

2017 TOP OF THE ROCK AWARD



Gretchen Hall

Little Rock Convention & Visitors Bureau

Gretchen Hall, our 2017 Top of the Rock honoree, is president and CEO of the Little Rock Convention and Visitors Bureau. Hall joined the bureau's operations department in 2001 and became its first director of merchandising and communications before assuming her current role in 2011.

As the official destination marketing organization for the City of Little Rock, the LRCVB also manages public meeting facilities including the Statehouse Convention Center, Ottenheimer Hall, First Security Amphitheater, Robinson Center and three downtown public parking facilities. The LRCVB has 120 full-time employees, and another 60 part-time and seasonal staff. The annual operating budget is almost \$17 million. The organization is funded primarily by a 2% tax on lodging and prepared food.

Hall has most recently spent much of her time managing the \$70 million renovation and expansion of Robinson Center, which closed July 2014 and reopened in November 2016. We are all now enjoying its inaugural year.

In addition to her work with LRCVB, Hall is an executive committee member of Downtown Little Rock Partnership, president of Heart of Arkansas Regional Travel Association and secretary for Arkansas Association of Convention and Visitors Bureaus. She also serves on the board of directors for Arkansas Travel Council and Little Rock Regional Chamber.

TOP OF THE ROCK HISTORY

The Top of the Rock Award is given annually to an organization, business or individual that has demonstrated extraordinary advancement for Downtown Little Rock.

TOP OF THE ROCK RECIPIENTS

Riverfest, Inc., Board of Directors
City of Little Rock
Quapaw Quarter Association
Metrocentre Business Improvement District
South Main Business Improvement District
Arkansas Blue Cross Blue Shield
Advocates for Better Downtown Neighborhoods
Little Rock Advertising & Promotion Commission
Southwestern Bell/Osborne Family
Stephens, Inc.
Peabody of Little Rock
Acxiom
William J. Clinton Foundation

Heifer International
Arkansas Children's Hospital
Moses Tucker Real Estate
Walter E. Hussman, Jr.
University of Arkansas System, Clinton School of Public Service
Arkansas Game & Fish Commission, Witt Stephens Jr. Central Arkansas Nature Center
Dr. Dean Kumpuris
Judge Buddy Villines
Doyle Rogers, Sr.
Entergy Arkansas
Arkansas Building Authority, Anne Laidlaw, Director
Central Arkansas Library System, Dr. Bobby Roberts

PRESENTING TITLE SPONSOR



DOWNTOWN GOLD CHAMPION



DOWNTOWN CHAMPIONS



DOWNTOWN CREATIVES

ANNUAL MEETING

STATEHOUSE CONVENTION CENTER

★ WALLY ALLEN BALLROOM ★



Little Rock BIG SUCCESS

★ CELEBRATING ★
DOWNTOWN'S GROWTH

TOP OF THE ROCK HONOREE:

GRETCHEN HALL

LITTLE ROCK CONVENTION & VISITORS BUREAU

PROGRAM

Welcome	Gabe Holmstrom <i>DLRP Executive Director</i>
Invocation	Rev. Joseph T. Chan <i>Cathedral of St. Andrew</i>
Presenting Sponsor: <i>Hyperleap</i>	Gabe Holmstrom
Downtown Update Preview	Matt DeCample and Brett Ihler
Opening Remarks	Scott Schallhorn <i>President, DLRP Board of Directors</i>
Board Elections	Scott Schallhorn
Top of the Rock Presentation	Lou McAlister <i>Hyperleap</i>
Top of the Rock Acceptance	Gretchen Hall <i>Little Rock Convention & Visitors Bureau</i>
Tulipfest <i>Presentation</i>	P. Allen Smith
Downtown Update	Matt DeCample and Brett Ihler
Volunteers of the Year	Scott Schallhorn <i>Mitchell, Williams, Selig, Gates & Woodyard</i>
Adjourn	Scott Schallhorn

DLRP MISSION STATEMENT

Downtown Little Rock Partnership's mission is to accelerate the success of Downtown Little Rock, through leadership, partnership and initiative, sustaining and growing our vibrant urban core.



PAST PRESIDENTS

Dick Herget	Mike Dowling	Warren Simpson
John Flake	Bob East	Wyck Nisbet.
Tom Prince	Jane Dickey	Chuck Spohn, Jr.
George Wells	Millie Ward	Jimmy Moses
Rett Tucker	Susie Smith	

EXECUTIVE BOARD OF DIRECTORS

Scott Schallhorn	President
Pattie Weed	Vice President
Wyck Nisbet	Secretary
Rett Tucker	Treasurer
Susie Smith	Immediate Past President
Brent Birch	At Large
Hank Kelley	At Large
Gretchen Hall	LRCVB Representative
Dr. Dean Kumpuris	City Board Director
Bruce Moore	City Manager
Doug Meyer	Metrocentre Representative
Mark Stodola	City Mayor

BOARD OF DIRECTORS

Terms Expiring 2018

Jennifer Peper	Aristotle Interactive
Dr. Todd Herman	Arkansas Arts Center
Richard Cooper	Arkansas Blue Cross Blue Shield
Anna Strong	Arkansas Children's Hospital
Susie Smith	Business Consultant
Sloane Mares-Grelen	Arkansas Democrat-Gazette
Dr. Bobby Roberts	Central Arkansas Library System
Elizabeth Michael	CJRW
Paul Brewster	Entergy Arkansas
Hank Kelley	Flake & Kelley Commercial
Bill Spencer	Little Rock Marriott
Chuck Spohn	Media & More Consulting
Scott Schallhorn	Mitchell Williams Selig Gates & Woodyard
Mille Ward	Stone Ward
James Meyer	studioMAIN
Wanda Hoover	UA Little Rock William H. Bowen School of Law
Kelly Lyon	Webster University

Terms Expiring 2019

Mark Lowman	Baptist Health
Stephanie Streett	Clinton Foundation
Demetrius Jones	Comcast
Joe Fox	Community Bakery
Bishop Larry Benfield	Diocese of Arkansas, Episcopal
Tommy Lasiter	Doyle Rogers Company
Bob East	East-Harding, Inc.
Wyck Nisbet	Friday Eldredge & Clark LLP
Richard Bearden	Impact Management

Sabrina Lewellen
Brent Birch
Pat Miller
Jimmy Moses
Kelley Bass
Chris White
Pattie Weed
Chad Young

Ex Officio

Anne Laidlaw
Nate Coulter
Dr. Dean Kumpuris
Bruce Moore
Mark Stodola
Gretchen Hall
Jay Chesshir
Doug Meyer
Tab Townsell
Todd Larson
Kathryn Davis
Barry Hyde
Patricia Blick
DeAnna Korte
Jarod Varner
Dr. Andrew Rogerson

NEW APPOINTMENTS

Terms Expiring 2020

Jerry Jones
Michael McCurdy
Josh Malone
Ronnie Dedman
David Robinson
Michael Chaffin
Greg McCarroll
Denise Hanson
Ross Cranford
Chris East
Anita Davis
John Stuckey
Tracey Chesser
Jeff Utecht
Rett Tucker
Chad May
Paul Parnell
Rick Urias
Tom Dalton
Carol Worley

Junior League of Little Rock
Little Rock Technology Park
Millennium Capital Advisors
Moses Tucker Real Estate
Museum of Discovery
Simmons First
Thomas & Thomas
Wittenberg, Delony & Davidson, Inc.

Arkansas Building Authority
Central Arkansas Library System
City of Little Rock, Board of Directors
City of Little Rock, City Manager
City of Little Rock, Mayor
Little Rock Convention & Visitors Bureau
Little Rock Regional Chamber
Metrocentre Representative
Metroplan
NLR Economic Development Corporation
Philander Smith College
Pulaski County Judge
Quapaw Quarter Association
Riverfest
Rock Region Metro
UA Little Rock

Acxiom
Arkansas Repertory Theatre
Arvest Bank
AT&T
Block 2 Real Estate
Capital Hotel
Centennial Bank
Colliers International
Cranford Co.
Cromwell
Esse Purse Museum
First Security Bank
Heifer International
Meadors Adams Lee
Moses Tucker Real Estate
Regions Bank
Rose Law Firm
Sprint
Winrock International-Innovate Arkansas
Worley, Wood & Parrish