
PRESS RELEASE

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VCDC Announces New Director of Strategic Communications & Tourism

Vermillion, SD, June 3rd, 2019 – The Vermillion Area Chamber of Commerce & Development Company (VCDC) is excited to share the promotion of Megan Davidson as their new Director of Strategic Communications & Tourism.

Davidson, who joined the VCDC in March 2019 as an Executive Assistant to the President & CEO Nate Welch will assume her new role effectively immediately. In addition to the new role, Davidson will continue to manage the Vermillion NOW! 3 campaign through to its culmination in early August.

“Megan brings to the VCDC and Vermillion an amazingly impressive resume of experiences that spans the entire globe,” says President & CEO, Nate Welch, “her experience in public relations that range from agency contracts with the International Olympic Selection Committee to Cancer Council SA will bring a fresh and productive perspective to the VCDC and its mission in improving the quality of life of Vermillion, particularly through the strategic communications efforts to engage collaboration in our community and through our programs.”

After stints working in London, Davidson graduated from Deakin University, located in her home country, Australia with a bachelor’s degree in public relations. She worked at Fulford Public Relations in Singapore as a Senior Account Executive in 2004 covering international sporting events before moving to the Singapore Indoor Stadium as a Public Relations Account Manager in 2006.

Upon returning to Australia, Davidson became an Event Manager for the Department of Trade and Economic Development until June 2008 when she moved to Cancer Council SA and led multiple fundraising projects with income budgets in excess of AUD 3.5 million.

Davidson moved to the U.S. in 2016 with her husband and three children.

“For the past three months I’ve had the privilege to work at the VCDC and meet many wonderful members of the community as part of Vermillion NOW! 3,” says Megan. “Since moving to Vermillion a year ago, I can sense that Vermillion is a special place and I’m excited to continue to progress the work of the VCDC in my new role.”

Davidson will head up the Visitor and Tourism efforts of the VCDC which include goals of attracting visitors to Vermillion to increase visitor spending in the area. Focuses of tourism activities include attracting sporting events, outdoor enthusiasts, educational visitors, promotion of the arts and culture throughout Vermillion and promoting the brand of Vermillion through strategic communication efforts.



Along with recruiting and coordinating events, such as the Summer Games for Special Olympics SD and the South Dakota High School All-Star Football Game, presented by Sanford; the Visitor and Tourism department of the VCDC coordinate mass communications throughout the community, including the quarterly Chamber magazine, "The Verb", weekly e-mail blasts on "The Monday Messenger" and production of the annual "Visitor's Guide".

Other marketing materials produced to promote Vermillion to the wider community include general brand promotion, including the "Spirit of South Dakota", "I Choose Vermillion" and #LOVermillion campaigns and the newly designed website of LiveVermillion.com which is expected to launch late summer.

Opportunities to engage with the tourism and marketing efforts of the VCDC are offered through the Marketing and Tourism Committee through the VCDC.

For more information, please contact Megan Davidson.