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HVAB announces hiring of Sports Service Manager

State College, PA, Aug. 15, 2022 – The Happy Valley Adventure Bureau (HVAB) today announced the hiring of Jake Morelli as Sports Service Manager.

In this newly created position, Morelli will be responsible for the complete servicing of all sports groups and athletic tournaments that the HVAB has either secured for the area or is supporting in other ways, for the purpose of ensuring successful events and ultimately, rebooking for future dates.

HVAB President and CEO Fritz Smith said the role is a vital resource for the Happy Valley Sports and Entertainment Alliance. Announced last November, the Alliance will be fully operational in September once the executive director and board are publically announced.

“The ability to provide dedicated delivery services for sporting events coming into the area will bring Happy Valley in line with competitor destination marketing organizations and sports commissions,” Smith said. “We are pleased to welcome Jake to the HVAB team as we work to elevate sporting and entertainment events in the county.”

Smith said Morelli will visit with various community and university partners over the next few weeks as part of the onboarding process.

A native of Bellefonte, Morelli is a recent graduate of Southern Methodist University with a Master of Science in Sports Management. He completed undergraduate studies at the University of Pittsburgh.

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