
| Anthrocon | 2017 Annual Convention | 5,800 | 6,365 |
| American Trucking Associations | 2019 National Truck Driving Championships | 2,500 | 5,540 |
| Catholic Charismatic Renewal | 2017 Catholic Charismatic Renewal Conference | 10,000 | 5,400 |
| National Collegiate Athletic Association | 2018 NCAA Division I Men's Basketball Championship – 1st/2nd Rounds | 18,000+ | 3,808** |

*By room nights

**Not including fan room block

THREE-CITY PARTNERSHIP

Since 2004, Pittsburgh, Portland and Milwaukee have enjoyed a close partnership, in which the three cities refer convention business to each other, cross-promote our cities, and exhibit together at industry trade shows and events. By offering East/Central/West locations, this alliance provides meeting planners with ideal destinations in almost any geographic rotation. This partnership is unparalleled in the CVB industry in terms of length of cooperation, and numbers of conventions booked. 🚢

- Total numbers of conventions booked: 86
- Total room nights booked: 270,814

TRADE SHOW & CONFERENCE PARTICIPATION

Amateur Athletic Union

American Bus Association

American Society for Association
Executives Annual Meeting

Association Forum Chicagoland
Holiday Showcase

Collaborate Marketplace

Conference Direct Annual Meeting

Connect

Council on Engineering and Scientific
Studies Executives (CESSE) Mid-Winter Meeting

Destination Marketing Association
International Destinations Showcase

Green Meetings Industry Council
Annual Conference

Hospitality Performance Network's
Global Annual Partners Conference

IMEX

National Association of Sports Commissions

National Coalition of Black
Meeting Planners Fall Meeting

National Sports Forum

NCAA Convention

Nursing Organization Alliance

Olympic SportsLink

Pennsylvania Society of Association
Executives, Educational Summit & Expo

Pennsylvania Building Trades Council

Professional Conference Management
Association Annual Meeting

Rejuvenate Show

Religious Conference
Management Association

Springtime in the Park

TEAMS Conference & Expo





“The natural light in the convention center is great for our quilt trade show. The light really helps show off the fibers and textures. The convention center was located in a nice spot with surrounding hotels... Everyone at the convention center was easy and great to work with as we prepared for our trade show.”

– Ruth Polanco, Show Director, Quilts Inc.

CONVENTION SERVICES

Committed to excellent service to ensure successful events and repeat business

HIGHLIGHTS

- Actively serviced 13 city-wide conventions and 144 smaller meetings and events
- Exceeded client expectations, demonstrated by a 95 percent service score on evaluations
- Managed hotel reservations for four city-wide conventions and events, processing 3,962 room reservations (15,286 room nights) and generating \$2.5 million in revenue for hotel partners
- Provided restaurant booth and hotel information table for 27 groups; referred 7,014 attendees to partner restaurants
- Promoted upcoming Pittsburgh conventions by participating in attendance builders for six major conventions
- Issued 36 *Planning Bulletins* to community in advance of incoming conventions and events
- Provided 3,750 hours of on-site registration assistance
- Convened six pre-convention meetings between key stakeholders and meeting planners
- Developed service plans for 49 events
- Organized and hosted 39 planning site visits
- Provided 112 partner business referral leads to meeting planners
- Provided welcome messages at Pittsburgh International Airport for 72 events
- Provided PittsburghHosts “ambassadors” for two events



VisitPITTSBURGH AWARD-WINNING SERVICE

- 2014 Gold Service Award from *Meetings & Conventions* magazine – through unaided recall, meeting planners voted for the top convention and visitors bureaus throughout the world
- 2014 Award of Excellence from *Corporate & Incentive Travel* magazine
- 2014 Pinnacle Award from *Successful Meetings* magazine, where readers vote via online ballots based on their professional experiences with convention and visitors bureaus

NOTABLE GROUPS HOSTED IN 2014*

| EVENT | ATTENDANCE | ROOM NIGHTS |
|---|------------|-------------|
| National Catholic Educational Association Convention & Expo | 6,327 | 8,725 |
| American Association of Immunologists Annual Meeting | 3,153 | 6,105 |
| American Trucking Associations National Truck Driving Championships | 2,433 | 5,020 |
| Anthrocon Annual Convention | 5,861 | 4,825 |
| Quilts, Inc. International Quilt Market | 6,350 | 4,650 |
| MS&T Materials Science and Technology Conference & Exhibition | 3,500 | 3,801 |
| Hart Energy DUG East | 4,317 | 2,000 |

** By room nights booked, excluding sports*



“Pittsburgh has great venues and the hotels are wonderful. The way the city, VisitPITTSBURGH, CONSOL and all of the entities that need to work together, come to the table and try and help you reach your goals for the event, that’s the kind of city you want to be in. That’s the place you want to take your event.”

– Ron Galimore, COO, USA Gymnastics



SPORTS EVENTS HOSTED IN 2014 (NON-PROFESSIONAL)

| EVENT | ATTENDANCE | ROOM NIGHTS | DIRECT SPENDING |
|--|------------|-------------|-----------------|
| 2014 USA Gymnastics P&G National Championships | 15,000 | 6,457 | \$5 million |
| Dick's Sporting Goods Pittsburgh Marathon | 29,891 | 4,927 | \$8.3 million |
| East Coast Volleyball Championships | 6,000 | 3,143 | \$4.3 million |



MARKETING

Aggressively promoting Pittsburgh as a destination for leisure and business travel

RESULTS

- Increased the exposure of Pittsburgh as a travel destination by generating 150 million media impressions, a nine percent increase over 2013
- Attracted more than 672,400 out-of-town visitors to top attractions
- Supported 72 Pittsburgh events, including Dollar Bank Three Rivers Arts Festival, Pride Week, Pittsburgh JazzLive International Festival, The Andy Warhol Museum's 20th Anniversary, Pittsburgh Restaurant Week, Carnegie International, Pittsburgh Comedy Festival and more
- Created collateral materials including *2014 Official Visitors Guide* to Pittsburgh, *PLAY* magazine, Welcome to Pittsburgh Coupon Book, partner window decals, fold-out and flat maps, Show Your Badge book and more
- Welcomed 331,000 visitors to seven affiliated welcome centers (204,500 from out-of-town)
- Upgraded and relocated the Airport Welcome Center to a highly visible location near Baggage Claim
- Distributed more than 278,000 partner brochures to visitors
- Increased merchandise sales in the WELCOME PITTSBURGH Information Center and Gift Shop by three percent, with visitors spending 13 percent more per purchase than in 2013
- Launched two campaigns with international reach – *iHola! Pittsburgh* in conjunction with the Pittsburgh JazzLive International Festival and *Picture Perfect Pittsburgh*, a social media-based contest for residents of Grand Bahama Island

CAMPAIGN HIGHLIGHTS

Placed \$2.4 million worth of advertising in direct mail, e-mail, outdoor/signage, print, radio, tv, video, web/mobile and promotions. Most of these campaigns were targeted in Erie, Cleveland and Columbus, Ohio – which represented 22 percent of total inquiries. Additional markets included New York City, Washington, D.C., Toronto, Buffalo and Lancaster.

Visitor volume increased from targeted media markets by 10 percent. Tracked more than 672,400 out-of-town visitors to local attractions.

In addition, the Marketing Department integrated social media messaging on a Pittsburgh-branded full-page ad in *The New York Times' Travel* magazine, using the tags #nofilter and #LovePGH. 📺

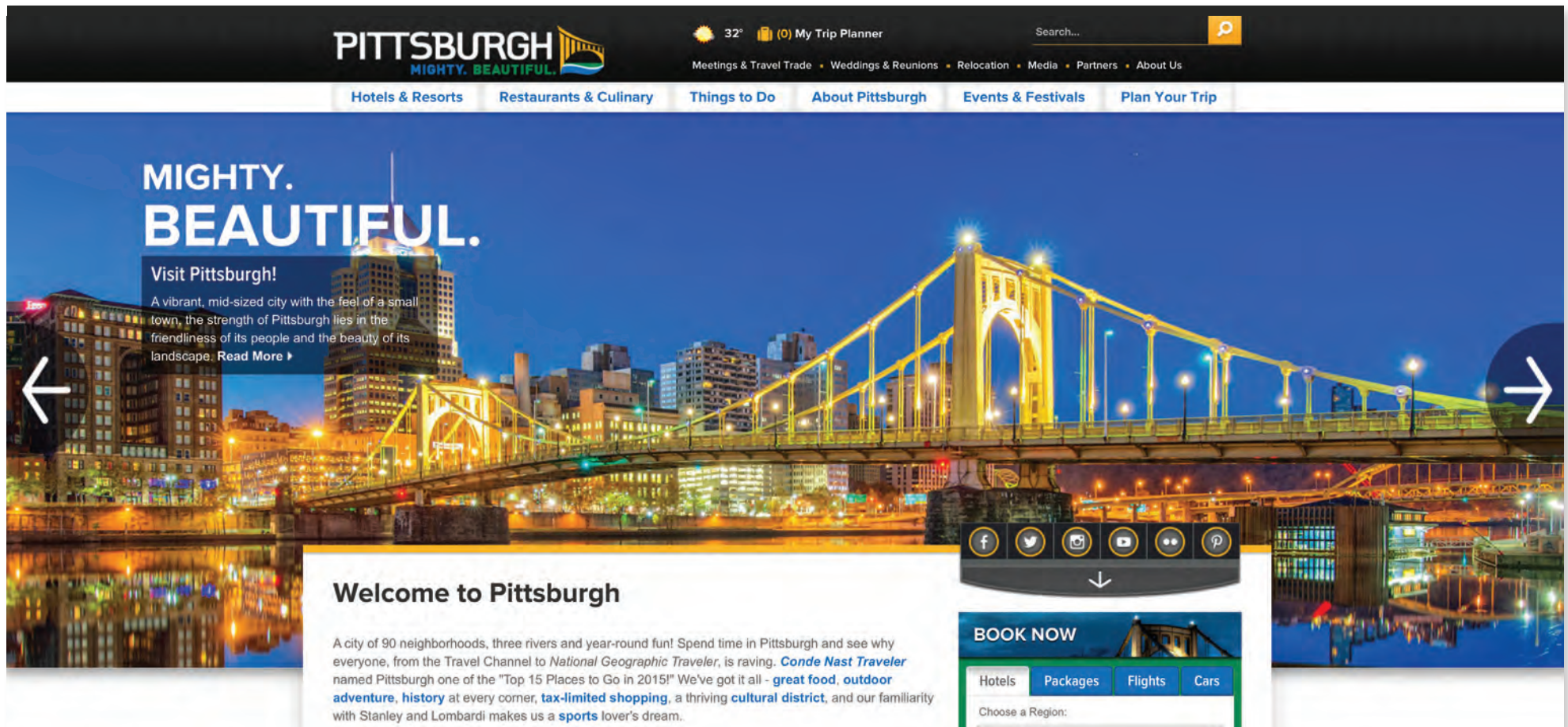
HIGH-IMPACT CAMPAIGNS

- Kidsburgh
- Pittsburgh is Performing
- Outdoor Recreation
- Pittsburgh is Visual
- iHOLA! Pittsburgh/El Gran Combo
- June Events
- Mighty. Beautiful. Pittsburgh.
- Best All-American City
- Picture Perfect Pittsburgh/Bahamas
- Holiday Happenings
- Convention Sales
- SportsPITTSBURGH



“Steeped in spirit and flavor, Pittsburgh can lay claim to being one of our nation’s most underrated cities, with a beauty as breathtaking as it is obvious.”

– The Chicago Tribune



DIGITAL MARKETING

Smart marketing in the digital age

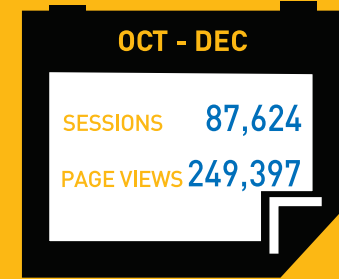
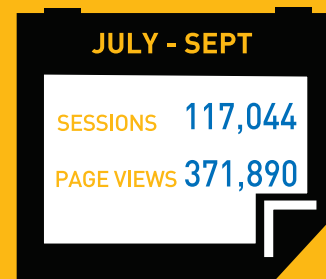
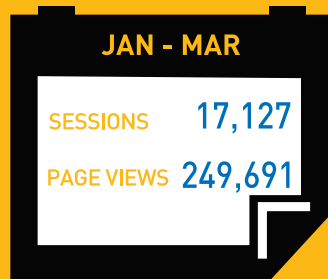
- Launched new VisitPITTSBURGH.com website on Feb. 5, 2014
- Traffic to the VisitPITTSBURGH and PlanPITTSBURGH websites garnered more than 1.14 million sessions
- Traffic to the VisitPITTSBURGH.mobi website grew 84 percent over 2013 to reach 139,897 sessions
- Social media team created hundreds of Facebook posts and, as a result, likes increased by 21 percent
- The team also logged 3,600+ tweets that attracted more than 10,000 new Twitter followers
- Tracked 31,336 downloads of the 2014 *Official Visitors Guide* to Pittsburgh and *PLAY* magazine
- Executed 400 design jobs using the in-house multi-media design department
- Produced several videos, including a new 30-second video featuring Kidsburgh attractions

**“This video is awesome!
Great job. Makes me excited
to visit Pittsburgh again!”**

– From Facebook Fan, Uncovering PA, about VisitPITTSBURGH-produced video that went viral

VISITPITTSBURGH.COM 2014 WEB ANALYTICS

Website usage and traffic can vary based on local events and promotions.

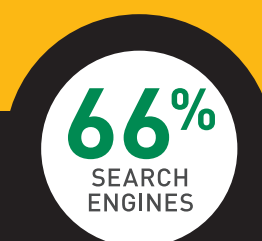
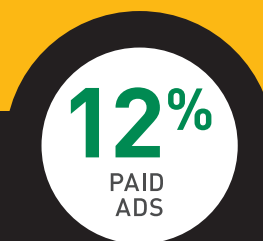


AVERAGE MONTHLY SITE USAGE

3.2 AVG. PAGES
PER SESSION



3:18 AVG. TIME
PER SESSION



TRAFFIC SOURCES



COMMUNICATIONS

*Telling the Pittsburgh story to the world
through strategic public relations*

HIGHLIGHTS

- Generated 1,118 story placements, resulting in more than \$16.6 million in advertising equivalency value
- Hosted the Travel Media Association of Canada's 2014 Annual Conference, bringing nearly 60 Canadian travel writers to Pittsburgh, and resulting in 46 published articles garnering 45 million impressions throughout Canada
- Responded to 188 media inquiries
- Garnered positive publicity in national and international publications, including *The Chicago Tribune* and *The Washingtonian* to *The Sydney Morning Herald* and *USA Today*
- Hosted 133 journalists
- Issued 49 press releases and made more than 150 direct story pitches
- Hosted eight themed press tours, resulting in coverage valued at \$3 million in advertising equivalency:
 - Lights! Camera! Pittsburgh!
 - Pittsburgh is Kidsburgh
 - LGBT/Pride Week
 - Pittsburgh Prays
 - Bizarre Pittsburgh
 - Quad City Bloggers
 - Light Up Night
 - ¡Hola! Pittsburgh
- Updated library with 927 professional photographs
- Supplied 755 images to 41 media outlets and 617 photos to 41 convention planners
- Provided public relations support for numerous events and conferences, including Anthrocon, Barbershop Harmony Society, Afro-American Historical Genealogical Society of Pittsburgh and USA Gymnastics P&G National Championships
- Continued VisitPITTSBURGH's Speaker's Bureau, with 18 presentations made to more than 600 audience members

**“This one-time steel producing city was covered in soot
but is now gleaming... Being surrounded by art is romantic.”**

– USA Today’s 10 Best Romantic Holiday Getaways



“Often lumped in with the Rust Belt cities, Pittsburgh is unexpectedly beautiful. The view from the Duquesne Incline, over the river confluence and bridge-flecked triangular heart of the city, is one of America’s most magical urban landscapes.”

– The Sydney Morning Herald



PARTNERSHIP DEVELOPMENT

Collaborative resources and valuable exposure to local businesses



“We are pleased with the partnership and believe in your mission. We will definitely be members next year and for the foreseeable future.”

*– Dan D’Agostino
Go Ape*

HIGHLIGHTS

- Recruited 66 new partners
- Attained a 94 percent partner retention rate
- Generated nearly \$1.5 million in partnership income
- Expanded online advertising opportunities for hotels and suppliers on PlanPITTSBURGH.com
- Created a new partner portal on the newly redesigned VisitPITTSBURGH.com, to include partner access to online convention calendar and streamlined way to update contact information and partner listings
- Increased corporate partnership base to 25 investors with the addition of corporate partners Henderson Brothers and Heartland Homes and elevated status of existing partners Eat’ n Park and Berkshire Hathaway Homes Services, the Preferred Realty
- Hosted 20 networking events, attracting 1,400 attendees
- Planned and hosted inaugural Hospitality Icebreaker event in collaboration with 10 industry associations
- Collected 135 toys at Holiday PrimeTime and Toy Drive at Heinz Hall to benefit Treasures for Children



As a partner-based organization, VisitPITTSBURGH provides an opportunity to network with Pittsburgh's tourism and hospitality community.

- Airline Station Managers Luncheon
- Annual Meeting
- Ambassador Training
- Corporate Investor Breakfast
- Fall Forecast
- Golf Outing
- Holiday Primetime and Toy Drive
- Hospitality Icebreaker
- Networking Event with Pittsburgh Social Exchange
- Official Visitors Guide Launch Party
- Partnership 101
- PittsburghHosts Program
- Primetime & Prospective Partner
- Social Media Education Series
- Summer Spotlight
- "Tweet Like & Be Social"
- Website Education Series



HUMAN RESOURCES

*Providing a professional, enjoyable
and engaging workplace environment*

HIGHLIGHTS

- Conducted numerous recruitment campaigns, including three full-time and two temporary positions, 10 internships and five on-call staff
- Recognized as one of the 2014 Healthiest Employers of Western Pennsylvania for the fourth consecutive year by the *Pittsburgh Business Times*
- Successfully implemented a “Work from Home” policy for eligible staff
- Launched year eight of our wellness initiative, “Make it Great in Eight”
- Hosted an on-site biometric screening to identify any possible health issues
- Implemented an automated time-off, web-based system

CORPORATE SOCIAL RESPONSIBILITY

- Volunteered for United Way’s “Day of Caring” for the 14th consecutive year; the team packaged 1,800 boxes of food and sorted and labeled 4,200 pounds of frozen meat for the Greater Pittsburgh Community Food Bank
- 2014 United Way Campaign collected nearly \$11,300 with 80 percent staff participation
- The January Hospitality Food Drive collected 1,442 pounds of food and \$745 for the Greater Pittsburgh Community Food Bank, to honor the legacy of Dr. Martin Luther King Jr.
- Collected \$8,237 for employee-selected charities through weekly “Jeans Day” program



“With three rivers, 446 bridges, and a New Yorkish downtown, Pittsburgh makes a compelling backdrop for movies. Known as ‘Hollywood of the East,’ this city has been central to the motion picture industry since silent films were all the rage, and still, more are being made here every week.”

– *Huffington Post*



FINANCE AND OPERATIONS

Building a solid foundation to support marketing efforts

HIGHLIGHTS

- Spearheaded a feasibility study that examined the business case for the development of a large full-service hotel adjacent to the David L. Lawrence Convention Center
- Developed outreach program to educate key influencers on the needs, opportunities and benefits of the hospitality industry
- Secured more than \$100,000 worth of in-kind services
- Interest income was \$156,354 – exceeding budget expectations by 150 percent
- Implemented new Blackbaud credit card processing service for off-site partner events
- Upgraded all employees' workstations to Microsoft Office 2013 Suite and conducted staff training sessions





2014 FINANCIAL HIGHLIGHTS

| Sources of Funding | 2014 | 2013 |
|---|-----------|-----------|
| Membership Investment | 581,884 | 546,456 |
| Allegheny County Hotel Room Tax Revenue | 9,038,134 | 8,622,596 |
| Other State Grants | 15,000 | – |
| Restricted Grants and Revenue | 63,137 | 82,346 |
| Advertising and Sponsorships | 815,798 | 782,524 |
| Contributions in Kind | 101,162 | 114,247 |
| Participation Fees | 21,353 | 24,930 |
| Merchandising Income | 79,670 | 77,317 |
| Convention Services | 148,854 | 112,111 |
| Interest Income | 156,540 | 110,891 |
| Net Realized Gain/(Loss) on Investments | 102,315 | (5,041) |
| Other Revenue | 10,647 | 9,990 |

Total Support and Revenue \$11,134,494 \$10,478,367

| Expenses | 2014 | 2013 |
|---------------------------------|-----------|-----------|
| Convention Sales | 3,835,267 | 3,658,830 |
| Convention Services | 922,806 | 904,423 |
| Tourism and Cultural Heritage | 2,453,477 | 2,356,249 |
| Website | 662,867 | 651,507 |
| Communications | 626,371 | 635,279 |
| Membership Development/Services | 758,962 | 766,720 |
| Management/Operating | 674,923 | 690,660 |
| Special Opportunity | 448,829 | 67,638 |

Total Expenses \$10,383,502 \$9,731,306

INDUSTRY & COMMUNITY ENGAGEMENT

In 2014, VisitPITTSBURGH staff members held positions in the following organizations and committees, and were involved in numerous volunteer activities.

INDUSTRY INVOLVEMENT*

| | |
|---|---|
| African American Chamber of Commerce of Western Pennsylvania* | Pittsburgh Cares |
| Allegheny Airport Authority Forecast Committee (focus group) | Pittsburgh Cultural Trust – First Night Advisory Board Marketing Advisory Committee |
| Allegheny Conference on Community Development – Transportation and Infrastructure Committee | Pittsburgh Human Resources Association |
| American Society of Association Executives | Pittsburgh JazzLive International Festival |
| Association Forum of Chicagoland | Pittsburgh Rotary |
| ATHENA Awards | Pittsburgh Society of Association Executives* |
| Cultural Tourism Alliance* | PittsburghTODAY Regional Economic Indicators Committee |
| Destination & Travel Foundation* | Professional Convention Management Association |
| Destination: Greater Pittsburgh* | Public Relations Society of America |
| Destination Marketing Association International Marketing Innovation Advisory Committee Big Data Task Force | Religious Management Conference Association, Member |
| Event Service Professionals Association | Senator John Heinz History Center – Marketing Committee |
| Greater Pittsburgh Arts Council* | SKAL International Pittsburgh* |
| Kidsburgh Advisory Committee | Society of Government Meeting Planners, Member |
| Marketing Research Association | Southwestern Pennsylvania Researchers Roundtable |
| Meeting Professionals International | Task Force for Arts, Culture and Creative Industries |
| National Coalition of Black Meeting Planners, Conference Planning Committee Member | Theatre Historical Society of America |
| Pennsylvania Association of Travel and Tourism | ToonSeum* |
| Pennsylvania Public Utility Commission Motor | Travel & Tourism Research Association |
| Pennsylvania Society of Association Executives* | Travel Media Association of Canada |
| Pennsylvania Sports* | Women's Press Club* |
| Pittsburgh Taxi & Limo Ad Hoc Group – Carrier Enforcement Chief | |
| Pittsburgh Arts Research Committee (PARC) | |

COMMUNITY ENGAGEMENT*

Alpha Kappa Alpha Sorority, Inc.*

Art All Night

Catholic Charities*

Center for Victims*

Children's Hospital of Pittsburgh – Pediatric Transplantation Auxiliary

Crohn's & Colitis Foundation of America

Girl Scouts Western Pennsylvania*

Greater Pittsburgh Community Food Bank

Junior League of Greater Pittsburgh

Operation Safety Net

Retrouvaille*

St. Mary's & Allegheny Cemetery Association*

St. Stanislaus Kostka School

Junior Achievement – Capital Campaign Marketing & PR Committee

Junior League of Greater Pittsburgh

Tickets for Kids Charities*

The Urban League of Greater Pittsburgh Charter School*

Western Pennsylvania Humane Society*

Mary D. Ravita Scholarship Fund – Scholarship Committee

WYEP-FM

**Denotes board or executive committee member*

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General Manager
David L. Lawrence Convention Center

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The Honorable Rich Fitzgerald

County Executive
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The Honorable William Peduto

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Visitor Services Representative

Shelagh Collins
Housing Services Coordinator

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Angela Corvello
Director, Convention Sales

Derek Dawson
Sports & Group Tour Sales Director

Mary Emili
Receptionist

Bob Foley
Database Development Director

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Chicago Office

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Jennifer Hawkins
Director, Sports Marketing and Development

Barb Hollie
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Colleen Kalchthaler
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Vicki Kelley
Events Manager

Jason Kolesar
Accounting Analyst

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National Sales Director
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Sonya Maness
Convention Sales Administrative Assistant

Susan McGrane
Production Manager

Alexa Melone
MultiMedia Designer

Brenda Miller
Marketing Manager

Ian Miller
Visitor Services Representative

Kristin Mitchell
Communications Manager

Joshua Mizerak
Inventory/Visitor Services Assistant

Shirley Mueller
Convention Services/Communications
Administrative Assistant

Christine Musial
Partnership Development Manager

Asaka Narumi
Website Marketing Director

Nancy Reynolds-Daniels
Welcome Center Manager

Mike Robertson
Sports and Meetings Services Manager

Gail Schenone
Housing Director

Kedy'Ky Sherrill
Director, Marketing Research

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VisitPITTSBURGH is dedicated to generating convention, trade show and leisure travel business for the Pittsburgh region. VisitPITTSBURGH is the official tourism promotion agency for Allegheny County and is an independent, not-for-profit organization.

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