



April 2, 2020

Dear Partners:

It is with mixed emotions that I write to inform you that, last September, I was offered a job with a private sector company in another city outside of North Carolina. This company graciously agreed to wait until I could fulfill my contract with Explore Asheville, which expires on June 30, so I accepted.

My family and I are excited about this next chapter in our lives. At the same time, I want you to know that I have truly loved my job in the 8 years that I've served in this position. It has been a privilege to represent this special place, inviting visitors to support our local businesses and seeing so many tourism entrepreneurs succeed.

I have loved leading the Explore Asheville team, working with the board, and supporting you, our tourism partners. I also love this industry that we serve. I believe the people in this industry deserve our best efforts and it makes me happy to help them to succeed and realize their dreams.

The past few weeks have been devastating to our industry and I regret to inform you of this news in the middle of a crisis. But June is fast approaching, and I am confident that I'm leaving you in good hands. Our Explore Asheville team members are talented, hardworking, and committed to you and all of our community. An interim executive will soon be announced.

This [press release](#) announcing my plans is going out today, but I wanted to reach out to you first. Thank you, as always, for your constant support and encouragement. I look forward to the opportunity of seeing you in person again in the coming weeks. Until then, take care and be well.

A handwritten signature in black ink that reads "Stephanie".

Stephanie Pace Brown



**President & CEO
Explore Asheville**



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