

**Rosa Fleming**  
**Director, City of Dallas**  
**Convention and Event Services**

Rosa Fleming has more than 30 years of progressive work experience in municipal government, business administration, fund development, contract management, contract compliance and hospitality. Rosa is currently the Director for Convention and Event Services. In this role, Rosa is responsible for a portfolio which includes contract management and capital project management for the Kay Bailey Hutchison Convention Center Dallas (KBHCCD), and contract management for the Eddie Bernice Johnson Union Station, American Airlines Center, the Omni Dallas Hotel and LGC, and VisitDallas, among other smaller contracts. In this capacity, Rosa oversees an annual operating budget of over \$114 million, a capital budget of more than \$62 million, and is currently leading several City of Dallas departments and external partners in the implementation of the multi-layered Kay Bailey Hutchison Convention Center Dallas Master Plan. Rosa has led the development of this master plan for the last 18 months, with the most recent milestone being the passage of Proposition A which completes the multipart funding plan for the project. Rosa holds several certifications in business administration, fundraising and contract management. She is currently also active on several boards, including VisitDallas, the Dallas Tourism Public Improvement District, and Beyond the Ball. Born in Brownsville, Texas, Rosa holds degrees in political science and English from Southern Methodist University (SMU). She also attended graduate school at the University of Texas at Arlington where she focused on city and regional planning and holds a Master of Liberal Arts from SMU. She currently lives in Duncanville where she enjoys spending time with her family, and writing, reading, and gardening.