



CITY AND COUNTY OF DENVER

PRIVILEGED AND CONFIDENTIAL WORK PRODUCT

Michael B. Hancock
Mayor

To: Mayor Michael B. Hancock
From: Romaine Pacheco, Director
Date: May 16, 2022

BOARD: Tourism Improvement District

POC: Allison Kohn

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 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.

RECOMMENDATION:

Amanda Parsons, Denver (F)(C) to serve as a representative of Colorado Hotel and Lodging Association for a term expiring August 31, 2023 and occasioned by the resignation of Eric Walters, appointed.

ACTION NEEDED:


_____ Amanda Parsons
_____ Please provide additional candidates to consider.



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BAC-8104

Contact Information

Contact Name	Amanda Parsons	Home Address	2937 S Madison St
Preferred Phone	2063716006	Home City	Denver
Preferred Email	amanda.parsons@thompsonhotels.com	Home State	CO
Other Phone		Home Zip	80210
Other Email		County	Denver
DOB		Hispanic or Latino origin or Descent?	No
SSN		Race/Ethnicity	Caucasian
Gender	Female	Other Ethnicity	
Other Gender		Salutation	

Board Information

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

Work Information

Employer	Thompson Denver	Work Address	1616 Market St
Position	General Manager	Work City	Denver
Business Phone #	3035721321	Work State	CO
Work Email		Work Zip	80202

Additional Information

Are you a registered voter?	No	Objection to appointment?	No
If so, what county?		Special Information	
Denver City Council District No	4		

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
CollegeDid you Graduate
College

Undergrad Major

Reference Details

Reference Name #1

Reference Email #1

Reference Phone #1

Reference Address #1

Reference Name #2

Reference Email #2

Reference Phone #2

Reference Address #2

Reference Name #3

Reference Email #3

Reference Phone #3

Reference Address #3

Agree to a
background check ☒

Owner Romaine Pacheco

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Notes & AttachmentsAmanda Parsons CV.pdf

Type Attachment

Last Modified Denver Integration

Description

[View file](#)

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AMANDA PARSONS

linkedin.com/in/aloparsons | aloparsons@gmail.com | +1.206.371.6006

PROFILE

For over 20 years, directed the fluid needs of key stakeholders in the hospitality industry. Serving as a business leader, strategic advisor and project manager, balancing the relationship between ownership, team members, customers and guests.

An entrepreneurial leader who drives expansion and revenue through partnerships, data and process. Accomplished in leading cross-functional initiatives by setting clear objectives and developing strategy to improve the operation, mitigate risk and solve complex issues.

Thrive in managing a diverse workforce through transparent communication, collaboration and personalized career development. Built high performing teams to achieve exceptional financial results and win best-in-class awards by integrating positive motivation, empowerment, honest feedback, supportive learning and a great sense of humor.

EXPERTISE

CULTURE CURATOR • P&L MANAGEMENT • BRAND DEVELOPMENT • CORPORATE STRATEGY • BUDGET CREATION • MULTI-DEPARTMENTAL LEADERSHIP • PARTNER ACQUISITION • KPI MEASUREMENT • PUBLIC RELATIONS • CX JOURNEY MAPPING • TEAM EVOLUTION • COMMUNITY BUILDER • CAPITAL PLANNING • INNOVATIVE REVENUE STRATEGY

EXPERIENCE

HYATT HOTELS & RESORTS, General Manager, Thompson Hotel, Seattle, WA 2015 - Present

- As employee number one, built the team driving the introduction and opening of a luxury hotel and two restaurant outlets to create The Nest, Conversation and Thompson Seattle.
- Steward the annual financial planning process through operating budget development, revenue segmentation goals, KPI objectives, NOI results and 5-year capital planning.
- Lead property transition to Lifestyle Division of Hyatt Hotels & Resorts, Fortune 1000. Infrastructure transition included: introduce guest loyalty program and platform, PMS, POS, Sales Database, CRM, Operations Platform, Workforce Management tools, Commercial Services supporting Digital Marketing, Sales, Revenue and Global Customer Center, Financial Application, HR and Payroll systems.
- Analyze financial forecasts to react and pivot strategy, labor and expense based on economic conditions, local demand generators and overall industry trends. These efforts produce positive market penetration index and GOP results.
- Establish, train and empower the team to deliver business and service goals consistently in a 24X7X365 environment.
- Communicate and share progress, promotions, forecast strategy and actualized results used to make critical business decisions by ownership and Hyatt senior leaders.
- Build, shape and influence property positioning for Thompson, The Nest and Conversation restaurant through concise messaging, targeted promotions, strategic public relations and active community involvement. These efforts resulted in numerous accolades and press coverage across tier one media.

KIMPTON HOTELS & RESORTS 2004-2015

Area Director of Sales & Marketing, Kimpton Hotels & Restaurants, Seattle, WA 2015

- Implement sales strategies aimed at increasing RevPar, market share, and overall revenues for four distinct downtown Seattle properties: Alexis Hotel, Hotel Monaco, Hotel Vintage and Palladian Hotel.
- Manage and motivate progressive sales force with focus on achieving multiple property goals.
- Develop and collaborate digital performance through direct marketing efforts, social media, web performance and targeted campaigns.

General Manager, Hotel Vintage, Seattle, WA 2013-2015

- Served as on property project manager for \$6.5M transformative renovation, to include public space, guest rooms, and historic exterior and façade. Liaison between the construction team, ownership group, finance and operations teams to proactively anticipate challenges, react to unplanned obstacles while focused on the timeline and budgetary guidelines.

- Assembled re-lunch team to create, generate and execute strategies to create a new hotel product grounded in the local community and positioned to grow average overall RevPar.
- Increased employee satisfaction scores year over year by 20%.

Hotel Manager, Hotel Monaco, Seattle, WA 2012-2013

- Lead the property to financial success, overseeing \$9.5 million dollar operation, by growing year over year revenues in excess of 16%.
- Generated and presented annual budget, monthly profit & loss statements, KPI performance and revenue strategies through sales and marketing initiatives to management company and publicly traded ownership group.
- Developed multi-year capital expenditure plan and executed annual capital improvements.

General Manager, Grand Hotel, Minneapolis, MN 2010-2012

- Lead the integration of new property management company by introducing CRM, operations systems, culture, operational practices and revenue targets to achieve maximum profitability, elevated guest satisfaction and increased financial performance over 20% year over year.
- Served as project manager for \$6 million dollar renovation resulting in SIX15 Room lounge, 140 renovated guest rooms and 6,000sqft meeting space.
- Won 100 Best Companies to Work For, *Minnesota Business Magazine*, 2012

Assistant General Manager, Hotel Palomar, Chicago, IL 2010

- Identified and implemented critical processes for pre-opening team to adopt in the open hotel. These included: operating department controls, financial reporting, inventory management, preventative maintenance, KPI efficiency, purchasing guidelines, and budget parameters resulting in positive GOP performance.
- Coached and directed management team in newly opened hotel to establish lasting standards, financial accountability and best practices.
- Outlined guest experience expectations using the established guidelines and objectives. At the time of my transition, the Palomar Chicago was #2 on TripAdvisor.

Assistant General Manager, Hotel Monaco, Seattle, WA 2007-2010

- Managed P&L performance by maximizing labor expense relative to revenues in diverse operational departments: Guest Service, Housekeeping, In Room Dining, Bell, Valet and Front Office.
- Utilizing customer feedback metrics, lead the operations team to ensure the hotel's cleanliness, maintenance, earth care standards were achieved and exceeded.
- Collaborated with the sales and public relations effort by participating in site inspections and creating guest programs such as "Running with the AGM".

Director of Sales & Marketing, Alexis Hotel, Seattle, WA 2004-2007

- Generated annual business and marketing plan, creating and executing strategy to grow market share, average rate and RevPar indexes.
- Served as property project manager during \$13M property-wide renovation of historic building.
- Re-launch hotel post renovation to include a new web site, updated logo and collateral, refined service offerings, operating system upgrade and sales and revenue management systems implementation.

ADDITIONAL EXPERIENCE

- Associate Director of Sales & Marketing, Sorrento Hotel, Seattle, WA 2003-2004
- Sales Manager, Alexis Hotel, Seattle, WA 2001-2003
- Sales Manager, Edgewater Hotel, Seattle, WA 2000-2001

VOLUNTEER & AWARDS

Visit Seattle, Exec Committee Board Member, 2019, 2020; Seattle Hotel Association, Board Member 2015-Present; Chair, Evening of Hope 2018, 2019, 2020; Women@Hyatt, Co-Chair and Panelist 2019; Seattle Tourism Improvement Area, Board Member, 2015, Chair 2018; Thompson Hotel of the Year, 2018; New York Times, 2019, 2017; Conde Nast Traveler, "Hot List", 2017, "#1 Hotel in PNW Reader's Choice", 2019; USA Today, "Top 10 Rooftop Bars"

EDUCATION

University of Iowa, Bachelor of Arts, Communications