

**Resolution #23-0205**  
**Resolution Book, Page 136**

**RESOLUTION HONORING THE SERVICE OF RICHARD GEIGER TO  
THE WINSTON-SALEM COMMUNITY**

**WHEREAS**, Richard Geiger is an accomplished hospitality industry professional with more than 40 years of destination marketing, strategic planning, staff development, sales, and sales training; and

**WHEREAS**, Mr. Geiger has held top sales and marketing positions at the Orlando/Orange County Convention and Visitors Bureau as well as the CEO for the Buffalo/Niagara Convention and Visitors Bureau responsible for managing the convention center, sports corporation, and the film commission; and

**WHEREAS**, Mr. Geiger, as president of Visit Winston-Salem since 2010, has worked strategically and tirelessly to promote, market, and sell Winston-Salem as a desirable destination and place to visit, meet, and live for the economic benefit of the entire community while overseeing a staff of 17 and an annual budget of \$6 million; and

**WHEREAS**, Mr. Geiger has been a strong advocate for the continued economic development of Downtown Winston-Salem, has proudly served on the boards of the Downtown Winston-Salem Partnership, the Greater Winston-Salem Chamber of Commerce, and the Arts Council of Winston-Salem/Forsyth County, and was committed to the \$20 million “reinvention” of the Benton Convention Center; and

**WHEREAS**, Richard Geiger is the dedicated husband to Tracy Bromley Geiger, proud father of their two sons, Matthew and Andrew, and a lifelong fan of the New York Yankees, the New York Rangers, and New York Giants.

**NOW, THEREFORE, BE IT RESOLVED** that the Mayor and City Council of the City of Winston-Salem hereby honor Mr. Geiger and express their deepest gratitude for his years of dedicated service to the local travel and tourism community and the citizens of Winston-Salem.