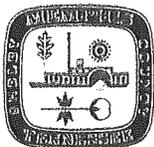


City of Memphis



TENNESSEE

A C WHARTON, JR.
MAYOR

January 31, 2011

The Honorable Harold Collins, Chairman
Personnel, Intergovernmental & Annexation Committee
City Hall - Room 514
Memphis, TN 38103

Dear Chairman Collins:

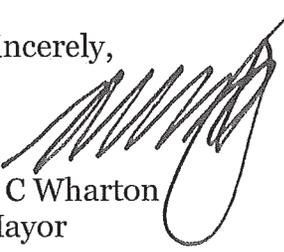
Subject to Council approval, it is my recommendation that:

Kevin Brewer

be appointed to the Minority Business Development and Oversight Commission with a term expiring July 1, 2013.

I have attached biographical information.

Sincerely,


A C Wharton
Mayor

ACW/lar

c: Council Members



City of Memphis

BIOGRAPHICAL INFORMATION APPOINTMENT TO BOARD/COMMISSION

BOARD/COMMISSION

Name: Kevin Brewer

Date of Birth: May 2, 1968

Business Address: 265 S Front Street, Memphis, TN 38103 Phone: 901-766-1836

E-Mail Address: Kbrewer@destinationking.com

Profession/Employer: Chief Operating Officer / Destination King, Inc.

Education: Clemson University

Name of Spouse: Cindy Brewer

Number of Children: 2

Home Address: 1328 Carr Ave.

Phone: 901-726-0051

City: Memphis

State: TN

Zip: 38104

I certify that I am a resident of the City of Memphis (Unincorporated areas and surrounding counties are not considered). Yes X or No _____ If yes, how long? 10 Years

Professional Organization/Associations: Meeting Planners International, Association of Destination Management Exec., Memphis Convention Center Feasibility Committee, The Leadership Academy Fellow Advisory Board

Other Organizations/Association: MPACT Memphis, Memphis Zoo, Shelby Farms Conservancy, Children's Museum of Memphis

Other Interests: Promoting a Positive Memphis, Golf, running, and spending time with my wife and two children

Signature

Date 12-3-10

Kevin Franklin Brewer

4986 Normandy Lane

Memphis, TN 38117

901-726-0051 Home, 901-229-4289 Cell

Email address: kbrewer@destinationking.com

Objective:

Seeking an opportunity to contribute prior executive level experience, with a demonstrated expertise, and personal ability in sales, marketing, business development, branding and promotions to directly impact the success of a company that offers potential for growth and advancement.

Summary of Qualifications:

Over 20 years of diverse and progressive sales and marketing experience in the tourism, entertainment, and high profile service industries.

- Strategic planning, marketing assessments and sales analysis for primary and secondary market segments
- Brand positioning – created high visibility in all market segments via tradeshow participation, client events, sponsorships, advertising and promotional campaigns
- Established departmental philosophy based upon customers needs and win-win negotiations
- Coaching and mentorship – managed and motivated staff to achieve departmental and company goals.
- Product development - effective creator of new and progressive product to increase revenue and brand awareness

Professional Experience:

11/01-Present (Company in Existence)

11/04-Present (Full time)

Destination King, Memphis TN

Co-Founder, Chief Operating Officer

Destination King is a full service destination management company operating in the Memphis. We also operate a third part meeting planner division coordinating meetings both domestically and internationally for a number of corporate clients.

10/02-11/04 **Memphis Convention and Visitors Bureau, Memphis TN**

Vice President of Sales

- Develop and manage a sales and services team of eleven professionals hired to target various market segments including association, corporate, incentive, domestic and international travel industry
- Responsible for achieving 127,000 in total room nights booked by strategically planning the department's sales and marketing efforts
- Formulate and implement sales and marketing plan for \$1.7m budget
- Manage all organization Representative Firms in Chicago, the United Kingdom, and Germany as well the leads that are generated on a monthly basis
- Oversee all sales and services efforts of the organization including the negotiation between national meeting planners, the Memphis Cook Convention Center, and all applicable hotels

- Represent Memphis on national industry Boards and committees as well as on a local level to increase tourism industry awareness
- Secure, organize and execute sponsorships, and events to increase the exposure for Memphis and the CVB.
- Oversee the creation and implementation of sales collateral, direct mail campaigns and print advertisements

9/01 -10/02 **Dover Motorsports Inc., Memphis Motorsports Park, Memphis TN**
Director of Sales and Marketing

- Responsible for achieving 2.1 million in sales revenue for 2002
- Communicate and coordinate with Dover Motorsports executive office to insure overall company sales and marketing goals are achieved
- Develop and manage a sales and marketing team of six professionals hired to sale tickets, suites, hospitality, expo space and program ads for all major and weekly events
- Actively pursue new sponsorship possibilities while maintaining an excellent working relationship with current sponsors
- Increased 2002 sponsor commitments by 40% to over 1.2 million
- Develop and facilitate all promotions with current sponsors to insure maximum brand exposure for sponsors at all major and weekly events while increasing ticket sales for facility
- Formulate and implement sales and marketing plan and 1 million budget
- Oversee the creative and production for all MMP sales and marketing collateral and related printed materials
- Create, plan and manage sales teams efforts to reach regional and NASCAR related companies to participate in hospitality and group ticket purchases
- Evaluate sales and marketing and public relations' employees performance and growth on an annual basis as well as develop goals for incentives

3/01- 9/01 **Brewer and Associates, Orlando, FL**
Sales and Marketing Consultant

- National clients include Travel South USA, Pennsylvania Office of Economic Development, and Excellence in Hospitality
- Seminars and speaking engagements
- Event management for corporate and convention planners

11/96-3/01 **Hard Rock Cafe International, Orlando, FL**
Director of Worldwide Sales (5/98 – 3/01)
Director of Travel Industry Sales (11/96 – 5/98)

- Opened Hard Rock Cafe Worldwide Sales Office with a comprehensive and strategic plan to increase profitability on a global scale
- Developed and managed a sales team of ten professionals hired to target various market segments including domestic and international travel industry, convention and incentive
- Worked closely with General Managers at the Cafe level to ensure effective sales positioning for the 95 individual Cafe locations
- Exceeded 2000 \$25 million revenue goal by 18%
- Developed and implemented merchandise incentive program for clients in all market segments that resulted in a 13% increase in sales
- Formulated and implemented global sales and marketing plan and \$1.2m budget

- Secured exposure for Hard Rock Cafe by organizing and executing sponsorships, events and press conferences worldwide
- Initiated and implemented national programs and strategic alliances with major corporations to increase revenue and brand awareness
- Solicited strategic partnerships with trade organizations
- Negotiated city specific contracts with corporations to maximize account spending
- Created and monitored the production of sales collateral, direct mail campaigns and print advertisements
- Developed the sales segment of Hard Rock Cafe web-site

7/95-11/96

**The Family Channel International, Calvin Gilmore Productions Division,
Myrtle Beach, SC
National Sales Manager**

- Created budget and marketing plan for all of company's products
- Effective development and management of strategic corporate alliances for new revenue stream and co-branding opportunities
- Supervised the Sales Department by managing individual sales goals and marketing plan implementation
- Developed marketing materials including point of sale, sales kits, videos, and direct mail campaigns
- Researched and developed new markets and programs

4/92-7/95

**The Inn at Myrtle Beach, Myrtle Beach, SC
Director of Sales and Marketing**

- Responsible for marketing, advertising, promotions, and sales in all markets
- Attended national and international trade shows creating new business for golf vacations and group travel
- Developed product for all market segments to increase occupancy during off peak periods by 65%
- Increased occupancy by 80% by developing and implementing a marketing plan for target specific markets
- Generated positive exposure of facility within community through effective public relations
- Expanded marketing scope to include international markets with a concentrated effort in United Kingdom and Canada

Education:

Clemson University, Clemson SC
B.S. – Parks, Recreation and Tourism Management

Community Activities, Volunteer Work and Honors:

- Association of Destination Management Executives Board of Directors(2006 – Present; President 2010)
- City of Memphis Convention Center Task Force (2009 – Present)
- Leadership Academy of Memphis Fellows Advisory Board (2007- Present)
- Memphis Tourism Foundation (2007 – Present)
- Meeting Planners International (1999- Present)
- University of Memphis Kemmons Wilson School of Hospitality Advisory Board (2006 - 08)
- MPACT Memphis Board of Directors (2003-2007; Chairman 2006)
- Voted one of Memphis' Top 40 under 40 by the Memphis Business Journal (2004)

- National Tourism Foundation Board of Trustees (1999-2004; Chairman 2003)
- Student and Youth Travel Association - Board of Directors (1996-99)

- Covey Leadership Graduate (1999)
- Travel Industry Association of America – Member Services (1997-1999)
- White House Conference on Travel and Tourism (1996)

MINORITY BUSINESS DEVELOPMENT AND OVERSIGHT COMMISSION

9 Member Board

2 Ex Officio Members

3 Year Term

Currie, Anthony	M/B	07/01/13	3yr. Term
Dobbins, Alandas	F/W	07/01/13	3yr. Term
Jones, Melvin	M/B	07/01/13	3yr. Term
Martin-Kelly, Anna	F/H	07/01/13	3yr. Term
Romo, Juan	M/H	07/01/13	3yr. Term
Spicer, Lori	F/B	07/01/13	3yr. Term
Whisenant, Sabrina	F/W	07/01/13	3yr. Term
Williams, Roby	M/B	07/01/13	3yr. Term