



Chartered 1708

Office of the Mayor
Gavin Buckley, Mayor
160 Duke of Gloucester Street
Annapolis, MD 21401-2517

August 31, 2021

To: Alderpersons, City of Annapolis

From: Mayor Gavin Buckley

Re: Heritage Commission Appointment

Pending your approval, I would like to appoint Mr. Todd Powell to the Heritage Commission. Mr. Powell is a resident of Ward Three and this appointment will fill a vacancy on the commission.

Todd Powell
221 Pindell Avenue
Annapolis, MD 21401

Mr. Powell's term will expire on 6/30/2024. A copy of his resume is attached.

Thank You.

GB/hrr

Reviewed by: <u>Economic Matters Committee</u>	
<input type="checkbox"/> Favorable	<input type="checkbox"/> Unfavorable
_____	_____
Committee Chair	Date

Todd Powell
Annapolis, MD
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todd@todd.black

PROFESSIONAL EXPERIENCE

Georgetown University Hotel and Conference Center
Position: Group SMERF and Association Sales Manager
Oct 2019 – Nov 2020

- Responsible for sales and marketing activities to promote SMERF and Association Market to increase group business at the hotel.
- Identified potential target markets, pursued leads, and referred qualified groups to local businesses.
- Was Resident Expert for the local hospitality industry to promote the hotel, university and city.
- Participated in outreach to educate the local marketplace on the hotel amenities for potential groups and social events in order to grow the hotel top line revenue.
- Generated a sales volume of \$1 million dollars annually.
- Increased group business using the following methods: personal sales calls, telemarketing, written solicitation, site inspections, use of data bases, client meetings, bid preparations, coordinate RFP responses and presentations.
- Increased number of Room Nights by 65% in first year.
- Increased contracted Food and Beverage spend by 30% for fiscal year end.
- Increased venue fees by 20% to \$90k.
- Maintained sales reporting and client files on groups who have the potential to use GU Hotel and Conference Center as a destination.
- Consistent ability to research and prospect for new accounts to supplement existing client base.
- Maintained thorough understanding of the market, (attractions, recreations, transportation, etc.).
- Maintained knowledgebase and ancillary information of GU Hotel and Conference Center meeting venues.
- Booked hotel room block for social events.
- Maintained professional working relationship with area lodging and meeting facilities.
- Presented convention proposals to committees, boards, meeting planners and tour product managers as required.
- Coordinated and participated in direct sales calls, sales blitzes, tours, site inspections, familiarization tours, tradeshow, industry events, meetings, and conventions as agreed upon in the annual marketing/sales plan, and with local stakeholders.
- Established contact with group and tour planners who are scheduled to bring groups into the area.
- Developed service response information to be sent to planners of forthcoming events.
- Maintained routine written and personal contact with the clients.
- Acted as liaison between planners and service stakeholders.

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- Offered suggestions and assistance in connecting local vendors with planners for entertainment, tours, shopping, transportation services, spouse programs and any other requirements as needed from local attractions.
- Solicited, collected, and filed information for speaker/entertainment vendors from the local area.
- Supported Tourism with GU Hotel and Conference Center to include scheduling room blocks and housing needs for city-wide, multiple property and convention customers.
- Worked with various groups to help promote their events.
- Attended and organized pre and post event meetings with planners.
- Provided post-event evaluations to determine the success of events.
- Conducted post event customer service surveys to monitor service levels for all components of hospitality. Reported results to local stakeholders.
- Assisted in educating and informing the GU Hotel and Conference Center business community of the economic value and importance of increasing group and tour business.
- Researched and studied current trends, events and significant changes to market segments.
- Attended market specific events and performed internet research. Reported findings as required to local stakeholders.
- Maintained a solid understanding of GU Hotel and Conference Center competition.
- Worked closely with other hotel departments to facilitate services agreed upon by the sales office and prospective clients.
- Assisted in the Annual Sales and Marketing Plan for budget preparation.

Inn at Perry Cabin by Belmond

Position: Wedding & Events Sales Manager
Dec 2016 – Oct 2018

- Oversaw the Sales for Luxury Hotel & Resort
- Maintained a sales volume of \$1.6 million annually
- Increased number of Weddings by 180% in first year
- Identified and generated over \$125k in venue fees in first year
- Proposed and contracted Wedding buy-out with revenue exceeding \$300k for hotel over a weekend with revenue derived from guest-rooms; food and beverage; venue fees; waterfront; golf; tennis and spa
- Worked closely with other hotel departments to facilitate services agreed upon by the sales office and prospective clients
- Assisted in the Annual Sales and Marketing Plan for budget preparation
- Produced monthly sales related reports & sales forecasts
- Represented the #1 hotel and resort In-Market to build relationships
- Actively prospected & qualified new business
- Conducted site tours to showcase the hotel and its world class amenities like The Links (Pete Dye golf course); Tennis (Cliff Drysdale); Linden Spa and Waterfront (Hinckley Yacht)
- Oversaw all aspects of contract management to include proposals for client review; drafting, reviewing and ratifying contracts and rate agreements
- Negotiated food and beverage, guest room rates and venue space
- Arranged and conducted special events, site inspections and off-site presentations for potential clients

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- Participated in daily Revenue Management calls to review potential business for hotel
- Participated in monthly synergy calls with sister property
- Attended weekly sales meeting
- Participated as MOD (Manager on Duty)
- Developed relationships with third party vendors
- Hosted several outside events and luncheons for vendors
- Attended and participated as a vendor in wedding shows and various other local, networking and industry events
- Maintained high visibility for the hotel and was consistently known as the face of the hotel in networking and social events
- Publisher request to be one of "The Faces of Annapolis" for the Annapolis Home Magazine 2018
- Developed numerous relationships with Brides, Grooms and Families
- Participated in appropriate organizations and networking events and attended trade shows per market segment
- Exceptional leadership skills with premium-brand sales experience with an appetite for exceeding
- True passion for and understanding of how to make a unique, memorable guest experience throughout various venues
- Proven leader who takes pride in the ability to market and sell events
- Hands-on business savvy thinker with an entrepreneurial spirit interested in building a first-class team with a revenue producing stream
- Ability to represent a multi-outlet boutique or lifestyle hotel to potential clients
- Team building with food and beverage operation that showcased the hotel and resort
- Consistently showcased the ability to amaze, inspire and to be savvy in the presentation of the hotel and resort with top line results.

Savvy Real Estate Partners

Position: Principal & Broker

Sept 1998 – Present

- Residential Real Estate Brokerage
- Residential Real Estate Development
- Coordinate all aspects of the development process to include the development team
- Full service consulting as it relates to Real Estate development
- Business development/relations
- Oversee the operations of a full-service boutique real estate brokerage firm
- Represent clients in all phases of the purchase and or sale of real estate
- Property Management
- Represent investor clients in the purchase of investment real estate
- Represent investor client with dissolution of real estate portfolio
- Oversee marketing campaigns to drive traffic
- Traditional media such as print and direct mail
- Online media, to include new media social outlets such as Twitter and LinkedIn
- Contract negotiations and management

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- Work with existing customers to promote long term relationships and customer retention
- Work with existing third-party service providers to ensure that assets are managed to create maximum return
- Work with supply vendors to maintain a steady inventory
- Analyze and monitor capital improvements and renovation programs as required for property maintenance, competitive positioning, or market re-positioning

Best Western Plus Hotel and Conference Center

Position: Director of Food and Beverage (*Contract/Task Force*)

July 2016 – Sept 2016

- Oversaw and successfully managed the entire Food & Beverage Department for a 175-room hotel with over 24,000 sq. ft. of flexible meeting space
- Successfully managed all outlets including banquets, restaurant, room service and gift shop, as an independent profit center
- Coordinated all banquets, meetings and events from planning, set-up, servicing and staffing
- Monitored all costs associated with the Food & Beverage department – furniture, hardware, equipment paper products and beverages including wine, alcohol, beer and soft beverages
- Successfully achieved a 30% reduction in overall costs and expenses for the Food & Beverage Department without sacrificing the quality and efficiencies of the department
- Managed department staff of 30-40 (permanent and temporary employees)
- Responsible for attracting, recruiting and training the Food & Beverage team - guaranteeing that all team members are fully prepared to serve guests in a professional and efficient manner, committing that exceptional service is delivered at all times.
- Fostered an environment that is conducive for all team members to adhere to all standard operating procedures
- Represented the Food & Beverage Department on the hotel executive committee
- Attended weekly meetings representing the Food & Beverage Department, to discuss sales, staff and banquet event orders
- Maintained constant communication with long term tenants/guests to ensure their needs met
- Monitored and analyzed the activities and trends of restaurants, and other banqueting departments
- Made sure that all food and beverage team members are current on daily operations
- Ensured that weekly work schedules are clearly posted and that adequate staffing is provided at all times
- Ensured that payroll is submitted on a bi- weekly basis and all vacation, sick, personal and any other leave is accurately stated
- Fostered an environment that all employees are treated fairly and professionally, while consistently respecting as outlined in the terms and conditions of employment with complete adherence to all local, state and federal guidelines
- Assumed the duties of a duty manager as needed in the absence of any other management
- Created a uniformed/standardized dress code within the department

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- Responsible for bringing additional top line revenue to the hotel through entertainment, food and beverage
- Lead the re-branding and conception for the planning of new menus for the food and beverage outlets.
- Provided food and staffing services for the hotel's largest tenant, The Baltimore Comedy Factory
- Worked directly and consistently with the hotel VP to ensure the hotel is moving in the outlined direction
- Successfully created memorable events that lead to repeat and referred business
- Coordinated the formulation of a marketing program and efforts through a specific media outlet of radio
- Handled any guest complaints, requests and inquiries as it relates to food and beverage
- Established a positive rapport with guests and vendors to ensure long term customer relationships
- Duties are not limited to any responsibility, desire and commitment to delivering exceptional service to both the guest and management
- Performed regular visits to all food and beverage outlets to evaluate service standards and to provide support and action planning as needed
- Consistently advised and implemented initiatives that provided additional sources of revenue to the hotel
- Approved all food and beverage division purchase requisitions to ensure operational costs are kept within the forecasted budgetary guidelines
- Communicated frequently as needed with the Executive, Sous Chef, Banquet Set-Up and restaurant staff of reservations, large parties or VIP's
- Monitored the forecast of hotel occupancy to ensure food and beverage department is adequately staffed and prepared for any unusual or influx of activity
- Conducted frequent inspections, analysis and critique of all hotel food and beverage outlet operations
- Ensured compliance with all liquor laws, health, and sanitation regulations and all other food and beverage related life / safety and other legal compliance in accordance with local, state and federal laws

Holiday Inn Express & Suites

Position: Director of Sales (*Contract/Task Force*)

April 2014 - January 2015

- Oversaw the sales and Public Relations of a rebranded and repositioned \$8,000,000.00, 135 Room Limited Service Hotel
- Successfully planned and launched the Grand Opening Event for the Hotel with an introduction to the community
- Worked directly with the General Manger to develop and implement an environment that created an exceptional guest experience
- Developed and implemented the sales standards for the overall hotel operations.
- Developed contracts and agreements with regards to sales policies and procedures for hotel use
- Managed multiple reports at the corporate level to ensure maximum exposure and sales of hotel

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- Identified multiple uses for creating and maximizing the meeting and event space to drive top line hotel revenue
- Weekly outside direct sales calls to increase awareness of hotel for business travel agreement
- Participated weekly in revenue management conference calls to monitor and review 30/60/90 day forecasting in order to meet and/or exceed hotel budget and to identify markets and its continuance to increase hotel financial success
- Responsible to sell and maintain relationships with segments but not limited to Business Travel, Social Groups, Meeting and Event Business, Sports Groups and Government Travel
- Created rates to maximize the Return on Investment (ROI) for ownership.
- Secured long term contracts for meeting and events for consistent revenue for hotel
- Positioned the Hotel Sales Department to leverage the relationships developed for opportunities to be successful for the long term

Sheraton Annapolis Hotel

Position: Conference Services/Group Sales/ Catering
November 2012- April 2014

- Responsible to sell to the SMERF and Corporate Group markets with concentration on social related group blocks and small corporate group room blocks with a sales goal of \$280,000 annually.
- Responsible to sell/up sell catering to Corporate, Government, Association markets with a catering goal of \$120,000 annually.
- Performed administrative duties relevant to account responsibilities in compliance with corporate guidelines. Document, detail and organize the specific requirements of each function.
- Coordinated activities of various departments to service accounts.
- Communicated with sales, front office and reservations in order to coordinate and monitor guest room blocks and special reservation needs.
- Assigned banquet/meeting rooms set up based on needs of clients.
- Established rapport with and entertain potential clients while promoting hotel facilities and services.
- Ensured that future relationships are developed for rebooking of accounts.
- Provided written and verbal communication to client regarding the management of their account with focus on creating a world class experience for each client.

Abacrombie Inn

Position: Managing Director (*Contract*)
March 2011 – June 2012

- Oversaw the operations, group sales, transient sales, catering and management of staff of a twelve (12) room Inn
- Actively participated in local community organizations and events to establish long term partnerships and business development opportunities to include chamber of commerce, Baltimore Convention and Visitors Association, MPI (Meeting Planners International), HSMAI- local chapter (Hotel Sales and Marketing Association International), etc.

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- Oversaw business development to retain and increase relationships with past and future guests
- Reputation management for guest relations matters regarding service either directly or from online travel review sites
- Oversaw and provided direction for all negotiated individual travel rates for corporations using the Inn for long-term stays
- Actively participated in outside sales calls and client presentations to assist in marketing of the Inn

Skills

- Leadership
- Project Management
- Lifestyle Influencer
- Entrepreneurial
- Innovative Thinker
- Resourceful
- Contract Negotiation/Management
- Event Management

EDUCATION

- Frederick Academy of Real Estate – MD Real Estate Brokers License
- Long and Foster Institute - Real Estate License
- Professional Development sponsored by the National Association of Realtors
- Professional Development sponsored by NAHB (National Association of Home Builders)

SOFTWARE/CRM PROFICIENCY

- Delphi
- Opera

PROFESSIONAL LICENSES AND DESIGNATIONS

- Real Estate Brokers' License - State of Maryland
- Real Estate Sales License – District of Columbia
- CSP (Certified New Homes Sales Professional)

AFFILIATIONS

- Annapolis Convention and Visitors Bureau
- Concierge Services in Annapolis
- National Association of Realtors
- Maryland Realtors
- HCAR – Howard County Association of Realtors
- NAHB (National Association of Home Builders)
- ULI (Urban Land Institute)

VOLUNTEER

- Business Volunteers Maryland - Baltimore City Homeless

