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Visit Tampa Bay Expands Multicultural Efforts

Successful campaigns result in Sherri Brown VP promotion and new team member

TAMPA (January 15, 2019) – Following several years of successfully attracting some of the top multicultural and religious groups in the nation, Visit Tampa Bay announces that it is expanding its multicultural department and promoting Sherri Brown to Vice President of Multicultural Sales and Development.

Ms. Brown joined Visit Tampa Bay in 2008. Since then, she has led or been directly involved in Visit Tampa Bay successfully securing multiple major multicultural conventions including; Prince Hall Shriners, Omega Psi Phi Fraternity Inc., Kappa Alpha Psi Fraternity Inc., the Latin American Motorcycle Association, The Church of God in Christ-AIM Convention, and The International Indian Film Awards, (IIFA) also known as Bollywood.

“We have seen great success in attracting and flawlessly hosting these big events in our destination” stated, President/CEO, Santiago C. Corrada. “The multicultural room nights booked in FY19 equates to more than \$23 million in economic impact to Hillsborough County. With this success, the guidance of our exceptional multicultural committee and the deserved promotion of Sherri Brown, we will continue to build on our diverse foundation and deliver more success to our community.”

Throughout her tenure with Visit Tampa Bay, Ms. Brown's tireless efforts and continuous prospecting has led to insurmountable growth and visibility of multicultural and religious groups to the destination. Acknowledged and championed by leaders in the community, she was also recently honored by the National Forum for Black Public Administrators (Tampa Bay Area Chapter) and as a Woman on the Move by Onyx Magazine.

In addition to the promotion of Ms. Brown, Visit Tampa Bay will grow the team adding a multicultural sales and services manager. This newly hired individual will focus on communications between partners and clients and will plan the logistics of multicultural meetings or groups selecting Tampa and Hillsborough County. The team will also focus on connecting these visiting groups and events to local businesses to further grow and encourage economic prosperity in our community.

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“We are committed to making Tampa the most welcoming city in America,” President/CEO, Santiago C. Corrada stated. “Our rich history, expanded team, additional resources and new multicultural marketing tools allows us to be more fully invested in this important initiative moving forward. We expect to see continued growth and increased visibility of Tampa as a top destination for groups of all races, religions and backgrounds.”

About Visit Tampa Bay

The hip, urban heart of Florida’s Gulf coast beats in Tampa Bay. Visit Tampa Bay encourages adventurous travelers to unlock our trove of unique treasures. We are a not-for-profit corporation that works with more than 800 partners to tell the world the story of Florida’s most diverse destination.

Treasure awaits.

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