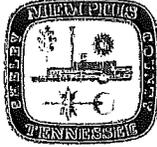


# City of Memphis



**MYRON LOWERY**  
Mayor Pro Tem

TENNESSEE

August 26, 2009

The Honorable Shea Flinn  
Chairman  
Personnel, Intergovernmental & Annexation Committee  
City Hall - Room 514

Dear Chairman Flinn:

Subject to Council approval, it is my recommendation that:

***Kevin Kane***

be reappointed to the Memphis & Shelby County New Arena Public Building Authority with a term expiring July 30, 2013.

I have attached biographical information.

Sincerely,

A handwritten signature in black ink that reads "Myron Lowery".

Myron Lowery  
Mayor Pro Tem

ML:rb

c: Council Members

*Kevin Kane*  
*Memphis Convention & Visitors Bureau President & CEO*  
*Biography*

As President and CEO of the Memphis Convention & Visitors Bureau, Kevin Kane has often been described as the face and voice of Memphis tourism.

His mission is a dual one: 1) on a local level, to create an understanding of the value of hospitality and tourism and 2) on a national and international level, to communicate a brand for the Memphis destination, a brand which promises a unique music heritage and great entertainment.

Kevin Kane directs a 501c-6 non-profit organization that is the official destination marketing organization of Memphis and Shelby County. He leads a staff of 30 and a membership of more than 500 hospitality-related businesses. The CVB also has representatives in London, Germany, Washington, DC, and Chicago. The agency functions as a catalyst for the growth of the local hospitality industry and advocates widespread support among Memphis and Shelby County citizens, businesses, lawmakers, and elected officials.

Before joining the CVB, Mr. Kane was director of worldwide sales for Holiday Inns, Inc., then based in Memphis. He directed the development and expansion of worldwide sales strategies in North America for the hotel chain.

Mr. Kane has used his own background in international sales and marketing to establish an international awareness of Memphis. He uses strong professional relationships to push Memphis to the forefront of travel destinations. Special appearances by Memphis icons frequently accompany a vigorous sales pitch at major travel events. Through his own relentless enthusiasm, Mr. Kane has become the most sought-after spokesperson for Memphis entertainment and amenities.

After joining the CVB in 1991, Mr. Kane proceeded to strengthen its position as the lead tourism agency. He secured a permanent address, at 47 Union Avenue, for CVB offices. He opened new visitor centers to offer personal assistance to visitors and to showcase the destination: The Tennessee Welcome Center/Memphis Visitors Center on Riverside Drive in the mid 1990s, the Memphis and Shelby County Visitors Center on Airline Road in 2003, and the Memphis Visitors Center at Elvis Presley Boulevard and Brooks Road in 2005.

Under his direction, in the mid nineties, Mr. Kane transitioned the CVB marketing theme to "Memphis - Home of the Blues, Birthplace of Rock 'n' Roll," which was the beginning of Memphis' music brand and was inspiration for several successful advertising campaign and promotions, including the "50 Years of Rock 'N' Roll" in 2004, and the "50 Years of Soul" in 2007.

Additional accomplishments and milestones include:

- He opened sales offices in Washington DC and Chicago, London and Germany.
- Spearheaded the Memphis response to the Hurricane Katrina evacuees
- Established the Memphis Sports Development Council and the Memphis Tourism Education Foundation, both 501 c-3 subsidiaries of the CVB
- As a volunteer, directed the rebuilding of the Blues Foundation and kept this prestigious international organization in Memphis
- As a volunteer, co-founded the Bridges Kick Off Classic high school football competition

Mr. Kane is a native of Memphis, Tennessee and a graduate of Christian Brothers High School and the University of Memphis. He is an avid sports enthusiast, tennis player and golfer. He is the proud father of three.

Additional Activities:

Board Chairman, Memphis Rock 'N' Soul Museum  
 President, AutoZone Liberty Bowl Festival Association  
 Board & Executive Committee Member, Destination Marketing Association International  
 Board Member, U. S. Travel Association  
 Board Member, Riverfront Development Corporation  
 Board Member, Regions Bank Advisory Board  
 Member, National Academy of Recording Arts & Sciences (NARAS)  
 Tournament Committee Member, International Tennis Hall of Fame, Newport, R.I.  
 Founder & Co-Chair, Bridges High School Football Classic-Memphis, Tennessee  
 Board Member, Memphis Regional Chamber of Commerce  
 Advisory Council Member, Memphis Zoological Society  
 Board Member, Metropolitan Memphis Hotel & Lodging Association  
 Board Member, Beale Street Caravan  
 Advisory Board Member, Mid South Fair  
 Board Member (& former Chairman), Blues Foundation  
 Trustee, Christian Brothers High School  
 Past Chairman, Tennessee Association of Convention & Visitors Bureaus  
 Member, Memphis Fast Forward Economic Development Task Force  
 Member, Memphis & Shelby County Sports Authority Executive Committee  
 Member, American Society of Association Executives  
 Named Outstanding Young Tennessean, 1993, by Tennessee State Jaycees  
 Elected to Christian Brothers High School Hall of Fame, 2000  
 Named 2007 "Communicator of the Year"  
 by Public Relations Society of America, Memphis Chapter  
 Named 2001 "Downtowner of the Decade" by Memphis Downtowner Magazine  
 Leadership Memphis graduate, 1994  
 Recipient 2007 Dean Campbell Award for Community Service, Germantown Rotary



# City of Memphis

## BIOGRAPHICAL INFORMATION APPOINTMENT TO BOARD/COMMISSION

PBA  
BOARD/COMMISSION

Name: KEVIN KANE Date of Birth: 11/24/56

Business Address: 47 UNION Phone: 901 543-5301

E-Mail Address: KKANE MCVB @ AOL - COM

Profession/Employer: TOURISM DEV. / MEMPHIS CONVENTION & VISITORS BUREAU

Education: BS / UOF MEMPHIS BUSINESS ED.

Name of Spouse: HADEN KANE Number of Children: 3

Home Address: 459 MONTAGNE 38103 Phone: 901 5232883

City: MEMPHIS State: TN Zip: 38103

I certify that I am a resident of the City of Memphis (Unincorporated areas and surrounding counties are not considered). Yes  or No  If yes, how long? \_\_\_\_\_

Professional Organization/Associations: PRESIDENT / LIBRARY BOARD  
CHAIRMAN / MEM ROCK N SOUL MUSEUM EXEC COM / DEST MKT ASSOC TN

Other Organizations/Association: BOARD / US TRAVEL ASSOC

Other Interests: BIO ATTACHED

Signature [Handwritten Signature] Date \_\_\_\_\_

**MEMPHIS AND SHELBY COUNTY  
NEW ARENA PUBLIC BUILDING AUTHORITY  
(FEDEX FORUM)  
6 YEAR TERM**

<b>Members</b>	<b>Address</b>	<b>Term Expires</b>
<b>City</b>		<b>City</b>
<b>Jensen, Larry</b> <i>(Reappointment)</i>	4737 Shady Grove Memphis, TN 38117 Bus: 901.366.6070	<b>July 30, 2011</b>
<b>Jones, Carol</b> <i>(Reappointment)</i>	1324 Partee Cove Memphis, TN 38111	<b>September 10, 2011</b>
<b>Kane, Kevin</b> <i>(Reappointment)</i>	459 Montaigne Blvd. Memphis, TN 38103 Res: 901.523.2885 Bus: 901.543.5301	<b>July 30, 2013</b>
<b>Miller, Larry J.</b> <i>(Reappointment)</i>	550 Techno Lane #803 Memphis, TN 38105 Res: 901.272.7884 Bus: 615.741.4453 Rep.larry.miller@capitol.tn.gov	<b>July30, 2014</b>
<b>Peck, David</b>	6245 Green Meadows Road Memphis, TN 38120	<b>September 30, 2013</b>
<b>Raines, Julie</b>	211 Goodwyn Place Memphis, TN 38103	<b>July 30, 2011</b>
<b>Turner, Johnnie</b>	752 W. Levi Road Memphis, TN 38109 Res: 901.785.6750 Bus: 901.521.1343	<b>July 30, 2013</b>