

## **TED BASCO**

### **Director of Sales + Film Liaison, Visit Roswell**

Ted Basco is the Director of Sales with Visit Roswell GA, the Roswell Convention & Visitors Bureau. This is Ted's 4<sup>th</sup> year with the organization and his responsibilities are driving top-line revenues for Roswell's key stakeholders - hotels, restaurants, breweries, private event venues, etc.

Ted is also the liaison for the film production industry business in Roswell. In the 4 years with the organization, Ted has grown this market segment over 600%.

Ted's focus within the community extends out to being an active member with the Greater North Fulton Chamber of Commerce, where he is a recent graduate of their Leadership Development Program and is now one of the class facilitators for their Emerging Leaders Program, the high school equivalent to their leadership program.

Ted is a long-time veteran of the hospitality industry, working as both Director of Sales and Director of Operations with Hyatt Hotels, Marriott Hotels and IHG in San Francisco, San Diego, Beverly Hills, Huntington Beach, Henderson/Las Vegas and Atlanta (Downtown, Buckhead and Brookhaven).

In addition to hotels, Ted is also a member of MPI Georgia (Meeting Planners International), where he serves as co-chairperson for their DEI Community Impact & Outreach Committee.

Ted's true passion is sports. He is a long-standing member of the Chick-fil-A Peach Bowl and sits on their Board of Advisors, builds relationships with college football programs throughout the country and leads a VIP Host committee that oversees the teams that play in their bowl game every December in Atlanta at Mercedes-Benz Stadium.

Ted is married to his lovely wife Wendy, who is also a hospitality industry veteran with The Ritz-Carlton hotel company. They both have two children: Mabel (11) and Bruce (8), to which Ted is coach to both of their youth sports teams, both in baseball and basketball.