

Executive Director Dean Conwell Announces his Retirement from the Beaumont Convention and Visitors Bureau

After leading the Beaumont Convention and Visitors Bureau (CVB) for more than two decades, Dean Conwell is announcing his retirement at the end of April 2024. With nearly twenty-three years in the position, Conwell is the City's most tenured department director and wishes to thank both past and present city leaders, departments, and CVB Advisory Board for their guidance and support over the years.

"I have worked with some incredibly dedicated and hard-working people who have turned into friends at the City, some of the most talented being my staff at the CVB," Conwell said, "My management style is straightforward: find the best people, treat them fairly, provide them with the tools to be successful and get out of their way."

Conwell and his team are credited with putting Beaumont on the map for convention planning and leisure tourism. Among his most notable accomplishments is helping to bring in millions of dollars in revenue from sports tournaments.

Under Conwell's direction, the CVB also pioneered a major ecotourism initiative by constructing a birding boardwalk at Cattail Marsh Wetlands Education Center, renovating the Tyrrell Park Nature Center, and building an eight-hundred-foot walking trail connecting the two, which was especially valuable during the Covid pandemic as the CVB pivoted to promote nature tourism and outdoor activities.

Conwell's team also saw the value in local art and supporting local artists and have added dozens of murals to the City. They have created or supported a number of festivals over the years include Muralfest, which has added forty new murals, VIVA Beaumont (formerly Artaco), Beaulympics, 409 Day at Tyrrell Park, and Restaurant Week, which supports the local culinary community.

Robert Calvert, former Chairman of the CVB Board said, "During my tenure, Mr. Conwell's team regularly surpassed their goals to provide a unique and amazing experience for visitors of Beaumont. We have been blessed by Dean's dedication, devotion, and authentic love of Beaumont which he spreads to the world. Thank you, Dean for your many years of service to the community!"

Under Conwell's leadership, the CVB has doubled in size, now managing four distinct buildings across the City. Beaumont has become a regional destination drawing conventioners from across the country and leisure visitors from across the world. "I have made so many life-long friends in Beaumont," Conwell said. "I will truly miss working with everyone in the City and the local stakeholders, but it is time to turn the reins over to a younger generation to continue the momentum."

Conwell's professional affiliations are many and includes: past chairman of Texas Association of CVB's, past board member for Texas Travel Alliance, active member of Destination International, past board member for Meeting Professionals International, D-FW Chapter, active board member for the Greater Beaumont Chamber of Commerce, and the Jefferson County Tourism Commission.

Conwell says he hopes his retirement will allow him to spend more time with his family and to stay in touch with his long-time tourism family. Dean's personal email address is deanconwell@gmail.com.

About Visit Beaumont, TX: The Beaumont Convention & Visitors Bureau is responsible for developing, promoting and maintaining the city's tourism industry. With a focus on enhancing the visitor experience, the department collaborates with local businesses and organizations to highlight the unique offerings of Beaumont. The Beaumont Convention and Visitors Bureau is funded by Hotel Occupancy Tax Dollars.