

July 1, 2026

Dear DMVTA Team,

On behalf of WBEC Metro NY and Greater DMV, I am pleased to congratulate Carolyn E. Howell and Destination Must Visit Tourism Alliance Incorporated on being selected by the City of College Park, Georgia to serve as its Destination Marketing Organization. This award reflects more than a successful proposal, it recognizes an organizational model designed to deliver the breadth of expertise, leadership, and accountability that today's public-sector clients increasingly require.

From my perspective, the City of College Park selected an organizational model that reflects how many of today's highest-performing organizations successfully deliver complex public-sector initiatives: experienced leadership, specialized expertise, disciplined governance, and one organization fully accountable for results. Those are the characteristics that build confidence, strengthen partnerships, and position communities for long-term success.

At WBEC Metro NY and Greater DMV, we work with thousands of women-owned businesses at every stage of growth. One of the most important lessons we have learned is that organizational capacity, not simply the age of a legal entity, is what determines an organization's ability to successfully perform complex contracts. Mature organizations are distinguished by showcasing their teaming agencies quality of leadership, strength of their governance, discipline of their operating model, and ability to assemble the right expertise to meet a client's objectives. They do this by sharing their expertise and past performance through storytelling and detailed outcomes of proven best practices during the proposal and procurement process.

That is precisely what I have observed in Carolyn Howell's leadership since we began working together in 2018. She has consistently demonstrated an uncommon ability to build high-performing teams, align specialized expertise around a shared mission, and execute complex initiatives with professionalism, operational discipline, and a strong commitment to client service. Those qualities have earned the confidence of organizations responsible for managing high-profile programs involving numerous stakeholders, demanding timelines, and significant public visibility.

Destination Must Visit Tourism Alliance reflects that same leadership philosophy. Rather than attempting to house every specialty within a single organization, it operates through a disciplined collaborative delivery model that brings together experienced professionals and specialized service providers under one accountable nonprofit organization. This approach is well established throughout government and professional services because it gives clients access to the best available expertise while maintaining clear governance, coordinated execution, financial stewardship, and a single point of accountability.

As an organization dedicated to advancing women-owned enterprises, we also recognize the broader significance of this achievement. Destination Must Visit Tourism Alliance demonstrates how women-led organizations can create greater value by building strong enterprise networks, expanding opportunities for qualified businesses, and organizing multidisciplinary teams capable of delivering comprehensive solutions that no single organization could provide alone. That is not simply good business, it is sound organizational leadership.

I congratulate Carolyn Howell, Destination Must Visit Tourism Alliance, and the City of College Park on this important milestone and wish them continued success as they begin this partnership.

Sincerely,



Leandra Joseph
Chief Operating Officer
WBEC Metro NY and Greater DMV