

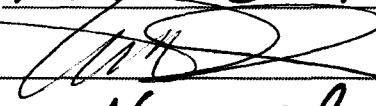


Mayor and City Commission:

RE: Vacancy in the Office of City Commission

I am interested in serving on the Dania Beach City Commission until the November 4, 2014 Municipal Election.

I am a bona fide resident and citizen of the City of Dania Beach, resident of the State of Florida; and a citizen of the United States of America; I am duly qualified to vote at City, State and National Elections; I am over the age of twenty-one (21) years; and I have resided in the City of Dania Beach for at least one (1) year, as evidenced by voter's registration documentation.

Printed Name: Luis G. Rimoli
Signature: 
Address: 902 NATURES COVE ROAD
DANIA BEACH, FL 33004
Phone Number: 954.478.0653
E-mail Address: LUIS@STAGEDRIGHTEVENTS.COM
Date: JULY 12, 2013
Voter's Registration Number: 10488092
Registration Date: 02-26-01

Luis Rimoli



29 S Federal Highway • Dania Beach, FL 33004 • Phone: 954-404-8252 • E-Mail: luis@stagedrightevents.com

Overview

30 + years of experience in the hospitality industry including managing hotel chains such as Marriott and Embassy Suites. For the past 15 years, President Owner of Staged Right Events, Inc. a full service meeting, event and conference planning company located in Dania Beach Florida.

Experience

Owner President – Staged Right Events, Inc. 1999 to Present

I'm a forward thinking business executive with years of increased responsible and experience in the hospitality industry. My background spans short/long range planning, policy/procedure development, operations, marketing, profit/loss, engineering, safety/security, and quality management. I currently own and operate two companies, Staged Right Events and Fetch Branding, providing direction to a staff of 8 that is responsible for securing event and meeting space for clients totaling about \$10 million annually. Our clients rely on us to provide a verity of revenue enhancing and cost control measures that significantly improved bottom line of their events. Anticipated customer needs and conceived innovative product and service solutions, which maximized company value and improved competitive market positioning. I have excellent decision-making, team building, communication, and problem solving skills.

VP Vacation Sales - Piedmont Travel 1997 - 1999

As Vice President of Sales for the vacation travel division of Piedmont Travel, I was responsible for this newly developed department. Reporting directly to the CEO, I was hired to be a strategic thinker and to implement programs to increase the companies corporate base to utilizes Piedmont Travel not only for corporate travel but also for their vacation needs.

VP Sales and Marketing – Greenville Convention and Visitors Bureau 1995 - 1997

Responsible for overseeing all sales and marketing efforts to attract conventions, meetings, trade and consumer shows and group tours to the Upstate of South Carolina. I was also responsible to guide the bureau's consumer marketing and communications efforts.

General Manager Courtyard Marriott – Fort Lauderdale, FL and Greenville, SC 1990 - 1995

Assistant General Manager – Embassy Suite Hotel, Fort Lauderdale, FL 1987 - 1990

Harrah's Hotels and Casino's / Embassy Suites Hotels, Northern NV and CA 1976 - 1990

Recent/Current Memberships and Boards

Past Member of the Dania Beach Airport Advisory Board
Aventura Marketing Council
Members of the Fort Lauderdale and Miami Convention and Visitors Bureau
BOD - Dania Beach Chamber
President – Natures Cove Association and Architectural Committee
Friends of Dania Beach Paul DeMaio Library
Various other local Committees

Education

Western Nevada Community College 1977 - 1979

Proctor R Hug High 1972 - 1976

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July 12, 2013

Dear Mayor Duke, Commissioners and City Staff,

I am interested in serving on the Dania Beach City Commission until the November 4, 2014 Municipal Election. My main objective is to support the residents of the city by maintaining the tax base and property values, develop business partners in the city and protect residents from crime. I wish to shine a positive light on the city of Dania Beach. I am a resident, a property owner and a business owner. I wish to see Dania Beach prosper and grow. I am personally and professionally invested in Dania Beach. My mother and sister, both of whom are seniors currently live in our city. Because they are on fixed incomes, my interest to help our seniors has become of great importance to me.

I was raised in Reno, Nevada where I attended high school and college. Following graduation, I held various positions for Harrah's Entertainment, (at the time the largest employer in Northern Nevada), where I excelled in Human Resources Representation. Due to my vast knowledge of hotel operations, union contracts negotiations and workman's compensation issues, I was moved to California and appointed Human Resources Manager and later Assistant General Manager for the hotel division of Harrah's Embassy Suites in Northern California. In the mid 1980's, I transferred to South Florida for the same reasons stated above and I then became Assistant General Manager for Embassy Suites, Ft. Lauderdale and instrumental in the opening of the Embassy Suites at the Miami Airport. Following a highly successful career with Harrah's and Embassy Suites, I was recruited and accepted a position of Hotel General Manager for Marriott International and moved to Greenville, South Carolina.

Several years later while working in Greenville with Marriott, I was recruited to join the Convention and Visitors Bureau as Vice President of Sales and Marketing. This was a unique and challenging opportunity to work with city, local and state governments agencies through the process of funding this Convention and Visitors Bureau. Equally as challenging was to attract meeting and convention business to the upstate South Carolina. We competed with major southern cities with much bigger budgets and infrastructures than ours such as: Atlanta, Charlotte, Richmond, Little Rock, and Chattanooga just to name a few. However, we succeeded with clear and focused attention to our cities strength's, not our limitations.

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In 2000 I purchased a condo at Chateau De Ville in SE Dania Beach. I am the proud Father of two adult children, a daughter named Lacey who is 25 and married, and a son named Alex who is 19 and in college. In 2002 I sold my condo and purchased a home here in Dania Beach, where I have made a wonderful life. I am a past President of the Natures Cove Homeowner's Association and currently serve on the Architectural Committee. In 2006 we purchased a Dania Beach property for my mother and sister at Palm Village Club. In February of 2012 we moved our Corporate Offices from North Miami Beach to Dania Beach and purchased our building at 29 South Federal Hwy.

We are currently participating in the CRA Façade Improvement Program and have made a significant investment to permanently make our business and personal home, Dania Beach. Since moving our business we have added 5 staff and purchased another company called Fetch Branding to our portfolio. I am personally and professionally active in our community, a Friend of the Dania Beach Paul DeMaio Library, Board Member of the Dania Beach Chamber of Commerce, Aventura Marketing Council, Fort Lauderdale and Miami Convention and Visitors Bureaus, IATAN (International Air Travel Association Network), CLIA (Cruise Line International Association), Sponsor/Fundraising for Dania Beach Relay for Life, served on Airport Advisory Board since 2011 (having just recently resigned to allow others to serve). We were actively involved in the inaugural Dania Beach Arts and Seafood Festival providing the festival committee with the website/design and assistance at their regular meetings.

Our company donated to the Arts & Seafood Festival Committee the website and was an active member of the planning committee for the First Annual Dania Beach Chamber Fishing Tournament (which benefitted several charities in the area). Staged Right Events was also nominated as one of the finalist for Dania Beach Chamber of Commerce Small Business of the year in 2013.

I am a skilled negotiator of national contracts for our Staged Right Event Clients with Marriott Worldwide Sales, Hilton Global Sales, Ritz Carlton, Fairmont, Starwood Hotels, Four Seasons Hotels, and Hyatt Worldwide Sales. In addition I am extremely proficient and creative in line item budgeting, whether its running my own company or managing million dollar budgets for our clients large association meetings.

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In closing, I would say that I have built an impeccable reputation not only locally in my community but in the Meeting and Event industry nationally with some of country's most prestigious associations such as:

NAREIT (National Association of Real Estate Investment Trust)

NMHC (National Multi Housing Council)

NENA (National Emergency Notification Association)

SIOR (Society of Industrial and Office Realtor)

CALSTART (California Clean Energy and Transportation Energy)

NYSERDA (New York State Energy Research Development Association)

Assemblies of God - Southern California

TEP (Transportation Energy Partnership)

I would be happy to make myself available to the commission for additional information and will be happy to have you contact any of my clients for references.

Thank you for your consideration.

Sincerely,



Luis Rimoli