



PRESS RELEASE

New Executive Director Announced for Belleville's Downtown District

Belleville, Ontario, May 11, 2021 - Following the recent announcement that Marijo Cuerrier had accepted a position with the Kingston BIA, Belleville's Downtown District BIA Board undertook a search for a new Executive Director. We're pleased to announce the appointment of Luisa Sorrentino as the new Executive Director of the BIA.

Luisa is an innovative thinker, has over five years of experience in tourism, economic development and place branding with organizations including the Bay of Quinte Regional Marketing Board and, most recently, Hastings County. At Hastings County, Luisa was instrumental in developing their new brand, *Wildly Authentic*, and new website, Hastings.ca.

Luisa will officially assume her **new leadership role on Tuesday, May 25.**

"The BIA Board of Directors are very excited to welcome Luisa as the new Executive Director for the Downtown District BIA," says Kathryn Brown, BIA Chair and Owner of Kate's Kitchen Shop. "As a resident of Belleville, her enthusiasm for Downtown and her experience within the Tourism industry, she will be an asset for our BIA as we continue our journey to becoming a prime tourism destination."

Luisa will be joining the District just as excitement builds for another year of *Al Fresco*, filled with exceptional outdoor experiences, arts and culture, extended restaurant patios and retailers welcoming shoppers again - all as the province allows reopening in our region.

"I am excited to bring my passion for creating public spaces that promote an authentic experience to the BIA. I look forward to strengthening connections between people and our downtown through a collaborative and synergetic approach," says Luisa. "I am thrilled to join the BIA at this pivotal time to build upon the brilliant foundational work initiated by the board and former Executive Director, Marijo Cuerrier. I plan to lead for years to come, create a sense of place, and offer a truly memorable downtown experience."

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Guided by the Strategic Plan developed for the Downtown District in 2019, Luisa, Kelsey Moniz (currently on Maternity Leave) and Tiffany Spencer will continue to showcase our Downtown as a vibrant and thriving place to be.

For more information, please contact:

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