



FOR IMMEDIATE RELEASE

For more information, contact:

Jessica Gowen, communications director
Elizabethtown Tourism and Convention Bureau
270.765.2175
communications@touretown.com

Clark named Director of Sports Development, will lead Elizabethtown Sports Park management transition

[July 10, 2018 - Elizabethtown, Ky.] Janna Clark, formerly the sports and sales director for the Elizabethtown Convention and Tourism Bureau (ETCB), will become the director of sports development for the organization, accepting the leadership role for the identification process and conversion of the daily operations of the Elizabethtown Sports Park.

Since joining ETCB in 2009, Clark has served in various capacities, which include her role as a team member responsible for the construction of the Sports Park. She has been integral to the successful economic boost of the Sports Park for the Elizabethtown area. As the sales director representing the park, Clark developed the overall strategy for event recruitment, securing events to grow the number of visitors to play sports at the park and bolster local tourism activity. In her new role, she will continue to oversee the event sales function for ETCB while overseeing the operations shift at the park.

“Janna is the right person for this opportunity. She has the vital skills and the history of how the park has become a leader in sports tourism,” said Patrick Clark, chair of the ETCB Commission. “Her experience with our rights holders, along with her connections to other industry leaders and potential partners, will help us make the best decisions for the future of the park.”

When asked what this means to one of the park’s largest event partners, Athletx Sports Group, founder and CEO Jim Haddaway said, “We look forward to this new direction of the Elizabethtown Sports Park and are happy to see Janna in this role. We’ve worked together since the park opened and our organization has a tremendous amount of trust in her and her abilities.”

One of the first steps in the transition is to engage professional venue management firms with an interest in operating the park. “The formal RFQ [Request for Qualifications] process will begin soon, with the goal of having a contract in place at some point during the 2019 season,” said Clark.

Clark also commented on her new responsibility, stating, “I’m eager to get the process started and look forward to working with respected venue operators in the industry in finding the best fit to run the park. The next level is all about continuing to provide outstanding quality and finding new ways to maximize our effectiveness through the creation of new events and new programs at the park.”

###

More information:

Clark’s professional background includes work in the tourism association and meeting planning fields, working with Lexington-based Host Communications. Clark is a Certified Sports Events Executive (CSEE) as part of the National Association of Sports Commissions and served three years on the NASC board of directors, also chairing the Mentoring and Membership Engagement Committee. She has authored articles for sports events publications and spoken at national conferences, focusing on the economic impact of hosting sports events.