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Madison Morgan County CVB Awarded Gold-Level GACVB Benchmark of Excellence Certification

One of only a dozen Destination Marketing Organizations awarded this honor

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Georgia Association of Convention & Visitors Bureaus (GACVB) awarded Madison Morgan County Convention and Visitors Bureau (MMCVB) the Gold Level Benchmark of Excellence Certification (BEC). This marks the highest-level Certification awarded by GACVB and MMCVB's second consecutive Gold Level Certification, the previous award being granted in 2020. Recertification demonstrates continued progress to improve all aspects of operation.

"Receiving the Gold Level Benchmark of Excellence from the Georgia Association of Convention & Visitors Bureau (GACVB) is a tremendous honor that recognizes both the professionalism and effectiveness of the Madison Morgan County Convention and Visitors Bureau (MCCVB)," Karen Wibell, MMCVB Chair, remarked. "The Benchmark of Excellence is a rigorous program. By far, we represent the smallest city and county organization among our peers to receive this certification. We also want to acknowledge the leadership of Jennifer Rosa, MMCVB Director, as we continue to meet and exceed the highest standards of excellence in our industry."

According to GACVB, "The Benchmark of Excellence program presents the opportunity for organizations to measure their practices and achievements against a defined set of competencies which serve to increase the overall professionalism and effectiveness of the organization. BEC Certification shows stakeholders that their Destination Marketing Organization operates by standards of excellence and best practices recognized and acclaimed by industry peers. The BEC is available at three levels – [Bronze](#), [Silver](#), and [Gold](#)."

"We are proud that our partner the Madison Morgan County CVB continues to maintain the Gold level status certification as one of only 12 tourism bureaus with a Benchmark of Excellence (BEC) level of standards in operation," stated Jay Markwalter, Executive Director of the GACVB.

"With over 100 GACVB members, Madison-Morgan continues to be a shining star in destination marketing and management. As the community's official, state-recognized destination marketing organization (DMO), the Madison Morgan County CVB continues to meet the extensive BEC application criteria and achieve this statewide recognition. The BEC review team of state and Southeastern tourism professionals, as well as acclaimed partner the Leadership Institute at Columbus State University, commend the Madison Morgan County CVB on their level of excellence and leadership in driving tourism-based economic development for Madison, the region, and State of Georgia."

About Madison Morgan County Convention & Visitors Bureau

The Madison Morgan County Convention & Visitors Bureau, Inc. (MMCVB) is a non-profit 501 (c) (6) that serves as the official destination marketing organization for the City of Madison and Morgan County,



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Georgia. MMCVB works to advance Morgan County's \$53.84 million tourism industry that supports more than 450 local jobs. MMCVB strengthens the community by promoting economic development and vitality through travel, overnight stays and encouraging significant participation by visitors in the local tourism economy. Discover more at VisitMadisonGA.com.