

Online Form Submittal: Tourist Development Council Application

noreply@civicplus.com <noreply@civicplus.com>

Fri 7/16/2021 3:09 PM

To: Katie Brock <kbrock@nassaucountyfl.com>; Amy Bell <abell@nassaucountyfl.com>

Tourist Development Council Application

Date	7/16/2021
First Name	Olivia
Last Name	Hoblit
Address1	96062 Bass Lane
Address2	Field not completed.
City	Yulee
State	Florida
Zip	32097
Street Number	Field not completed.
Street Name	Field not completed.
Street Type	Field not completed.
Apt #	Field not completed.
City	Field not completed.
State	Field not completed.
Zip	Field not completed.
Email Address	<u>ohoblit@innisfreehotels.com</u>
Home Phone	9042063326
Cell Phone	9042063326

Candidates at a minimum should have an involvement in Amelia Island's tourist industry and demonstrated an interest in tourist development. This may include either owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the county and subject to the tax.

Do you meet the minimum Yes
requirements or candidates?

All candidates must be a Nassau County resident and registered voter.

Do you meet the Yes
requirement of Nassau
County residency and voter
registration?

If yes to both of the above questions, please provide a resume, cover letter, letters of recommendation, and any other supplementary documentation describing how your education, training, and/or experiences meet the requisite standard. By submitting the application above, I agree to attend meetings in accordance with the adopted policies of the Amelia Island Tourist Development Council. If at any time my business or professional interests conflict with the interests of the council, I will recuse myself from deliberations. I also agree to comply with the requirement of the Florida Sunshine Law.

Supporting Documentation [Olivia Hoblit Resume 2021.docx](#)

Email not displaying correctly? [View it in your browser.](#)

Olivia Hoblit

96062 Bass Lane

Yulee, Florida 32097

Cell Phone: 904-206-3326

Email: ohoblit@Innisfreehotels.com

Summary:

I have experience in all aspects of general hotel management and vacation rentals- financial control, customer management, staff development, hotel maintenance, engineering, revenue management, sales & marketing, and food services.

Work Experience:

Courtyard/Springhill Suites Amelia Island & Seaside Amelia Inn (Innisfree Hotels)

Regional Manager

April 2020-Present

The Ritz-Carlton, Amelia Island

Assistant Rooms Executive

March 2019 to March 2020- 446 Rooms-5 Diamond Resort

Seaside Amelia Inn (Innisfree Hotels)

General Manager

April 14, 2014- March 2019

Elizabeth Pointe Lodge & Amelia Island Vacation Rentals-Amelia Island, Florida

25 Room Upscale Oceanfront Boutique Hotel and 22 Units Vacation Rentals

General Manager

July 2007-March 23, 2014

Accolades under my management at Elizabeth Pointe Lodge

Travel+ Leisure World's Best Awards:

- *T+L 500 – The World's Best Hotels (2014)*
- *Ranked #25 World's Best Hotels (2013)*
- *Ranked #2 Top Inns and Small Lodges in the Continental U.S. (2013)*
- *Ranked #3 America's Best Coastal Hotels (2013)*
- *America's Most Romantic Winter Destination (2013)*
- *T+L 500 – The World's Best Hotel (2013)*
- *Ranked #9 Top Inns and Small Lodges in the Continental U.S. (2012)*
- *America's Most Romantic Hotel (2012)*

Conde Nast Reader's Choice Awards:

- *Voted #15 Top Florida Resorts (2013)*
- *Gold List- The World's Best Places to Stay (2013)*
- *Gold List – The World's Best Places to Stay (2012)*
- *Voted #2 Top Florida Resorts (2012)*
- *Voted #6 Small Hotel in the US (2011)*
- *Gold List – The World's Best Places to Stay (2009)*
- *Voted #2 Small Hotel in the United States (2008)*

Fodor's Travel Guides

- *Florida's Five Best Boutique Hotels (2013)*

Elizabeth Pointe Lodge and Amelia Island Vacation Rentals, Amelia Island, Florida

Weekend Front Desk Representative

July 2005-July 2007

Michael Broussard, P.A. - Orange Park, Florida

Paralegal

June 2002-July 2007

Candlewood Suite Hotel (Extended Hotel)– Jacksonville, Florida (*Intercontinental Hotel Group*)

Weekend Manager

1999-2005

Double Tree Hotel-Jacksonville, Florida

Front Desk Representative

1998-1999

Farah & Farah, P.A. – Orange Park, Florida

Legal Secretary/Legal Assistant

1998-2002

Education:

Cornell University

Certification in Hotel Management

2013-2013

Cornell University

Certification in Hospitality Marketing

2012-2012

Award:

April 2012

Sharky Award

Guest Service– General Manager

April 2018

Florida Restaurant & Lodging Association

➤ Named as one of Florida's leading women in Lodging

December 2019

Marriott International

➤ Nominated as “Marriott Ops Star” for going above and beyond operational expectations

Volunteering:

Amelia Island Tourist Development Council

Serve on the Board of Director

Trinity Love Hoblit Foundation

President/Founder

November 2016-Present

Florida Restaurant & Lodging Association

Vice Chairwoman and Incoming Chairwoman 2022

January 1, 2021 to Present

Nassau Racial Equality Coalition

Co-Chair of the Economic Opportunity Committee

June 2020 to Present

Nassau County Chamber of Commerce

Member of the Board

January 1, 2021-Present

University of West Florida Global Hospitality and Tourism Management

Advisory Council

January 2020 to Present

Florida Restaurant & Lodging Association-Executive Committee

Lodging Director

September 2016 to 2020

Florida Restaurant & Lodging Association-First Coast Chapter

Vice President-Lodging

January 2015 to December 2016

Florida Restaurant & Lodging Association-First Coast Chapter

Board of Director

January 2014 to December 2015

Florida's First Coast of Golf

Member of the Board of Directors

January 2015 to 2018

Pastor Carlton D Jones
95580 Burney Rd
Fernandina Beach, Florida 32034
Pastorcarltonjones21@gmail.com

August 6, 2021

Commissioner Aaron Bell, Chair TDC, Nassau County Manager Taco Pope,
Commissioner Thomas Ford, Chairman NCBOCC, Commissioner John Martin,
Commissioner Jeff Gray, Commissioner Klynt Farmer

Subject: Letter of recommendation for Olivia Hoblit to serve on TDC Board

By way of background, I am a new Board Member of the Amelia Island Convention and Visitors Bureau and it was mentioned that Olivia Hoblit submitted a application to serve on the TDC Board. I had the pleasure of meeting Mrs. Hoblit at the Grand Opening of the two Marriott Hotel brands, Courtyard /Spring Hill Suites on Atlantic Blvd. I since, had a opportunity to talk with Olivia and impressed by her passion to serve the hospitality industry, while realizing the importance of preserving the natural assets that makes Nassau County's Amelia Island a special place. Olivia's resume is impressive, especially as the incoming Chair of the Florida Restaurant and Lodging Association.

Over my 48 year career, I have had the pleasure to serve on several Chamber of Commerce Boards, as either Chairman or Vice Chairmen, and served as President/Chair of the D.C. Chamber of Commerce at the time Washington D.C., built its first Convention Center. So, I understand the importance of the hospitality industry's need to put heads in beds and the importance in branding a community to be one of the most desirable destinations in the World. Amelia Island is such a place.

I believe Oliva, would be an asset in assisting with the continued branding of Amelia Island and ensuring it remains that Special Place to escape from the typical Tourist or Conference Destination. However, I see the future demand for the hospitality industry towards I-95 and State Road 200, as a Regional Medical and Mix Use District for the west end of Nassau County. This area will eventually attract Hotel Conference Centers and vacations rentals destinations. Thus, adding to the taxable revenue.

This is just my observation only, that the Amelia Island Convention and Visitors Bureau has created a destination brand for the Amelia Island hospitality industry that has brought visitors from around the World. By enhancing the marketing and brand to include the future market demands for I-95 and State Road 200 and other points of interest within Nassau County, will stimulate hospitality industry growth.

I was pleased to learn that the hospitality industry's branding of Amelia Island and Nassau County generated \$23,954,566 in taxable sales revenue for the month of June 2021. The 2021 second quarter, economic impact for Nassau County was \$224,000,000 in taxable revenue. In addition, this revenue generates local jobs, commerce and taxable revenue that the Nassau County County Board of Commissioners can reinvest into the quality of life for its residents, that is created by visitors to our County.

I am pleased to have met Olivia Hoblit and believe that her diverse industry experience will serve the TDC Board well. I am pleased to serve on the Amelia Island Convention and Visitors Bureau Board.

The Leadership of our County Commissioners and Leadership of the County Staff, has and are doing some wonderful things to preserve and conserve Amelia Island and all of Nassau County Natural Resources and Community Assets.

Sincerely,

A handwritten signature in blue ink, appearing to be 'Pastor Carlton Jones', with a stylized, cursive script.

Pastor Carlton Jones