

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Josh Albrecht Joins RACVB as Director of Marketing & Public Affairs

FOR IMMEDIATE RELEASE

September 9, 2014

ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau has named Josh Albrecht as its new director of marketing and public affairs. Albrecht is currently executive director of Dixon Main Street in Dixon, IL. He will begin at the RACVB on September 29.

During his seven-year tenure at Dixon Main Street, Albrecht oversaw daily operations, including four subcommittees and 70 active volunteers. During this time, Dixon Main Street expanded its focus on creating community and family events, advocated for the historic preservation of downtown Dixon, and built a team of partners to grow and support locally owned businesses. Recognizing possible synergies, Albrecht oversaw the consolidation of the Dixon Riverfront Commission into Dixon Main Street, allowing the two organizations to accomplish more by working collaboratively.

In 2012, Albrecht responded to a request from The National Trust for Historic Preservation's Main Street program to host a major band tour of historic towns. The resulting Gentlemen of the Road Festival Stopover, headlined by British folk rock band Mumford and Sons, brought 15,000 visitors to Dixon and helped reset the community's image as a progressive hub for live entertainment and riverfront revival.

"Josh comes to the Rockford region at an exciting time. His skills, passion and approach will serve RACVB and the region well as we work to expose local citizens to the region's many positive attributes and grow the positive impact of tourism. In Dixon, Josh has cultivated a new energy that has changed the community's image – internally and externally. I know his knack for promotions and marketing will lead to similar results here," said John Groh, RACVB president/CEO.

In his role at RACVB, Josh will be responsible for developing and executing marketing and communications strategy and programs, as well as leading the bureau's marketing team. He will also oversee RACVB's stakeholder and citizen outreach efforts. Of note, he will play a key role in promoting the region's expanded sports tourism infrastructure at Sportscore Two and Rockford's downtown sports complex. His experience in developing and promoting festivals and special events in Dixon will be an asset as he works with local tourism stakeholders in promoting the region as a leisure, sports and meeting destination.

"RACVB is a dynamic organization; I am excited for the opportunity to be part of their team. There are so many unique and great aspects to the Rockford area, so I look forward to helping tell the Rockford story to the world," said Albrecht.

Following the successful Stopover in Dixon, Jam Productions contracted with Albrecht to help plan the Gentlemen of the Road Festival Stopovers in subsequent host cities. Prior to his work in Dixon, Albrecht worked from 2002-2007 for Northern Illinois Publishing in publishing, advertising and editorial roles.

Albrecht earned a Bachelor of Arts in English with a minor in History from Northern Illinois University. He and Kelly, his wife, have three young sons.

The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. gorockford.com

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