


# EMPLOYMENT APPLICATION

	<b>ALACHUA COUNTY</b> 12 S.E. 1st Street, 3rd Floor Gainesville, Florida 32602-2877 (352) 374-5219 <a href="http://humanresources.alachua.fl.us/">http://humanresources.alachua.fl.us/</a>	<b>Received:</b> 1/2/18 10:09 AM <b>For Official Use Only:</b> QUAL: _____ DNQ: _____ <input type="checkbox"/> Experience <input type="checkbox"/> Training <input type="checkbox"/> Other:
<b>Ekberg, Lacey A</b> <b>FY18-07034 TOURIST DEVELOPMENT MANAGER</b>		

## PERSONAL INFORMATION

<b>POSITION TITLE:</b> TOURIST DEVELOPMENT MANAGER		<b>EXAM ID#:</b> FY18-07034
<b>NAME:</b> (Last, First, Middle) Ekberg, Lacey A		<b>SOCIAL SECURITY NUMBER:</b> N/A
<b>ADDRESS:</b> (Street, City, State, Zip Code) 662 Bella Vista, 662 Bella Vista, Edgewater, Florida 32141		<b>EMAIL ADDRESS:</b> jldranch@yahoo.com
<b>HOME PHONE:</b> 386-517-3389	<b>ALTERNATE PHONE:</b>	<b>NOTIFICATION PREFERENCE:</b> Email
<b>DRIVER'S LICENSE:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<b>DRIVER'S LICENSE:</b> State: FL	<b>LEGAL RIGHT TO WORK IN THE UNITED STATES?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

## PREFERENCES

<b>MINIMUM COMPENSATION:</b> \$82,000.00 per year	<b>ARE YOU WILLING TO RELOCATE?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
<b>WHAT TYPE OF JOB ARE YOU LOOKING FOR?</b> Regular	
<b>TYPES OF WORK YOU WILL ACCEPT:</b> Full Time	
<b>SHIFTS YOU WILL ACCEPT:</b> Day, Evening, Night, Rotating, Weekends, On Call (as needed)	
<b>OBJECTIVE:</b>	

## EDUCATION

<b>DATES:</b> From: 8/1989 To: 5/1993	<b>SCHOOL NAME:</b> UC Berkeley	
<b>LOCATION:(City, State)</b> Berkeley, California	<b>DID YOU GRADUATE?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<b>DEGREE RECEIVED:</b> Bachelor's
<b>MAJOR:</b> business law		<b>UNITS COMPLETED:</b>
<b>DATES:</b> From: 1/1988 To:	<b>SCHOOL NAME:</b> PCDI	
<b>LOCATION:(City, State)</b> Norcross, Georgia	<b>DID YOU GRADUATE?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<b>DEGREE RECEIVED:</b> Certification
<b>MAJOR:</b> hospitality mgmt		<b>UNITS COMPLETED:</b>
<b>DATES:</b> From: 8/1984 To: 5/1988	<b>SCHOOL NAME:</b> Boise State University	
<b>LOCATION:(City, State)</b> Boise, Idaho	<b>DID YOU GRADUATE?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<b>DEGREE RECEIVED:</b> Bachelor's
<b>MAJOR:</b> marketing		<b>UNITS COMPLETED:</b>
<b>DATES:</b> From: 8/1981 To: 5/1983	<b>SCHOOL NAME:</b> College of Southern Idaho	
<b>LOCATION:(City, State)</b> Twin Falls, Idaho	<b>DID YOU GRADUATE?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<b>DEGREE RECEIVED:</b> Associate's
<b>MAJOR:</b> psychology		<b>UNITS COMPLETED:</b>

## WORK EXPERIENCE

<b>DATES:</b> From: 11/2017 To: Present	<b>EMPLOYER:</b> Switzerland County Tourism	<b>POSITION TITLE:</b> CEO/Exec Director
<b>ADDRESS:</b> (Street, City, State, Zip Code) 128 West Main, Vevay, Indiana 47043		<b>COMPANY URL:</b> www.switcotourism.com

<b>PHONE NUMBER:</b> 8122924958	<b>SUPERVISOR:</b>	<b>MAY WE CONTACT THIS EMPLOYER?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>HOURS PER WEEK:</b> 40	<b>SALARY:</b> \$5,420.00/month	<b># OF EMPLOYEES SUPERVISED:</b> 8
<b>DUTIES:</b> Upon termination of advertising agency, all marketing was brought in-house, including website design, e-commerce, social media, media buys, and creative, I am in the process of developing a complete marketing plan, renovation of historic visitor center, capital improvements of campgrounds and parks, and event center.		
<b>REASON FOR LEAVING:</b> contract ending soon		
<b>DATES:</b> From: 1/2017 To: 11/2017	<b>EMPLOYER:</b> DeLand Area Chamber of Commerce	<b>POSITION TITLE:</b> CEO
<b>ADDRESS: (Street, City, State, Zip Code)</b> 120 S Florida Ave, DeLand, Florida 32720		<b>COMPANY URL:</b>
<b>PHONE NUMBER:</b> 3867344331	<b>SUPERVISOR:</b>	<b>MAY WE CONTACT THIS EMPLOYER?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>HOURS PER WEEK:</b> 40	<b>SALARY:</b> \$5,000.00/month	<b># OF EMPLOYEES SUPERVISED:</b> 6
<b>DUTIES:</b> Chamber/CVB restructure, events and programming enhancement, tourism development, contracted for BRE and ED, extensive marketing campaign, media relations, membership development		
<b>REASON FOR LEAVING:</b> end of contract		
<b>DATES:</b> From: 6/2016 To: 12/2016	<b>EMPLOYER:</b> Tarpon Springs Chamber of Commerce/CVB	<b>POSITION TITLE:</b> CEO/President
<b>ADDRESS: (Street, City, State, Zip Code)</b> 1 N Pinellas, Tarpon Springs, Florida 34689		<b>COMPANY URL:</b> www.tarponspringschamber.org
<b>PHONE NUMBER:</b> 7279376109	<b>SUPERVISOR:</b> Jack Spirk - Board	<b>MAY WE CONTACT THIS EMPLOYER?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>HOURS PER WEEK:</b> 40	<b>SALARY:</b> \$5,000.00/month	<b># OF EMPLOYEES SUPERVISED:</b> 6
<b>DUTIES:</b> Complete financial and programming restructure due to law suits and foreclosure. Have evaluated, settled law suits, relocated offices. Started new programs and events. Regained memberships and sponsors. Large event coordination, Chamber events, tourism marketing, sponsorships, media relations, contract negotiation		
<b>REASON FOR LEAVING:</b> end of contract for restructure and marketing		
<b>DATES:</b> From: 12/2014 To: 6/2016	<b>EMPLOYER:</b> Key Largo Chamber of Commerce/Convention Visitor Burea	<b>POSITION TITLE:</b> Executive Director
<b>ADDRESS: (Street, City, State, Zip Code)</b> 106000 Overseas Highway, Key Largo, Florida 33037		<b>COMPANY URL:</b> www.keylargo-chamber.org
<b>PHONE NUMBER:</b> 3054511414	<b>SUPERVISOR:</b> Elizabeth Moscynski - Vice President	<b>MAY WE CONTACT THIS EMPLOYER?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>HOURS PER WEEK:</b> 40	<b>SALARY:</b> \$6,250.00/month	<b># OF EMPLOYEES SUPERVISED:</b> 11
<b>DUTIES:</b> Chamber management, tourism marketing, economic development, sales, event coordination, management of Visitor Center, PIO and EMP, media contacts, coordination of marketing with TDC, facility management, trade show management. I coordinate some of the largest events in the Keys, Chamber events, networking, etc. This includes budgeting, personnel, logistics, contracting, attractions, and venue management.		
<b>REASON FOR LEAVING:</b> Wanting to move back to the Mainland at end of contract		
<b>DATES:</b> From: 3/2014 To: 11/2014	<b>EMPLOYER:</b> Show Low Chamber of Commerce	<b>POSITION TITLE:</b> CEO
<b>ADDRESS: (Street, City, State, Zip Code)</b> 81 E Deuce, Show Low, Arizona 85901		<b>COMPANY URL:</b> www.showlowchamber.com
<b>PHONE NUMBER:</b> 4806888047	<b>SUPERVISOR:</b> Laura Singleton - Membership Director	<b>MAY WE CONTACT THIS EMPLOYER?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>HOURS PER WEEK:</b> 40	<b>SALARY:</b> \$5,416.00/month	<b># OF EMPLOYEES SUPERVISED:</b> 6

<b>DUTIES:</b> Chamber management, public affairs, government affairs, event coordination, fundraising, economic and tourism development, regional marketing, production of two TV shows, radio appearances, PIO		
<b>REASON FOR LEAVING:</b> This was a short term contract for Chamber restructure and regional marketing.		
<b>DATES:</b> From: 5/2012 To: 4/2013	<b>EMPLOYER:</b> South Padre Island	<b>POSITION TITLE:</b> CEO/Director/DOS
<b>ADDRESS:</b> (Street, City, State, Zip Code) 7355 Padre Blvd, South Padre Island, Texas 78597		<b>COMPANY URL:</b> www.sopadre.com
<b>PHONE NUMBER:</b> (956) 761-3000	<b>SUPERVISOR:</b> me - CEO	<b>MAY WE CONTACT THIS EMPLOYER?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>HOURS PER WEEK:</b> 40	<b>SALARY:</b> \$6,834.00/month	<b># OF EMPLOYEES SUPERVISED:</b> 19
<b>DUTIES:</b> Director of Sales, management of convention center, tourism marketing of \$2 million annual, \$6 million annual total budget. PIO, EMP, public relations. Personnel, budgets, event coordination, contract negotiation, sports management. Coordination of all events held at the convention center and city wide.		
<b>REASON FOR LEAVING:</b> end of short term contract		
<b>DATES:</b> From: 7/2011 To: 5/2012	<b>EMPLOYER:</b> Duplin Events Center	<b>POSITION TITLE:</b> Executive Director
<b>ADDRESS:</b> (Street, City, State, Zip Code) 195 Fairgrounds, Kenansville, North Carolina 28349		<b>COMPANY URL:</b> www.duplinevents.com
<b>PHONE NUMBER:</b> (910) 275-0009	<b>SUPERVISOR:</b> me - Ed	<b>MAY WE CONTACT THIS EMPLOYER?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>HOURS PER WEEK:</b> 40	<b>SALARY:</b> \$5,416.00/month	<b># OF EMPLOYEES SUPERVISED:</b> 8
<b>DUTIES:</b> management of stadium/arena, entertainment contracting, marketing, financial restructure, tourism development		
<b>REASON FOR LEAVING:</b> contract ending		
<b>DATES:</b> From: 8/2010 To: 6/2011	<b>EMPLOYER:</b> Chamber of Commerce/CVB	<b>POSITION TITLE:</b> CEO
<b>ADDRESS:</b> (Street, City, State, Zip Code) 4585 Highway 7, Hot Springs Village, Arkansas 71909		<b>COMPANY URL:</b> www.hotspringsvillagechamber.com
<b>PHONE NUMBER:</b> (501) 701-3444	<b>SUPERVISOR:</b> me - CEO	<b>MAY WE CONTACT THIS EMPLOYER?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>HOURS PER WEEK:</b> 40	<b>SALARY:</b> \$5,834.00/month	<b># OF EMPLOYEES SUPERVISED:</b> 3
<b>DUTIES:</b> Chamber management, event coordination, community wide marketing, restructure/refinance, economic development, facility management.		
<b>REASON FOR LEAVING:</b> end of contract, relocation		
<b>DATES:</b> From: 8/2008 To: 9/2010	<b>EMPLOYER:</b> Port Lavaca Chamber of Commerce/City	<b>POSITION TITLE:</b> CEO
<b>ADDRESS:</b> (Street, City, State, Zip Code) 2300 Highway 35 North, Port Lavaca, Texas 77979		<b>COMPANY URL:</b> www.portlavacatx.org
<b>PHONE NUMBER:</b> (361) 552-1234	<b>SUPERVISOR:</b> me - CEO	<b>MAY WE CONTACT THIS EMPLOYER?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>HOURS PER WEEK:</b> 40	<b>SALARY:</b> \$6,667.00/month	<b># OF EMPLOYEES SUPERVISED:</b> 4
<b>DUTIES:</b> marketing, event coordination, city wide marketing, economic development, convention center management		
<b>REASON FOR LEAVING:</b> end of contract		
<b>DATES:</b> From: 12/2007 To: 8/2008	<b>EMPLOYER:</b> Clayton County Chamber of Commerce	<b>POSITION TITLE:</b> CEO
<b>ADDRESS:</b> (Street, City, State, Zip Code) , Atlanta, Georgia 30236		<b>COMPANY URL:</b> www.claytonchamber.org
<b>PHONE NUMBER:</b>		

	<b>SUPERVISOR:</b> me - CEO	<b>MAY WE CONTACT THIS EMPLOYER?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>HOURS PER WEEK:</b> 40	<b>SALARY:</b> \$6,250.00/month	<b># OF EMPLOYEES SUPERVISED:</b> 6
<b>DUTIES:</b> chamber restructure, refinance, marketing, events, economic development		
<b>REASON FOR LEAVING:</b> end of Dept of Commerce contract		
<b>DATES:</b> From: 5/2003 To: 5/2006	<b>EMPLOYER:</b> Department of Commerce	<b>POSITION TITLE:</b> Economic Development Contractor
<b>ADDRESS:</b> (Street, City, State, Zip Code) 700 West State Street, Boise, Idaho 83720		<b>COMPANY URL:</b> <a href="http://commerce.idaho.gov/">http://commerce.idaho.gov/</a>
<b>PHONE NUMBER:</b> (208) 983-1025	<b>SUPERVISOR:</b> Gil Bates - ED Specialist	<b>MAY WE CONTACT THIS EMPLOYER?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>HOURS PER WEEK:</b> 40	<b>SALARY:</b> \$0.00/month	<b># OF EMPLOYEES SUPERVISED:</b> 3
<b>DUTIES:</b> various areas--Alaska, Yellowstone Park, Hells Canyon, Atlanta--economic development, marketing, events, chamber restructure		
<b>REASON FOR LEAVING:</b> end of contracts		
<b>DATES:</b> From: 1/1986 To: 5/1999	<b>EMPLOYER:</b> Fox Sports/TV	<b>POSITION TITLE:</b> CEO programming
<b>ADDRESS:</b> (Street, City, State, Zip Code) Los Angeles, California		<b>COMPANY URL:</b> <a href="http://www.foxsports.com">www.foxsports.com</a>
<b>PHONE NUMBER:</b>	<b>SUPERVISOR:</b> Rick Sawyer - replacement	<b>MAY WE CONTACT THIS EMPLOYER?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>HOURS PER WEEK:</b> 60	<b>SALARY:</b> \$0.00/month	<b># OF EMPLOYEES SUPERVISED:</b> 350
<b>DUTIES:</b> coordination of SuperBowls 97 & 99, promotions, advertising, contract negotiation, all on-air production coordination, public relations		
<b>REASON FOR LEAVING:</b> retired		

**CERTIFICATES AND LICENSES**

<b>TYPE:</b> Certified Festival and Events Planner	
<b>LICENSE NUMBER:</b>	<b>ISSUING AGENCY:</b>

**SKILLS**

<b>OFFICE SKILLS:</b> Typing:70 Data Entry:0
<b>OTHER SKILLS:</b> grant writing, cert. tourism dev spec - Expert - 10 years and 0 months
<b>LANGUAGE(S):</b>

**ADDITIONAL INFORMATION**

<b>Volunteer Experience</b> Served on Visit Florida State Tourism Board, advisor for visitor center and marketing. Currently member of DMAI and ACCE.
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**REFERENCES**

<b>REFERENCE TYPE:</b> Professional	<b>NAME:</b> Laura Singleton	<b>POSITION:</b> Show Low Chamber
<b>ADDRESS:</b> (Street, City, State, Zip Code) 81 E Deuce of Clubs, Show Low, Arizona 85901		
<b>EMAIL ADDRESS:</b> laurasi1970@yahoo.com		<b>PHONE NUMBER:</b> 480-688-8047
<b>REFERENCE TYPE:</b> Professional	<b>NAME:</b> Jack Spirk	<b>POSITION:</b> board member

<b>ADDRESS:</b> (Street, City, State, Zip Code) Tarpon Springs, Florida		
<b>EMAIL ADDRESS:</b> jackspirk@aol.com		<b>PHONE NUMBER:</b> 305-546-4782
<b>REFERENCE TYPE:</b> Professional	<b>NAME:</b> Skip Sher	<b>POSITION:</b> I Heart Radio
<b>ADDRESS:</b> (Street, City, State, Zip Code)		
<b>EMAIL ADDRESS:</b> iknowradio@gmail.com		<b>PHONE NUMBER:</b> 843-593-1692
<b>REFERENCE TYPE:</b> Professional	<b>NAME:</b> Tina Crow	<b>POSITION:</b> VP Tourism, Port Aransas TX
<b>ADDRESS:</b> (Street, City, State, Zip Code) Port Aransas, Texas		
<b>EMAIL ADDRESS:</b> tinacrow@yahoo.com		<b>PHONE NUMBER:</b> 979-479-5152

Agency-Wide Questions

1. **Have you ever been employed by Alachua County Board of County Commission or the Library District?**  
No
2. **If yes, please list the department and dates.**
3. **Are you related to any County or Library officials or employees?**  
No
4. **If yes, please list relative's name, department and relationship.**
5. **How did you learn of this vacancy?**  
Other
6. **Please identify specifically the publication (website, etc.) in which you saw the ad for this position.**  
government jobs
7. **Do you claim Veteran's Preference? If yes, you must complete the following section and submit required documentation.**  
No  
**If you are claiming veteran's preference, you must indicate the preference eligibility category that applies to you. Please check only one box below and provide the necessary documentation as indicated. All required documentation must be received by the Human Resources Office prior to the closing date of the vacant position in order for veteran's preference to be applied. (NOTE: Under Florida Law, preference in appointment and employment shall be given first to those persons included in 1 and 2 below, and second to those persons included in 3 and 4 below).**
8. **If an applicant claiming veteran's preference for a vacant position is not selected for the position, he/she may file a complaint with the Florida Department of Veteran's Affairs: 11351 Ulmerton Road, Suite 311-K, Largo, FL 33778. Complaints must be filed within sixty days of receipt of the hiring decision.**  
**Were you previously employed in one of the positions listed below or are you the spouse or child of someone presently or previously employed in one of the positions and you wish to have your home address and phone number, etc. protected from review by the public?**
9. **Covered jobs include: law enforcement officer, correctional and correctional probation officer, firefighters, code enforcement officers, certain judges, assistant state attorneys, assistant and statewide prosecutors, personnel of the Department of Revenue or local governments whose responsibilities include revenue collection and enforcement or child support enforcement, human resources and labor relations directors, and certain investigators in the Department of Children and Families (see Chapter 119.07, Florida Statutes).**  
No
10. **I understand that all required proof of certifications (current), properly completed affidavits and supplemental questions are to be submitted as part of this application NO LATER THAN THE CLOSING DATE for this posted position.**  
Yes
11. **Are you currently a Board of County Commission employee?**  
No
12. **I understand that failure to submit required certifications, affidavits, or other documentation by the closing date specified in the posting will automatically render my application incomplete during the application process, therefore, my application will not be forwarded to the department for review.**  
Yes
13. **Have you ever been employed by the State or any agency of a political sub-division of the State of Florida (ie. city, county, etc.)?**  
No

**Job Specific Supplemental Questions**

**If an applicant meets all minimum qualifications as posted he/she is referred to the appropriate hiring manager. The following Supplemental Questions are specific to the position for which you have applied to assist the hiring manager in screening applications for the ones with the specific experience he/she is seeking. Please be specific in answering these questions as they will be used to evaluate which applications will be given further consideration in the process. I understand and will answer the following supplemental questions completely and thoroughly.**

1. **Yes**
2. **Do you currently work for a Convention and Visitors Bureau or a Sports Tourism Organization?**  
Yes
3. **If yes to question 2, please describe your experience.**  
I have been employed in various contracts and several states for tourism development, economic development, CVB and Chamber rejuvenation and management since 2003
4. **Are you a Certified Destination Management Executive?**  
Yes
5. **Do you have your Tourism Marketing Professional certification?**  
No
6. **Do you have experience with Tourist Development Councils (TDC)?**  
Yes
7. **If yes to question 6, please describe your experience.**  
All contracts and areas I worked with boards and councils
8. **How much does each Tourist Development Tax penny generate in your jurisdiction?**  
1.6million
9. **How many staff have you directly/indirectly supervised?**  
currently 8, up to 350 FTE
10. **Do you have experience creating marketing plans?**  
have created complete and complex marketing plans in over 16 cities/areas. Budgets were approx. \$150,000 to over \$52 million
11. **What Emergency Management Certificates (i.e. FEMA) do you currently have? Please upload a copy of each with your application.**  
no certs, but involved with each convention center I managed
12. **Do you understand that the Tourism Director will primarily work Monday - Friday, from 8:30 a.m. - 5 p.m., but may require flexibility, on occasion, to meet deadlines or to attend tourism related conferences?**  
Yes
13. **Do you understand that this position will pay \$68,184.06 to a maximum of \$81,820.87, depending upon qualifications?**  
Yes  
**I understand that once my application has been submitted for this specific position that I will NOT be able to make any changes to it. Any changes to my master application will only be reflected in any future positions for which I may apply. Should I desire to have updated information included for this specific position I should contact the Human Resources office at (352) 374-5219 for assistance.**
14. **Yes**

The following terms were accepted by the applicant upon submitting the online application:

By clicking on the 'Accept' button, I understand that I will have to produce documentation verifying identity and employment eligibility in the U.S. I understand that this completed application is the property of Alachua County and will not be returned. I hereby certify that all statements made on this application are true and I agree and understand that any misstatements, misrepresentations or omissions of material facts herein may result in any offer of employment made by Alachua County to be withdrawn or my employment with Alachua County to be terminated. Alachua County is authorized to verify information contained in this application and any attachments. I authorize anyone having information to release it to Alachua County.

This application was submitted by Lacey A Ekberg on 1/2/18 10:09 AM

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_