



**Memorandum:**

Date: October 23, 2019

To: Council Members

From: Nancy Hooton

Re: Summit County Restaurant Tax Advisory Committee

Reappoint Lorrie Hoggan to the Summit County Restaurant Tax Advisory Committee. Lorrie's term to expire July 31, 2022.

Appoint Maureen Dunn and Billy Demong to the Summit County Restaurant Tax Advisory Committee. Maureen and Billy's terms to expire July 31, 2022.

Appoint Penny Kinsey (as the member recommended by the Park City Area Restaurant Association) and appoint Jason Ford (as the member recommended by the Park City Chamber Bureau) to the Summit County Restaurant Tax Advisory Committee. Penny and Jason's terms to expire July 31, 2022.

**From:** [Ginger Wicks](#)  
**To:** [Annette Singleton](#)  
**Cc:** [Jodie Rogers](#); [Nancy Hooton](#)  
**Subject:** Re: Letter from Sundance  
**Date:** Thursday, August 22, 2019 8:13:31 AM  
**Attachments:** [Proposed PCARA letter of support. Penny Kinsey.pdf](#)  
[Untitled attachment 00018.html](#)

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Hi All,

Attached please find out letter of support, recommending Penny Kinsey to the committee.

Please let me know if you have any questions or need anything further at this time.

Best,

Ginger Wicks  
Executive Director  
Park City Area Restaurant Association  
435.640.1168  
[gingerwicks@icloud.com](mailto:gingerwicks@icloud.com)



August 21, 2019

Summit County Restaurant Tax Committee  
PO Box 128  
Coalville, UT 84017

To Whom It May Concern:

I am writing this letter to recommend the appointment of Penny Kinsey with Blind Dog Restaurant to take the outgoing seat of Jodie Rogers. Penny sits on the Park City Area Restaurant Association (PCARA) Board and has been a restaurant owner and champion of the Park City Restaurant community for many years.

On behalf of the Park City Area Restaurant Association, I appreciate your time and consideration.

Regards,

A handwritten signature in black ink, appearing to read "Ginger Wicks".

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Ginger Wicks  
Executive Director  
Park City Area Restaurant Association

**From:** [Annette Singleton](#)  
**To:** [Annette Singleton](#)  
**Subject:** FW: Summit County Restaurant Tax Advisory Committee  
**Date:** Thursday, October 17, 2019 3:14:11 PM  
**Attachments:** [image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[Jason Ford.vcf](#)

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**From:** Bill Malone <[bill@visitparkcity.com](mailto:bill@visitparkcity.com)>  
**Sent:** Wednesday, September 25, 2019 12:39 PM  
**To:** Nancy Hooton <[nhooton@summitcounty.org](mailto:nhooton@summitcounty.org)>  
**Cc:** Louise Gathright <[louise@visitparkcity.com](mailto:louise@visitparkcity.com)>; [teri@snowflowerparkcity.com](mailto:teri@snowflowerparkcity.com)  
**Subject:** RE: Summit County Restaurant Tax Advisory Committee

Nancy .... Thanks for your patience ...

Yesterday afternoon we approved Jason Ford , GM at Sheraton Hotel as our appointment to the Summit County Restaurant Tax Advisory Committee.

Please proceed with including his name in your recommendations to County Council. Thanks, Bill



### **Bill Malone**

*President & CEO*  
Park City Chamber/Convention & Visitors Bureau  
435.658.9617  
[www.VisitParkCity.com](http://www.VisitParkCity.com)

**TRAVEL+ LEISURE** America's Favorite Town - 2016

**Traveler** Friendliest City in America – 2015/2016 Readers' Choice Awards

**Sunset** Best Ski Destination/Best Adventure Town - 2015/2016 Sunset Travel Awards



# Jason E. Ford

2233 Sunset Court; Park City, UT 84060 ♦ (720) 334-9389 ♦ jayefo@yahoo.com

## WORK HISTORY

*General Manager*, 2019-Present

**Sheraton Park City Hotel (Driftwood Hospitality Management) – Park City, UT**

- Transitioned hotel from Park City Marriott
- Managed extensive renovation of property

*Area General Manager*, 2018-2019

**Sheraton Salt Lake City Hotel & Park City Marriott (Driftwood Hospitality Management)**

*General Manager*, 2013-2019

**Sheraton Salt Lake City Hotel (Driftwood Hospitality Management) – Salt Lake City, UT**

- Cured both Quality Assurance & Guest Feedback default status with Starwood
- Increased RevPAR & made net profit flow positively
- Managed property remodel (PIP)

*General Manager*, 2011-2013

**Sheraton Denver West (RDA Hotel Management Company) – Lakewood, CO**

- Increased RevPAR by 14% & IBFE by 11%
- Led multiple renovation projects totaling over \$1500K

*General Manager*, 2007-2011

**The Burnsley Hotel (RDA Hotel Management Company) – Denver, CO**

- Implemented yield strategies which increased rooms revenue by 14%
- Streamlined operations to increase overall profitability by 5.6%

*Resident Manager*, 2006-2007

**Vail Cascade Resort & Spa (Destination Hotels & Resorts) – Vail, CO**

- Achieved, and helped managers achieve, property's financial goals
- Launched quality assurance initiatives and training programs

*Director of Rooms*, 2002-2006

**Inverness Hotel & Conference Center (Destination Hotels & Resorts) – Englewood, CO**

- Balanced needs of owners (74% profitability) with customers (93% satisfaction) and team members (93% approval)
- Won I.A.C.C. Award for Payroll Management System

*Vice President of Operations, Hotel Services*, 1996-1999

**Bare Associates International, Inc. – Fairfax, VA**

- Executed quality assurance programs (Ritz Carlton, Loews, Hilton Hotels)
- Increased revenues 212% in 1997 and 167% in 1998 (\$757K)

*Senior Research Analyst*, 1992-1996

**Neurentox International, Inc. – Washington, DC**

- Developed strategic marketing initiatives and fostered client relations

## EDUCATION

**Cornell University, School of Hotel Administration**

Master of Management in Hospitality, 2000-2002

President, Hotel Graduate School Organization; Recipient, Statler Scholarship of Excellence

**The George Washington University, Columbian College of Arts and Sciences**

Bachelor of Arts, Psychology/Communications, 1990-1994

Senator, Student Association; Vice President, Pi Kappa Alpha Fraternity

## EXPERIENCE

*Board of Trustees*, Visit Salt Lake City

2016

*Adjunct Professor*, Metropolitan State University

2009-2013

*Board Member*, Colorado Hotel & Lodging Association

2011-2013

*Board Member*, Jeffco Economic Development Corporation

2011-2012

*Task Force*, Hamilton Park Hotel, Florham Park, NJ

2005

*Transition Team*, Tarrytown House Estate, Tarrytown, NY

2005

*Intern*, Hilton Seattle Airport & Conference Center - Seattle, WA  
*Banquet Crew Leader*, Deer Valley Ski Resort – Park City, UT

2001  
1999-2000

**SKILLS**

Six Sigma; Revenue Mgmt.; Renovation & Construction; Team Building; Training & Development

**INTERESTS**

“Foodie”, travel, competitive sports, & community service projects

## Application for Volunteer Board Position

Which board is of interest to you? (Please apply only for a board where there is a current ad for vacancies):

Summit County Restaurant Tax Advisory Committee

First Name::

Jason

Last Name::

Ford

Email Address::

[jason.ford@sheratonparkcity.com](mailto:jason.ford@sheratonparkcity.com)

Phone Number::

(435) 615-4500

Mailing Address::

1895 Sidewinder Drive  
Park City, UT 84060-7565

How long have you lived in Summit County?:

6 years

If currently employed, where do you work?:

Sheraton Park City

Why would you like to serve on this particular board?:

Help represent Park City Chamber & Convention & Visitors Bureau.  
Become more engaged in the local community.  
Gain more knowledge.

Tell us a little about yourself, and your qualifications:

Resident and Worker in the community.  
General Manager of Sheraton Park City Hotel.  
Prior General Manager of Sheraton Salt Lake City Hotel (2013 - 2019).  
Past Visit Denver Board Member.  
Past Denver Metro Hotel Association Board Member.  
12 year hospitality career in Colorado.