

ADD-ON

Item # 32A

**SEMINOLE COUNTY GOVERNMENT  
AGENDA MEMORANDUM**

**SUBJECT:** Confirm Appointment of Tourism Director

**DEPARTMENT:** County Manager Office **DIVISION:** \_\_\_\_\_

**AUTHORIZED BY:** J. Kevin Grace **Contact:** J. Kevin Grace **EXT.** 7211

**Agenda Date** 02/25/03 **Regular**  **Consent**  **Work Session**  **Briefing**   
**Public Hearing – 1:30**  **Public Hearing – 7:00**

**MOTION/RECOMMENDATION:**

Confirm Appointment of Suzan K. Bunn, as Tourism Director, effective April 21, 2003.

**BACKGROUND:**

In accordance with Section 2.3B(1) of the Seminole County Charter, I am requesting Board of County Commissioners' confirmation of the appointment of Suzan K. Bunn as the Tourism Director at a salary of \$73,000, effective April 21, 2003.

Ms. Bunn's resume is attached for your review.

Reviewed by:  
Co Atty: \_\_\_\_\_  
DFS: \_\_\_\_\_  
Other: \_\_\_\_\_  
DCM: \_\_\_\_\_  
CM: JKG  
  
File  
NoCCM01

**Suzan K. Bunn**  
4768 Deer Road ~ Orlando, FL 32812  
Home Phone 407/384-9507 ~ Email [sbunn70136@aol.com](mailto:sbunn70136@aol.com)  
Cell phone - 407/873-9913

### **QUALIFICATION**

Highly Motivated and Performance-Based Sales and Marketing Professional

### **WORK HISTORY**

#### ***Manager, Convention Sales & Sports Marketing***

#### ***Kissimmee-St. Cloud Convention & Visitors Bureau 1989-Present***

- In 2002, obtained 526,000 room nights leads resulting in \$1.7 million in resort tax
- Introduced ROI and Top 25 Client Program into the Bureau creating a profit center
- Responsible for a \$1,000,000 dollar budget and marketing plan
- Created the sports department and booked Florida Special Olympics (5 years), Kmart Bassmasters Top 150 (3 years), the Senior Games (4 years), and was instrumental in the booking of World Cup and Olympic Soccer Teams at Austin-Tindall Regional Park
- Instrumental in booking MPI-PEC and ICPA, resulting in \$24,000 in resort tax and over #2 million in direct economic impact, as well as hosting 3,000 new clients
- Supervise a department of 7 sales and support staff

#### ***Meeting Professional, Florida League of Financial Institutions, Orlando 1975-1989***

- Coordinated 40 meetings per year, the largest being 1,000 people
- Managed the accounting, statistical research, the magazine staff and the meetings department while at the League

#### ***Consultant, Institute of Simulation & Training, Orlando 2002***

- Created Convention and Exhibition Industry Value Chains and Potential Product Introductions for a virtual/media reality system for Canon of Japan

#### ***Consultant, Hard Rock Cafe***

- Designed a program for Hard Rock to create a leadership performance evaluation system
- Currently working on the actual leadership portion of their managers evaluation

### **E D U C A T I O N**

- Bachelor of Arts in Education, University of Central Florida, 1973
- Masters in Organization Behavior and Change Management (UCF) - Summer 2003

### **C E R T I F I C A T I O N S**

- CMP (Certified Meeting Professional ) 1994
- Masters Program I & II/White Paper Author (PCMA) 2000 - Think Tank for a nationally published white paper on the industry
- CHSP (Certified Hospitality Sales Professional) 1997
- Walt Disney World College of Knowledge Graduate

### **A C C O L A D E S**

- Women's Leadership Initiative (MPI) 2002/03
- Supplier and Corporate Member of the Year, Greater Orlando Meeting Professionals International - 1999/2001
- Greater Orlando Area Meeting Professionals International Board Member/Director of Public Relations/VP of Community and Industry Relations 1999-2003
- International Director - The Meeting Advisor (MPI) 2000-2002
- International of Exposition Managers Florida Bd Member/Education Chair 1999-2000
- Phi Theta Kappa Honor Society

### **P H I L A N T H R O P I C W O R K**

- Stephen Minister/Christian Education Teacher
- House of Hope Volunteer