



FOR IMMEDIATE RELEASE

**VILLAGE ADMINISTRATOR NAMED PRESIDENT
OF VISIT WASHINGTON COUNTY'S BOARD OF DIRECTORS**

Richfield, WI... Village Administrator Jim Healy has been named as President of Visit Washington County's Board of Directors. Healy, who has been a member of the Board since 2015, was formerly in the role of Vice-President but was nominated for the position at the organization's regular monthly meeting this past Thursday. Former President, Ryan Roberts, General Manager of Cabela's in Richfield, stepped down from the Board of Directors after serving for more than five (5) years due to time constraints of overseeing the management of a growing store.

"Ryan has been a tremendous advocate for Visit Washington County and although he has stepped down, he's pledged to maintain our positive relationship with Cabela's as it's one of the County's most visited destinations located right here in Richfield. Right now, is an exciting time for Washington County! The eyes of the world will be on the world-class Erin Hills golf course with the USGA awarding two (2) more Championships in the coming years and we have an incredible opportunity ahead of us to showcase our authentic quality of life with the Democratic National Convention coming to Milwaukee in 2020" said Healy. "Tourism is the #3 industry in the State of Wisconsin, so its importance to the overall growth of Washington County cannot be understated" Healy also remarked.

"Jim continues to be a true asset in the growth of tourism in the County. He brings innovative ideas and a great deal of enthusiasm to the role of President" said Elaine Motl, Executive Director of Visit Washington County. "With the vast array of attractions in the County, from the Museum of Wisconsin Art (MOWA) to the Wisconsin Auto Museum and with surrounding community events like Oktoberfest in Germantown or Art at the Mill in Richfield, Jim is the perfect person to take on this new leadership role for Visit Washington County."

About Visit Washington County

Visit Washington County (www.VisitWashingtonCounty.com) is a member-driven organization consisting of municipalities, area chamber of commerce organizations, and scores of local businesses. The organization's Mission Statement is to "Promote tourism for the benefit of Washington County communities". Elaine Motl has served as the Executive Director of the organization since May of 2010. The organization has an operating budget of \$90,000 and according to the State Department of Tourism, Washington County generated \$127,000,000 in sales tax revenue in FY2018, an increase of approximately 6% from 2017. Washington County was ranked 24th in tourism related sales tax revenue out of Wisconsin's 72 Counties. To help promote Washington County as a tourist destination, each year 60,000 copies of the County Visitor Guide are distributed around the State of Wisconsin, Illinois, and the Midwest.