



CITY AND COUNTY OF DENVER
PRIVILEGED AND CONFIDENTIAL WORK PRODUCT

Michael B. Hancock
Mayor

To: Mayor Michael B. Hancock
From: Romaine Pacheco, Director
Date: August 19, 2019

BOARD: Tourism Improvement District

POC: Carrie Atiyeh

BACKGROUND:

Members: 7
Terms: 3 Years (No more than two terms)
Confirmation: Yes

In 2017, this quasi-government district was created, and businesses agreed to assess a tax/fee in order to pay for specific projects. The fees generated by this District will provide funds for future improvements at the Convention Center and support marketing efforts.

RECOMMENDATIONS:

John Everett, Evergreen, (M)(C) to serve as a representative of the hotel and lodging association for a term expiring August 31, 2023, reappointed;

Walter Isenberg, Denver (M)(C) to serve as a representative of Visit Denver for a term expiring August 31, 2023, reappointed;

Greg Leonard, Aurora (M)(C) to serve as a representative of the Office of the Mayor for a term expiring August 31, 2023, reappointed.

ACTION NEEDED:

Reappoint Everett, Isenberg and Leonard.

Please provide additional candidates to consider.



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BAC-6383

Contact Information

Contact Name	Greg Leonard	Home Address	14589 East Navarro Place
Preferred Phone	303-436-1234	Home City	Aurora
Preferred Email	greg.leonard@hyatt.com	Home State	CO
Other Phone	3034864501	Home Zip	80014
Other Email	gfl04@comcast.net	County	USA
DOB	[REDACTED]	Race/Ethnicity	Caucasian
SSN	[REDACTED]	Salutation	Mr.
Gender	Male	Party Affiliation	
Other Gender			

Board Information

Board Name	Tourism Improvement District	Other boards or commissions served	Visit Denver
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Hyatt Regency Denver at the Colorado Convention Center	Work Address	650 15th Street
Position	General Manager	Work City	Denver
Business Phone #	3034361234	Work State	CO
Work Email	greg.leonard@hyatt.com	Work Zip	80202

Additional Information

Are you a registered voter?	Yes	Other Ethnicity	
If so, what county?	Arapahoe	Objection to appointment?	No
Denver City Council District No	9	Special Information	

Education and General Qualifications

Name of High School	North Farmington High School	Name of Graduate School	
Location of High School	Farmington Hills, MI	Location of Graduate School	
# of Years Attended High school	4	# of Years Attended Graduate School	

Did you Graduate High School Yes

Did you Graduate

Graduate Major

Name of College Western Michigan University
Location of College Kalamazoo, MI
of Years Attended College 4
Did you Graduate College Yes
Undergrad Major Bachelor of Business Administration

Reference Details

Reference Name #1 Roger Reference Email #1 roger.martin@hyatt.com
Reference Phone #1 Martin Reference Address #1 650 15th Street

Reference Name #2 Rosana Reference Email #2 rosana.winarto@hyatt.com
Reference Phone #2 Winarto Reference Address #2 650 15th Street

Reference Name #3 Tom Reference Email #3 tom.mailhot@hyatt.com
Reference Phone #3 Mailhot Reference Address #3 650 15th Street

Agree to a background check [checked]

Owner Denver Integration

Created By Denver Integration, 7/7/2020 1:45 PM

Last Modified By Denver Integration, 7/7/2020 1:45 PM

Notes & Attachments

GLEonardblo012019.pdf

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Last Modified Denver Integration

Description

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**About Greg Leonard, General Manager
Hyatt Regency Denver at Colorado Convention Center**

Greg Leonard returned to the Mile High City in August, 2015 to become the General Manager of the 1,100 room, award-winning Hyatt Regency Denver at Colorado Convention Center. Leonard has recently overseen the renovation and reconcepting of the lobby and food and beverage venues at the hotel. He was General Manager of Hyatt Regency San Antonio and prior to transferring to Texas, he was the General Manager of Grand Hyatt Denver for five years, overseeing a guest room and lobby renovation as well. He was the General Manager of Hyatt Regency Denver Tech Center for ten years prior to that. Leonard will be celebrating his 40 year anniversary with Hyatt in 2020 and it all began in food and beverage.

Greg Leonard is known for his active involvement in and commitment to the local community, including his work on behalf of local charities. He is captain of the Bike MS Colorado Team Stay Fit at Hyatt that grew to more than 200 riders and that raised more than \$1 million during the course of fifteen years.

Greg Leonard serves on numerous boards to including Downtown Denver Partnership, Metro Denver Lodging Council, Colorado Hotel and Lodging Association as well as Colorado Special Olympics where he also serves as a coach, and is a proud father of a SOCO athlete.

Also a member of the Board of Directors of VisitDenver, Richard Scharf, President/CEO of VisitDenver said, "Greg Leonard is a true leader. He contributes in many ways from his community involvement to his efforts to improve the Colorado experience by delivering exceptional hotels for all to enjoy."

Greg Leonard and his wife, Jenny have three daughters, Alexandra, Samantha and Amanda.

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BAC-6369

Contact Information

Contact Name	Walter Isenberg	Home Address	2423 E. Exposition Ave
Preferred Phone	303-884-1742	Home City	Denver
Preferred Email	walter.isenberg@sagehospitality.com	Home State	CO
Other Phone		Home Zip	80209
Other Email		County	Denver
DOB	██████████	Race/Ethnicity	Caucasian
SSN	██████████	Salutation	
Gender	Male	Party Affiliation	
Other Gender			

Board Information

Board Name	Tourism Improvement District	Other boards or commissions served	Visit Denver
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Sage Hospitality	Work Address	1575 Welton
Position	President and CEO	Work City	Denver
Business Phone #	303-535-7200	Work State	CO
Work Email		Work Zip	80202

Additional Information

Are you a registered voter?	Yes	Other Ethnicity	
If so, what county?	Denver	Objection to appointment?	No
Denver City Council District No	10	Special Information	

Education and General Qualifications

Name of High School		Name of Graduate School	
Location of High School		Location of Graduate School	
# of Years Attended High school		# of Years Attended Graduate School	
Did you Graduate		Did you Graduate	

High School

Graduate Major

Name of College
 Location of College
 # of Years Attended College
 Did you Graduate College
 Undergrad Major

Reference Details

Reference Name #1
 Reference Phone #1

Reference Email #1
 Reference Address #1

Reference Name #2
 Reference Phone #2

Reference Email #2
 Reference Address #2

Reference Name #3
 Reference Phone #3

Reference Email #3
 Reference Address #3

Agree to a background check

Owner Denver Integration

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 Last Modified By Romaine Pacheco, 7/7/2020 11:15 AM

Notes & Attachments

Walter Bio Short.docx

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 Description
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WALTER ISENBERG

*Co-Founder, President &
Chief Executive Officer
Sage Hospitality Group*

Not one to slow down, Walter started Sage more than 30 years ago with partner Zack Neumeyer and has only moved forward, fast. As CEO of Sage Hospitality Group, he directs all company operations including management, real estate investment and brand development, with an emphasis on community giving and teaching the next generation of great leaders. He also began Sage Restaurant Concepts (formerly Group) in 2006 to create high-volume restaurants within urban hotels, upping the value and revenue for Sage investors.

Results driven and creative, Walter is a member of the Union Station Alliance, the group responsible for revitalizing Denver Union Station and creating the high-performing Crawford Hotel. He created Sage's art program which provides locally curated art in newly built or renovated hotels. Now, he is leading Sage toward a new adventure, creating places that people want to go to, not through; by cultivating new experiences within the walls of Sage Hotels and Restaurants.

Setting the trend for Cornell University graduates at Sage, Walter graduated from the School of Hotel Administration at Cornell University in a year that he refuses to disclose. He is a member of Marriott International's Owner Advisory Board American Hotel Lodging Association Government Affairs Committee as well as a board member of Visit Denver, who inducted him into the Denver & Colorado Tourism Hall of Fame in 2010. In Denver his community impact is prominent as co-creator of Amp the Cause, the

Downtown Denver Partnership, The Children's Hospital Foundation and the
Metropolitan State University Denver Board of Trustees



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BAC-6370

Contact Information

Contact Name	John Everett	Home Address	4229 Scenic Village Dr
Preferred Phone	9726777036	Home City	Evergreen
Preferred Email	john.everett@westin.com	Home State	CO
Other Phone		Home Zip	80439
Other Email		County	Jefferson
DOB	[REDACTED]	Race/Ethnicity	Caucasian
SSN	[REDACTED]	Salutation	Mr.
Gender	Male	Party Affiliation	
Other Gender			

Board Information

Board Name	Tourism Improvement District	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Westin Denver Downtown	Work Address	1672 Lawrence ST
Position	General Manager	Work City	Denver
Business Phone #	7209316293	Work State	CO
Work Email		Work Zip	80202

Additional Information

Are you a registered voter?	Yes	Other Ethnicity	
If so, what county?	Jefferson	Objection to appointment?	No
Denver City Council District No	N/A	Special Information	

Education and General Qualifications

Name of High School		Name of Graduate School	
Location of High School		Location of Graduate School	
# of Years Attended High school		# of Years Attended Graduate School	
Did you Graduate		Did you Graduate	

High School

Graduate Major

Name of College
Location of College
of Years Attended College
Did you Graduate College
Undergrad Major

Reference Details

Reference Name #1
Reference Phone #1

Reference Email #1
Reference Address #1

Reference Name #2
Reference Phone #2

Reference Email #2
Reference Address #2

Reference Name #3
Reference Phone #3

Reference Email #3
Reference Address #3

Agree to a background check



Owner Denver Integration

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Last Modified By Romaine Pacheco, 7/7/2020 11:19 AM

Notes & Attachments

John Everett Resume Summary.docx

Type Attachment

Last Modified Denver Integration

Description

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JOHN EVERETT

1672 LAWRENCE STREET
DENVER, COLORADO 80202
972-877-7036
JOHN.EVERETT@WESTIN.COM

BACKGROUND

My background covers over twenty-five years of management experience in Resort, Corporate and Convention Hotels. My strengths in Financial Management, Guest Experience, Leadership and Owner Relations combined with a hands-on, resourceful and innovative style produces inspiring results.

AREAS OF EXPERTISE

Extensive experience in Financial Management producing value through strong financial management that drives optimal results in revenue, profitability and market share. Proven success in developing & executing sales, operating and capital plans that drive operational efficiencies and cash flow.

Service champion driving positive, personalized branded Guest Experiences. Driven by the voice of the customer, able to quickly identify areas for improvement, align leadership and execute plans of action that inspire guests and associates.

Strong leadership coach and communicator. Able to analyze operational performance and align leadership and associates on goals and priorities. Proven leader in facilitating best-in-class performance while balancing guest satisfaction, associate satisfaction and financial results.

Strong Owner Relations skillset. Able to connect quickly with variety of ownership styles and build strong rapport and communications adding value to both ownership and the management company.

PROFESSIONAL EXPERIENCE

April 2015 – Present - The Westin Denver Downtown Denver, Colorado

General Manager

- Directing \$34M operation, 430 room Luxury Four Diamond Hotel including a \$9M F&B operation with 32,000 sq. ft. of meeting space and a Palm signature leased restaurant. A top performing Westin in the West Region operating at peak financial performance across all metrics with strong Guest/Client Satisfaction and Associate Engagement.

March 2004 – April 2015 - The Westin Galleria Dallas Dallas, Texas

General Manager

Lead \$36M operation, 448 room Luxury Four Diamond Hotel including a \$13M F&B operation with 54,000 sq. ft. of meeting space and two signature restaurants. Westin Hotel of Year in 2009 and 2011. One of the highest performing Westins in NAD. #1 Ranked Market Leader running 160-170% RPI annually. Managed \$80M Renovation/Construction Project. Secured Westin contract renewal. Best-in-class performance – 42% GOP, 8.80 GEI Loyalty, +90% Starvoice Engagement, +90% QA.

September 2001 – March 2004 - The Westin Tabor Center Denver, Colorado

Hotel Manager - Regional Property

- Directed \$25M operation, 430 room Luxury Four Diamond Hotel including a \$10M F&B operation with 25,000 sq. ft. of meeting space and a signature restaurant. A top 20 performing Westin in NAD. Managed \$8.4 million public area, restaurant and guest room renovation.

January 2000 – September 2001 – The Westin Park Central Dallas, Texas

Hotel Manager - Area Property

Directed \$26M operation, 545 room Four Diamond Hotel that includes a \$10 million Food & Beverage operation with 30,000 square feet of meeting space and a roof top 5-star restaurant. Managed \$9.2M complete hotel renovation and conversion from Sheraton to Westin.

September 1995 – January 2000 - Doubletree Hotel at Lincoln Centre Dallas, Texas

Hotel Manager - Regional Property

Directed \$29M operation, 502 room Four Diamond Hotel that includes a \$10 million Food & Beverage operation with 30,000 square feet of meeting space and two signature restaurants. Managed \$7 million guestroom and public space renovation.

EDUCATION

- B.A. Division of Behavioral and Social Sciences, University of Maryland, College Park, Maryland, 1986

ADDITIONAL PROFESSIONAL ACCOMPLISHMENTS

- Active Member for Colorado and Denver Metro Hotel Associations, Downtown Denver Partner, and Visit Denver Tourism. 2015 - Present
- Board Member for the Greater Dallas Hotel Association 2004 – 2015
- Board Member of the North Dallas Chamber 2011 – 2015
- Board Member Dallas Tourism Improvement District 2012 - 2015
- Vice President Denver Metro Hotel Association 2004, Board Member 2001 – 2004.
- Board Member for the 2003-2004 Denver Metro CVB