



**FOR IMMEDIATE RELEASE**

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**EVANSVILLE-VANDERBURGH CONVENTION & VISITORS BUREAU, INC. ("VISIT EVANSVILLE")  
ANNOUNCES ALEXIS BERGGREN AS INCOMING PRESIDENT AND CEO**

EVANSVILLE, IN (December 23, 2021) – Visit Evansville is excited to announce the hiring of Alexis Berggren as incoming President and CEO. A nationwide search guided by our local Visit Evansville Commission was conducted in recruiting Berggren.

Joe Kiefer, II, the Visit Evansville Commission President stated, "We were encouraged that through the national search process we were able to conclude on a local hire with whom we have years of experience. Alexis has served on the Commission for many years and ran the Old National Events Plaza for nearly 5 years. Alexis's experience, leadership, and tenure in the industry are exemplary. Visit Evansville has seen our region's occupancy and room rates grow over the last decade with a keen focus on youth sports, including investments at the Deaconess Sports Park and Goebel Soccer Complex. With the nearing completion of I-69 and recent Deaconess Sports Park synthetic turf investments, the youth sports business and convention businesses are poised to continue growing. Berggren's vision, existing community relationships and fiscal responsibility make her well-suited for this new role. We are confident that Alexis will bring the energy, skills and knowledge necessary to keep our momentum moving forward for years to come. We look forward to Alexis leading our team, with an anticipated start date of January 18, 2022."

Berggren is an Evansville resident with extensive prior managerial experience in the Council Bluffs, Portland, Los Angeles, and New Orleans markets, as well as with the Old National Events Plaza in Evansville. Berggren is well known in the industry and has been active with many management and development associations. She has exhibited skills in building consensus within a collaborative environment, and she thrives on leading teams to find innovative solutions and service initiatives. Recently, she worked directly on creating and adopting the Commission's 10-year Master Tourism Plan. Berggren comes with extensive facility management experience as well, which is vital to Visit Evansville as the operator of world-class amateur sporting facilities.

Berggren's knowledge of tourism and events has been built throughout her career in multiple destinations, different market sizes and experience leading a local community asset in Evansville. She stated: "I want to thank the Commission and local leaders for selecting me to lead Visit Evansville as the President and CEO. Evansville is a growing, dynamic community that I am excited to advocate for in this role. I will commit my skills, experience and abilities to continue to grow this region for our population, our clients and for my family. Visit Evansville has a strong team in place with whom I am excited to collaborate, and I am certain we have the talent and skills to continue to grow this region. Evansville's unique strengths as a central location with convention and gaming facilities, along with its large sports complexes and supportive local leadership, position it to grow as a destination market for years to come. Continued tourism industry growth improves not only the visitors' experience but enhances the quality of life for all our region's residents."