

## 1086 - Tourism and Culture Director

**Contact Information -- Person ID: 37925049**

Name: Matt Kenny Address: 421 Meridian Avenue  
Miami Beach, Florida 33301 US  
Home Phone: 305-781-2505 Alternate Phone:  
Email: mattkenny@live.com Notification Preference: Email

**Personal Information**

Driver's License: Yes, Florida , Class E  
Can you, after employment, submit proof of your legal right to work in the United States? Yes  
What is your highest level of education? Bachelor's Degree

**Preferences**

Minimum Compensation: \$175,000.00 per year  
Are you willing to relocate? No  
I am located in Miami, so no relocation needed.  
Types of positions you will accept: Regular  
Types of work you will accept: Full Time  
Day , Evening , Night ,  
Types of shifts you will accept: Weekends , On Call (as needed)

**Objective**

To take on the position of Director of Tourism and Culture for the City of Miami Beach to bring the best and brightest cultural events to the city, in order to drive revenue for businesses and the hotel industry, by keeping Miami Beach on the worlds stage as a cultural leader.

**Education**

**College** Did you graduate: Yes  
*RYERSON UNIVERSITY* College Major/Minor: Bachelor of Fine Arts  
<https://www.ryerson.ca> Degree Received: Bachelor's  
9/2001 - 5/2005  
Toronto, International

**Work Experience**

**MANAGING DIRECTOR** Hours worked per week: 50  
1/2016 - 3/2018 Monthly Salary: \$14,333.00  
# of Employees Supervised: 12  
Community Agency Name of Supervisor: Lauren Michell - VP,  
350 Lincoln Road Client Services  
Miami Beach, Florida 33139 May we contact this employer? Yes

**Duties**

- o Managing Director for an international culture and art agency specializing in positioning international brands (ex: Bacardi, Grey Goose, Casper, Perrier) at the forefront of culture, with clear and strategic marketing platforms, including media and social buys (ex: Spotify, Twitter), securing artist collaborations (ex: Major Lazer, The Weeknd, Art Basel), and negotiating sponsorships / partnerships between brands, artists and properties (ex: Gov Ball, Bonnaroo, US Open, Rose Bowl, Kentucky Derby) to achieve maximum revenue goals and media exposure.
- o Ideate, pitch and execute annual strategic plans, to achieve desirable results across multiple pillars of the business (sales, marketing, media, social, PR).



- o Oversees all contract management of Master Service Agreements with clients and suppliers, to ensure net profits and all contract deal points are met and provides all post mortem reports for campaigns and client events.

- o Forecast and manage operating budgets exceeding \$15,000,000, while managing full, part time and contract staffing needs, while securing billing schedules, negotiating contracts and legal requirements across multiple departments.

- o Supervise international direct reports, while managing culture and experience, to ensure happiness across all job functions and ensure business continuity - 100% employee retention.

### Reason for Leaving

They closed all of their American offices.

### GROUP ACCOUNT DIRECTOR

9/2014 - 1/2016

Community Agency  
822 Richmond Street W  
Toronto, International M6J1C9

Hours worked per week: 50

Monthly Salary: \$10,000.00

# of Employees Supervised: 16

Name of Supervisor: Lauren Michell - VP,  
Client Services

May we contact this employer? No

### Duties

- o Senior Account Lead on various global brands (Bacardi Rums, Grey Goose, Bombay Sapphire), PMA (Drambuie, Tia Maria and Disaronno), Nestle Waters (Perrier, San Pellegrino), Hershey (Reese's, Kisses).

- o Ideate strategy to include event strategy, global marketing direction, present budgets and final reports to C level executives for approvals.

- o Oversee and maintain the monthly calendar, outlining production schedules, PR initiatives, event places and times and venues.

- o Manage finances of the portfolio, while maintaining profit / sell margins, forecast annual financials (\$10,000,000+), supervise billing and invoicing schedules, as well as the workflow and accountability of multiple direct reports. Lead RFP pitches for new business, and issue RFP's for competitive bid process for suppliers by creating bid documents, and presenting final ideas to the senior level executives.

### Reason for Leaving

Was promoted to Managing Director of the Miami Beach office.

### SUPERVISOR - TOURISM & CULTURE

5/2009 - 9/2014

City of Toronto  
100 Queen Street West  
Toronto, International M5H 2N2

Hours worked per week: 40

Monthly Salary: \$7,500.00

# of Employees Supervised: 14

Name of Supervisor: Allison Duchaine -  
Manager, Culture & Tourism

May we contact this employer?

### Duties

- o Successfully permitted and produced over 100+ music, art, and live performance cultural projects, programs and events for the municipality of the City of Toronto - Canada's largest city, and the fourth largest city in North America.

- o Cultivated various programs for the Culture and Tourism department within the City of Toronto, including Public Art Spaces and the Music Sector, while working with various granting agencies to secure funding for programs, with the mandate of utilizing culture and entertainment to place Toronto on the world stage.

- o Worked extensively with large corporations to secure funding for city produced events, while ensuring that all sponsorship and partnership contracts were fair and equitable to the municipality and the granter.



o In this role, I was to ensure open and easy access to arts and culture and programming services, while driving tourism and revenue dollars for businesses, hotels, and retail outlets within the local community.

o Programs included existing exhibits, original commissioned works, world premieres, and 24-hour pop-up installations that crossed all genres from working with city planning for permanent art installations, programming international touring productions, as well as partnerships with businesses and other municipalities to secure additional revenue sources to produce ground breaking arts and culture.

o Supervising RFP's for public bid, production order approvals (approvals required for any purchase over \$5,000), marketing and partnerships, budget allocations across multiple departments, management of multiple work groups, preparing competitive bids for purchasing, and marketing and brand deliverables.

o Hiring and managing staff (often 50+ part time staff) and procuring creative agencies to ensure we improved the access of arts and culture

o Worked closely with various business sectors, clubs and citizen groups, while liaising with various levels of government, city council, and municipal departments (Traffic, Police, Fire, etc) in the special event permit approval process, and post mortem reviews of all events, to ensure buy in from across the board.

o Owned events - Nuit Blanche, Vancouver Olympic Torch Relay, Pan Am Games, New Year's Eve Celebrations.

#### **Reason for Leaving**

Was offered position at Community agency after almost 6 years with the City of Toronto.

#### **ACCOUNT MANAGER - EVENTS & LIVE ENTERTAINMENT**

1/2005 - 5/2009

Hours worked per week: 40

Monthly Salary: \$0.00

Name of Supervisor: Kristen - Gillett

May we contact this employer?

Maple Leaf Sports and Entertainment  
50 Bay Street  
Toronto, International M5J 2L2

#### **Duties**

o Produced and managed international touring productions with attendance from 50 - 20,000, both at the Air Canada Centre and other outdoor venues.

o Worked closely with agents, artist management, production management, and ticketing departments for the largest touring artists in the world (Spice Girls Reunion Tour, Bruce Springsteen, Elton John).

o Key point of contact for external promoters (Live Nation and AEG), while tracking deal point memo's, event costing, allowable ticket sales, event wrap reports, and supervision of anywhere between 10-150 part time event staff.

#### **Reason for Leaving**

Was offered position at the City of Toronto.

#### **Certificates and Licenses**

#### **Skills**

Office Skills

Typing:

Data Entry:

Other Skills

Public Administration Expert - 6 years and 0 months



Contract Negotiation Expert - 15 years and 0 months  
Marketing & Advertising Expert - 10 years and 0 months  
Crowd Control & Public Safety Expert - 10 years and 0 months  
Executive Communication Expert - 10 years and 0 months  
Budget Management Expert - 15 years and 0 months  
Non Profit Organizations Expert - 6 years and 0 months  
Client Liaison Expert - 15 years and 0 months  
Accessibility & Disability Acts Expert - 12 years and 0 months  
Tobacco and Alcohol Legislation Intermediate - 10 years and 0 months  
People Management Expert - 15 years and 0 months  
Sponsorship / Partnership Negotiation & Fulfillmen Expert - 10 years and 0 months

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#### Languages

English - Speak, Read, Write

French - Speak, Read

Spanish - Speak, Read

#### **Additional Information**

#### **References**

#### **Resume**

#### **Text Resume**

#### **Attachments**

#### **Agency-Wide Questions**

1. Q: Referral Source (Check only one [1])

A: City Website

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2. Q: Do you wish to claim Veterans' Preference? For eligibility requirements, please visit <http://www.floridavets.org/benefits/veteranspref.asp> If you are claiming Veterans' Preference, it is your responsibility to submit documentation (DD 214 form, Member 4) sustaining your claim at the time of application. If you are claiming disability, a letter from the Florida Department of Veteran's Affairs or Department of Defense indicating your service-connected disability is required. PLEASE ATTACH APPROPRIATE DOCUMENTS TO YOUR APPLICATION.

A: No

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3. Q: If claiming Veterans' Preference, please indicate which category you are claiming. Under the State of Florida Veterans' Preference Law, preference in appointment shall be given by the State of Florida and its political subdivisions to those persons in categories 1 and 2 and then to those in categories 3 and 4. If you are claiming Veterans' Preference, it is your responsibility to submit documentation (DD 214 form, Member 4)





sustaining your claim at the time of application. If you are claiming disability, a letter from the Florida Department of Veteran's Affairs or Department of Defense indicating your service-connected disability is required. PLEASE ATTACH APPROPRIATE DOCUMENTS TO YOUR APPLICATION.

A:

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4. Q: The City of Miami Beach shall provide reasonable accommodations, due to any disability, for all applicants and employees. Will you require any special accommodations prior to any test(s) and/or interviews for which you may be selected?

A: No

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5. Q: Are you a current or previous City of Miami Beach employee?

A: No

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6. Q: If you answered "Yes" to the previous question, please provide the following information: whether you are current or previous employee of the City, current/previous classification (position), current/previous department/division; if already separated, year and reason for separation.

A:

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7. Q: Are you related to any City of Miami Beach employee(s)?

A: No

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8. Q: If you answered "Yes" to previous question, please provide the following information: employee's name, title, department/division, relationship to you.

A:

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9. Q: May we contact your present employer regarding your record of employment?

A: Yes

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10. Q: Are you currently a subject of any criminal or ethics investigation by any governmental agency? If so, please explain the nature of the investigation; otherwise, put "N/A."

A: N/A

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### Supplemental Questions

1. Q: Do you possess a Bachelor's degree from an accredited college or university in Business or Public Administration, or a closely related field?

A: Yes

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2. Q: What type of degree do you possess?

A: BACHELOR OF FINE ARTS

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3. Q: Do you have ten (10) years experience in government or in the hospitality or cultural industry, with specific experience in tourism, economic development and the arts?

A: Yes

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4. Q: Please describe the related experience that you have?

A: I HAVE OVER 15 YEARS EXPERIENCE IN GOVERNMENT (SPECIFICALLY IN TOURISM AND CULTURE), AS WELL AS EVENTS AND LIVE ENTERTAINMENT, AND MARKETING / ADVERTISING. THESE THREE INDUSTRIES IS WHAT WILL MAKE ME A SUCCESSFUL CANDIDATE FOR THIS POSITION, AS MY MULTI FACETED RESUME IS WHAT IS NEEDED



IN A POSITION WITH SUCH PUBLIC EXPOSURE AND ACCESS TO REALLY CREATING CHANGE IN THE CULTURE AND TOURISM INDUSTRIES IN Miami Beach.

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5. Q: Do you have experience working with neighborhood groups and relevant industry groups?

A: Yes

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6. Q: Briefly describe your experience working with neighborhood groups and relevant industry groups.

A: IN MY CAPACITY AT THE CITY OF TORONTO, WE WORKED CLOSELY WITH NEIGHBORHOOD GROUPS IN VARIOUS INITIATIVES - MAINLY ART AND EDUCATION, CONSULTING NEIGHBORHOOD GROUPS FOR ALL SPECIAL EVENTS, HOLDING MONTHLY MEETINGS TO TAKE THE TEMPERATURE OF CULTURE IN EACH NEIGHBORHOOD AND RECEIVE CONSTANT FEEDBACK ON WHAT NEIGHBORHOODS NEEDED.

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7. Q: I acknowledge that in order to claim Veterans Preference, I must indicate it on the application form and attach proper documentation. If you are not claiming Veterans Preference, please check box indicating N/A

A: N/A

