



New CEO chosen for Experience Kissimmee

KISSIMMEE, FL, July 28, 2014--Dana Troy "D.T." Minich, a veteran Florida tourism sales and marketing executive, has been tabbed as the new President /CEO of Experience Kissimmee, Osceola County's destination marketing organization.

Minich, 50, who held the top post at St. Petersburg/Clearwater Area Convention & Visitors Bureau for the past seven years, will begin his new duties on August 18th.

"We are extremely excited to welcome D.T. to his new position with our organization," said Experience Kissimmee Board of Directors Chairman, Mark McHugh. "He brings the background, experience, and visionary leadership we know will propel our destination marketing efforts and the Experience Kissimmee staff to higher levels of success."

In accepting the CEO post, Minich said he was anxious to get started but will take time to get to know his new staff as well as the local industry leaders. "Osceola County is an exciting destination with such a rich history, a diversity of vacation experiences, and the world's finest theme parks right next door," says Minich. "As I look at our current marketing opportunities and new products expected to be introduced in the near future, I am thrilled at the fun challenge of sharing our good news with visitors from around the world."

Minich is a proven and seasoned veteran in Florida tourism, having served as executive director of the Lee County CVB from 2000 until taking on the leadership role at the St. Petersburg/Clearwater CVB in 2007. Minich also serves on state and national tourism boards including Visit Florida, U.S. Travel Association, and the marketing committee for Brand USA.

The executive director position at Experience Kissimmee has been vacant since May 2013. The organization has continued to successfully move forward on numerous strategic initiatives for marketing the destination under the leadership of Tracy Ward, who has served as interim executive director. Ward will continue in a significant leadership role with Experience Kissimmee following the transition.

-MORE-



NEW CEO 2-2-2-2

The Osceola County Board of County Commissioners are currently working with tourism partners to convert the governance structure of Experience Kissimmee to a public/private partnership steered by a board of directors composed of tourism and community leaders. “This is a significant period in the history of Osceola County tourism,” states Fred Hawkins, Chairman of the Board of County Commissioners. “Through the combined efforts of county staff and industry partners, we see an exciting future for tourism and the benefits this growth will bring to the citizens of our community. We’re looking forward to D.T.’s energy, creativity, and vision to help lead our tourism industry.”

The executive search committee comprised of county staff and tourism leaders spent several months on a nation-wide search to fill this position. “We interviewed a number of dynamic tourism leaders for this highly sought after position,” says McHugh. “We had a unanimous #1 pick, and that was D.T. I can’t tell you how excited I am that he is joining our tourism family.”

Experience Kissimmee has nearly 40 staff positions and an annual operating budget of approximately \$11 million.

###

CONTACT:

Mark McHugh
Chairman, Experience Kissimmee Board of Directors
407.855.5496, ext. 227

Tracy Ward
Interim Executive Director, Experience Kissimmee
407.742.8231