

Neal McCoy
1260 Quail Creek Cove
Tupelo, MS 38801
(662) 871-7748
E-mail: nmccoy@tupelo.net

EDUCATION

University of Mississippi
B. A. in Leisure Management

Oxford, MS
May 1998

EXPERIENCE

Tupelo Convention and Visitors Bureau

Executive Director, July 2010 - Present

The tourism tax collection for Tupelo has grown from \$3.1 million in 2009 and reached \$5 million in collections in 2019.

- Manage an operating budget of \$4 million and a staff of 11 full time employees and 2 part time employees;
- Develop strategies and plans to promote Tupelo to various markets including domestic and international leisure visitors, sports, conventions, motor coach group; and
- Communicate with local officials, CVB board and community stakeholders on issues as it relates to the Tupelo tourism industry.

Tupelo Convention and Visitors Bureau

Deputy Director, November 2009 – July 2010

- Trained staff on new ideas in promoting tourism;
- Assisted Executive Director in day-to-day operations; and
- Served as liaison to the Mississippi Tourism Association and the Civil War Center Board to promote tourism in our region

Tupelo Convention and Visitors Bureau

Director of Sports Development, May 2004 – November 2009

- Marketed and promoted Tupelo, MS as an attractive sports destination to sports participants and events planners;
- Managed and planned a budget over \$200,000 annually to increase the tourism tax revenues from sporting events;
- Worked tradeshow, conventions and meetings to promote Tupelo and its facilities as the ideal place to host sporting events; and
- Helped develop marketing and ad campaigns annually to make sure Tupelo stayed in front of decision makers in the sports travel industry

Ridgeland Recreation and Parks Department

Assistant Director

Planned, budgeted, and directed all special events for the City of Ridgeland. Events consisted of a senior adult valentine banquet, 100-mile bicycle ride, triathlon, 4th of July

celebration, Christmas parade, and numerous other events throughout the year. Recruited volunteers to assist with the special events, helped to solicit sponsors for events, and developed a communication line with other departments in the city to ensure a safe event. (February 2002 – May 2004)

Jackson Parks and Recreation Department

Recreation Supervisor (Athletic Director)

Directed all athletic activities and executed all city contracts with youth associations and other organizations. Responsibilities include supervision of three full-time employees and one part-time employee, creating and following athletic department budget, developing and implementing departmental policies. (April 2001 – February 2002)

Tupelo Parks and Recreation Department

Sports Director

Directed youth and adult sports programs in softball, flag football, and baseball.

Responsibilities included conducting coaches/managers meetings and training, training sports officials and supervisors, conducting drafts for the youth programs and scheduling games and facilities.

(February 1999 – April 2001)

Community and Industry Boards

- United Way, current Chair of United Way Board and member of United Way board since 2018
- Vice President, Tupelo Coliseum Commission (BancorpSouth Arena), July 2010 - Present
- President, Mississippi Tourism Association, July 2011 – July 2012
- Southeast Tourism Society Board Member, Policy Board representing Mississippi August 2010 – July 2012
- Association of Excellence in Education, April 2014 – Present
- United Way of Northeast MS Board, June 2017 – Present
- Community Development Foundation Board, July 2011 – June 2013

Accreditation & Awards

- Certified Sports Event Executive (C.S.E.E.) – Certified through the National Association of Sports Commission – 2008
- Certified Park and Recreation Professional (C.P.R.P) – Certified through the National Recreation and Park Association – 2002
- 2009 Southeast Tourism Society Rising Star Award
- 2012 Southeast Tourism Society Top 40 Under 40 in the Travel Industry
- CVB of the Year from Southeast Tourism Society 2011 and 2019