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Madison Morgan County CVB Graduates Inaugural Class of Tourism Ambassador Program

MADISON, GA – August 10, 2023

A new Tourism Ambassador Certification Program was completed by an inaugural cohort on Thursday, August 10. Developed by committee initiative within the Madison-Morgan Arts, Culture and Tourism Collaborative, the interactive program educates participants on Morgan County's thriving tourism economy, entails guided tours of local attractions and equips participants to inspire visitors to come and enjoy the many unique experiences the county has to offer. To award Tourism Ambassador Certificates to participants who successfully completed the program, an Ambassadorship Ceremony was held at the Steffen Thomas Museum of Art (STMA) along with an exclusive preview of STMA's new exhibition titled Something to Declare/Algo para Declarar with the Latin American artists' group Contrapunto.

As part of the Tourism Ambassador Certification Program, partner attractions offered exclusive tours, discounts and/or events for participants. Program completion required participants to attend an informational training session and walking tour of the Madison Historic District, executed through collaborative effort of Madison Morgan County Convention & Visitors Bureau (MMCVB), Morgan County Historical Society and Madison-Morgan Cultural Center; as well as experience at least three partner attractions within 90 days to receive an official Madison-Morgan Tourism Ambassador Certificate. Participants who visited at least six attractions achieved Super Ambassador status.

At the Ceremony, Tourism Ambassador Certificates were awarded to Ken Kocher of City of Madison, Charles Marvil of MMCVB, Karen Peters of Madison Artists Guild, Beverly St. John of Madison-Morgan Cultural Center, and Alyson Vuley of STMA. Super Tourism Ambassador certificates were awarded to Pat Hodgetts, Jennifer Rosa León, Sarah Wibell and Karen Wibell of MMCVB; Jillian Jones and Susan Segrest of Madison-Morgan Cultural Center.

"It's so easy to get caught up in the day to day," said STMA Museum Director Alyson Vuley. "So often we are not tourists in our hometown. We have been thrilled to see participants come in, not just for a special event but on a random Wednesday and take the time to look around and learn more about Madison and then send people. For us, it has been wildly successful, and it has been great for our whole community. We have been so thrilled about this, and you have our full support going forward."

"It was wonderful to have our partner attractions work together to create this fun, engaging and educational experience that helps participants discover, and recommend, the unique assets that make tourists fall in love with our community. Following the overwhelmingly positive feedback of this first program, I hope we are able to continue and grow the program to graduate many more Tourism Ambassadors in years to come that will have the tools and knowledge they need to promote Madison & Morgan County as a top destination for tourists," said Jennifer Rosa León, Executive Director of MMCVB.

Participants included staff and Board members from local tourism attractions, nonprofits, and other civic organizations involved in the Madison-Morgan Arts, Culture and Tourism Collaborative. Partnering attractions for the new program included Madison Morgan County Convention & Visitors Bureau,



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Morgan County Historical Society, Madison-Morgan Cultural Center, Morgan County African-American Museum, Steffen Thomas Museum of Art, Hard Labor Creek State Park, Southern Cross Guest Ranch, Madison Artists Guild and Madison Cemetery Stewardship Commission.

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, 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.