

DAWN SOUTHWORTH

408 East Bay Street
Jacksonville, FL 32202

southworthdawn@gmail.com
859-322-1613

RECEIVED
08-31-17

2019-579

OBJECTIVE

Executive Hotel Leader with 17 years in the hotel & restaurant industry, offering an understanding of exceptional guest satisfaction through hands-on leadership and internal growth of associates, providing a detailed oriented superior product in the market with an emphasis on local market leadership and maximizing profitability.

SKILLS & EXPERTISE

Labor Productivity Tools
Delphi, Micros, PMS, Opera
Menu Implementation
Renovation/New Construction/Pre-Opening
Vendor Relationships, Purchasing/Avendra/Birch Street
ServeSafe Certified

Sales & Revenue Management Strategies
Employee Relations
TIPS Certified/TABC
AED/CPR Certification
Beverage Programs/AccuBar
Community Relations

EDUCATION

Johnson and Wales University, Charleston, South Carolina
Bachelors Degree in Hotel and Restaurant Institutional Management
Associate Degree in Hotel and Restaurant Management

PROFESSIONAL ASSOCIATIONS

North Florida Lodging Association, 2017 Board of Directors
JAXSports & TaxSlayor Committee, 2016/2017
Greater Nashville Hospitality Association, 2014/2015/2016 Board of Directors/Treasurer 2016
Tennessee Hospitality & Tourism Association 2016 Board of Directors
Metropolitan Government of Nashville and Davidson County Tourism and Convention Commission, 2014/2015/2016
Les Dames d'Escoffier International, Nashville Chapter 2014/2015/2016/2017

PROFESSIONAL EXPERIENCE

Omni Hotels & Resorts

07/13-Present

Omni Jacksonville, Jacksonville, FL
General Manager

Omni Nashville, Nashville, TN
Director of Operations

- In depth involvement in the opening of an 800 Room Convention hotel with 5 F&B outlets, 80,000 square feet of meeting space, retail outlet and full service spa.
- Task Force assignments at The Omni CNN (Hotel Manager,) Omni La Mansion (Director of F&B,) Mokara (Hotel Manager) and Tuscan National (General Manager.)

HEI Hotels & Resorts

05/10-07/13

San Diego Marriott La Jolla, La Jolla, CA
Director of Operations

- Transitioned hotel operations from Marriott International managed to franchised by HEI Hotels & Resorts
- Implemented labor productivity tools, cost controls, proper inventory procedures/pars, mentored new management team, managed OS&E funds
- Participated in daily sales strategy and revenue management meetings and decisions

- In depth involvement in a \$20 million renovation involving guest rooms, lobby and new F&B outlets. Daily construction meetings, responsible for scheduling of activities with business demands, operational design aspects, implementation, purchasing and training for new outlet concepts, guest and associate communications, guest room turn over and purchasing of amenities
- Expertise in California Labor Laws

Marriott Hunt Valley Inn, Baltimore, MD*Director of Operations*

- Increased overall guest satisfaction into the clear within 6 months in a distressed hotel that previously was in the red zone for 2 years by implementing service standards and developing tools to hold accountability in the departments.
- Actively participated in generating daily strategies for group rooms sold exceeding budgeted goal of 24,000 room nights and used creative measures to increase catering revenues for the year and exceeding budgeted expectations by 20%.

Winegardner & Hammons Inc.

07/05-05/10

Birmingham Marriott, Birmingham, AL*Assistant General Manager*

- Increased overall guest satisfaction from 225 in the brand to 58 in 2008. Instrumental in bringing LSS scores from the bottom 20% to in the top 10% of the brand.
- Voted "Best Place to Work in Birmingham," by the Birmingham Business Journal for 2008 and a nominee for 2009.
- Implemented strategic revenue generating strategies for F&B Outlets and up-selling incentives for the Front Office.

Marriott Suites on Clearwater Beach in Sand Key, Clearwater Beach, FL*Assistant General Manager*

- Increased overall guest satisfaction and exceeded company's top 25% of the brand Food & Beverage satisfaction goals.
- Received "Best Steak House in Tampa Bay" for Watercolour's Steakhouse.
- Increased profitability in Food & Beverage areas by 22% year over year by decreasing expenses and implementing cost control systems.

Cincinnati Marriott North @ Union Centre, Cincinnati, Ohio*Assistant General Manager*

- Exceeded company goal in overall guest satisfaction and Food & Beverage Satisfaction Scores. Ranked #19 out of 334 hotels in Overall Guest Satisfaction and in the top 6% throughout all of F&B areas in November of 2006.
- Front Office arrival and departure ranked in the top 10 of the brand
- Successfully mentored 8 associates/supervisors from the hotel for promotion within the company.
- Voted "Best Place to Work in Cincinnati," by the Cincinnati Business Journal for 2005 & 2006.

Cincinnati Hotel, Cincinnati, Ohio

05/03- 06/05

Food and Beverage Director

- Increased net profit by 8% in Food & Beverage and decreased the beverage cost 11% for the year of 2004 by implementing beverage controls, enhancing purchasing procedures, new beverage menus, associate knowledge and managing labor.
- Hosted and coordinated the James Beard Dinner in 2003 and 2004 in an AAA 4 Star/Mobile 4 Diamond historical downtown hotel.

Marriott International

02/98- 05/03

Ritz-Carlton Lodge, Reynolds Plantation, Greensboro, Georgia*Food and Beverage Manager**Georgia's Restaurant Manager*

- Opened a \$2.5 million dollar, 130 seats, and three-meal restaurant with private dining room.
- Developed and coordinated Standard Operating Procedures, training manuals, hiring for all Food and Beverage outlets for the opening.
- Prepared Monthly Forecasts for five outlets including daily food and beverage revenue and payroll.
- Gallop Scores (Measurement of Guest Satisfaction) were 4.86 out of 5.0 within the first 6 months of opening.

Ritz-Carlton San Juan Hotel, Spa & Casino, San Juan, Puerto Rico*Caribbean Grill Manager*

- Raised guest satisfaction measured by JD Powers from 3.54 to 4.67.
- Developed & implemented the Caribbean Culture through new menu designs and table presentations.
- Created daily buffets for breakfast and lunch including holiday buffets for up to 600 people.

Ritz-Carlton Hotel, Boston, Massachusetts*Director of In-Room Dining, Lobby Lounge and Honor Bar**In-Room Dining Supervisor*

- Managed a union staff of approximately 30 within the three separate outlets.
- Designed the In-Room Dining Menu and Door Knob catering to all of our guests including canines and felines.
- Redesigned the Honor Bar Menu items (customized for both the Business and Transient Traveler).
- Improved consistency and quality of the Food and Beverage Amenity processes and items.
- Liaison with guests receiving treatments from the nearby hospitals. (Special dietary needs after surgery, chemo, etc.)

Newark Airport Marriott, Newark, New Jersey*Assistant Restaurant Manager*

- Responsible for the beverage cost for a \$7.5 million Food and Beverage department. Implemented cost controls and purchasing procedures to lower costs.

New Orleans Marriott, New Orleans, Louisiana*Assistant Operations Manager in Training*

- Completed a six-month Manager-in-Training program in a convention property of 1,300 rooms.

APPLICATION FOR CITY COUNCIL BOARD AND COMMISSION APPOINTMENTS
This form must be completed in full, signed, notarized and accompany a current resume.

1. Board(s) of Interest: Duval County Tourist Development Council

2. How did you hear / learn about this appointment opportunity? Council President Anna Brosche

Personal Information

3. Name: Ms. Dawn Lyn Southworth
Dr./Mr./Mrs./Ms. First Middle/Maiden Last Suffix(Jr./Sr./III/etc.)

4. Residence: 408 East Bay Street Jacksonville Duval 32202
Street City County Zip Code

Post Office Box City County Zip Code
859-322-1613
Telephone: (area code) number Mobile: (area code) number

5. Business: The Omni Jacksonville
Business Name

245 Water Street Jacksonville Duval 32202
Street City County Zip Code

Post Office Box City County Zip Code
904-791-4825 904-791-4810
Telephone: (area code) number FAX: (area code) number

6. Email Address: dawn.southworth@omnihotels.com

7. To which address do you prefer correspondence regarding this application be sent? Residence Business

8. Is your address exempt from Chapter 119, Florida Statutes, regarding Public Records? Yes No

If yes, please explain: _____

9. Your Gender: Male Female

10. Describe yourself within one or more of the categories below. This information is requested pursuant to Section 760.80, Florida Statutes. Access the Statute online.

- Caucasian Asian American physically disabled
- African American Native American
- Hispanic American American woman

11. As of what date have you been a continuous resident of:
A. Duval County? 10/01/2016 B. Florida? _____
Month/Day/Year Month/Day/Year

12. Are you're a U.S. Citizen? Yes No

13. Are you registered to vote in Florida? Yes No If yes, County of Registration: Duval

Education

14. High School: Dixie Heights Highschool Erlanger KY
Name City State

15. Postsecondary Institutions:

<u>Name and Location</u>	<u>Dates Attended</u>	<u>Certificate/Degree Earned</u>
Johnson & Wales University	1995-1998	BA. Hotel/Restaurant Management

Employment

16. Provide the requested information for all employers within the last five years, beginning with the most current. Please elaborate in your attached resume.

A. Omni Jacksonville 245 Water Street
Employer Address
Hotel General Manager 09/16-present
Type of Business Occupation/Job Title Dates of Employment

B. Omni Nashville 250 5th Avenue South
Employer Address
Hotel Director of Operations 07/13-09/16
Type of Business Occupation/Job Title Dates of Employment

C. HEI Hotels & Resorts-San Diego Marriott La Jolla 4240 La Jolla Village Drive
Employer Address
Hotel Director of Operations 05/10-07/13
Type of Business Occupation/Job Title Dates of Employment

Special Qualifications

17. List any special qualifications you think are relevant to your being appointed to a board, commission, council or committee, including any type of licensure or certification you hold, as well as any civic, professional, or political organization to which you belong. Please elaborate in your attached resume.

<u>Type or Name of License or Certificate</u>	<u>Number</u>	<u>Granting Agency</u>	<u>Date Granted</u>

<u>Name of Civic, Professional or Political Organization</u>	<u>Office(s) Held</u>	<u>Membership Dates</u>
Greater Nashville Hospitality Association	Board of Directors-Treasurer/2016	2014/2015/2016
Tennessee Hospitality & Tourism Association	Board of Directors	2016
Metropolitan Government of Nashville & Davidson County	Tourism and Convention Commission	2014/2015/2016

18. Give any additional information you believe is relevant to your appointment to a board, commission, council, or committee. Please elaborate in your attached resume.

Ethical Disclosure

19. If required by law or administrative rule, will you file financial disclosure statements? Yes No

20. Have you been a registered lobbyist or have you lobbied at any level of government at any time during the past four years? Yes No

If yes, did you receive compensation other than reimbursement for expenses? Yes No

Agency Lobbied Principal(s) Represented Dates

21. Has probable cause ever been found that you were in violation of:
A. Part III, Chapter 12, Florida Statutes, the Code of Ethics for Public Officers and Employees? Yes No
B. Chapter 602, Jacksonville Municipal Code, the Jacksonville Ethics Code? Yes No
If yes to either above, please provide:

Date Nature of Violation Disposition

22. Have you ever been suspended from any public office or appointment? Yes No If yes, please provide:

Title of Office Date of Suspension Reason for Suspension Result (Reinstated/Removed)

23. Have you ever been arrested, charged, or indicted for violation of any federal, state, county, or municipal law or ordinance? (Exclude traffic violations for which a fine of \$150 or less was paid.) Yes No
If yes, please provide:

Date Place Nature of Violation Disposition

24. Have you ever been refused a fidelity, surety, performance, or other bond? Yes No
If yes, please provide:

<u>Type of Bond</u>	<u>Insurer or Bond</u>	<u>Date</u>	<u>Reason(s) Given</u>
---------------------	------------------------	-------------	------------------------

25. Do you know any reason why you would not be able to attend fully to the duties of the office or position to which you may be appointed? Yes No If yes, please explain:

History of Service

26. Have you ever been elected to any public office in Florida? Yes No If yes, please provide:

<u>Office Title</u>	<u>Date of Election</u>	<u>Term of Office</u>	<u>Level of Government</u>
---------------------	-------------------------	-----------------------	----------------------------

27. Have you previously been appointed to any office that required confirmation by the Jacksonville City Council? Yes No If yes, please provide:

<u>Title of Office</u>	<u>Term of Appointment</u>
------------------------	----------------------------

28. Have you ever been employed by any local governmental agency in Jacksonville/Duval County? Yes No
If yes, please provide:

<u>Position</u>	<u>Employing Agency</u>	<u>Dates of Employment</u>
-----------------	-------------------------	----------------------------

29. If you served on an appointed board, commission, council, or committee, and missed any regularly scheduled meetings, please provide:

<u>Number of Meetings Attended</u>	<u>Number of Meetings Missed</u>	<u>Reason for Absence(s)</u>
------------------------------------	----------------------------------	------------------------------

CERTIFICATION / AFFIDAVIT

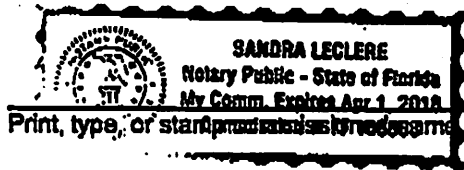
STATE OF Florida COUNTY OF Duval

Before me, the undersigned Notary Public, personally appeared Dawn Southworth who, after being duly sworn, says: (1) that he/she has carefully and personally reviewed the answers to the foregoing questions; (2) that the information is complete and true; (3) that he/she executed the foregoing instrument of his/her own free will and accord, with full knowledge of the purpose therefore, and (4) that he/she will, as appointee, uphold the constitutions of the United States and of the State of Florida.

[Signature]
Signature of the Applicant

Sworn and subscribed before me this 31st day of August, 2017

[Signature]
Signature of Notary Public



Personally Known OR Produced Identification

N/A
Type of Identification produced