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**PRESS RELEASE – MICAH MCBAY TO SERVE AS NEW VENUE AND TOURISM
MANAGER**

GREENVILLE: City Manager Summer Spurlock has announced the hiring of Micah McBay as the new Venue and Tourism Manager. The appointment follows the retirement earlier this year of former manager Kevin Banks.

Micah is originally from Chattanooga, Tennessee but grew up mainly in Texarkana, Texas, and Texarkana, Arkansas. His career has taken him through multiple industries, including operations management, public education, Christian ministry, and as a restaurant owner and manager. One constant throughout his career was a love for the arts. He brings this passion to the role of Venue and Tourism Manager.

Most recently, Micah served as Director of Modern Worship for First UMC in Plano, Texas. He has helped develop visual storytelling for the church and led the worship band each week. As an organizational manager, Micah led multiple businesses into growth phases by implementing systems to streamline operations. His philosophy for organizational management centers on people and their importance to healthy processes and growth. Micah firmly believes that when people are treated with kindness and respect, they will be strong team players who help an organization grow.

Micah's work in operations management and the arts and his entrepreneurial drive and spirit led him to apply for Venue and Tourism Manager in Greenville, Texas. He hopes to bring his philosophy to Greenville and that this approach will help him develop relationships throughout the community to help him market the amazing City of Greenville. Micah hopes that with time and effort, Greenville will continue to grow and thrive as the community works together to build toward the future.

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Micah enjoys reading, discussing philosophy, playing music, acting, finding great food, and watching his beloved Tennessee Volunteers play college football and basketball. He holds degrees in music, history, and education. Micah most recently attended Texas A&M University in Commerce, where he received his master's degree in theatre. Micah's wife is a high school art teacher and between them, they have four children, a granddaughter, and a daughter-in-love. Micah hopes to be heavily involved in the Greenville music, theatre, and art communities once he settles into his new home.

We are pleased to welcome Micah McBay to his new position with the City of Greenville and are confident he will continue the tradition of excellence the city has achieved. Micah will join the City staff as of Wednesday, June 1, 2022.