

Tourist Development Council

Applicant Package - Hotel owner/Operator

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Term 25 Feb 2025 - 30 Sep 2026

Positions Available 1

Number of applicants in this package 1

- Baker, Carlene

Name: Baker, Carlene

Address: 3333 SW 42nd Street, Gainesville FL, 32608

Email: carlene.baker@hilton.com

Board Name: Tourist Development Council

Primary Phone:

863-236-4212

Please list any civic and professional accomplishments/honors, training or experience related to this appointment::

Former President of the Alachua County Hospitality Council, awarded for outstanding community service and hospitality leader

Please list any current/previous Advisory Board appointments:

Executive Board for the Gainesville Sports Commission & Advisory Board for the Ronald McDonald House Charities of Central Florida

What Contributions do you feel you could make if you were selected to this board?:

Enhance and promote tourism to Alachua County, mentor and educate up and coming hospitality leaders as well as the voice of hoteliers in the community

Please Agree with the following statements:

I understand this application is the property of Alachua County and subject to public records laws. I hereby certify that the statements made on this application are true and correct. I understand that Appointees to advisory board/committees are required to attend scheduled meetings as specified in the "Guidelines for Citizen Advisory Boards and Committees". I understand that some boards and committees require Financial Disclosure (Chapter 112, Florida Statutes) and I am willing to file if required. I affirm that my personal and business (if applicable) affairs within Alachua County are in substantial compliance with all county regulatory and taxing authorities rules and regulations?:

Yes

Are you currently serving, or have you ever served, on an Alachua County advisory board? :

Yes

If yes, please list board(s):

Alachua County Hospitality Council & Gainesville Sports Commision

I do hereby attest that, to the best of my knowledge and belief:

- 1. I have maintained good moral character throughout my personal and professional life.**
- 2. I have not engaged in any conduct or behavior that would reflect adversely on my honesty, integrity, or ethical standards.**
- 3. I have not been convicted of any felony or misdemeanor involving dishonesty, fraud, or moral turpitude.**
- 4. I have adhered to all applicable laws and regulations in my personal and professional dealings.**
- 5. I strive to uphold the principles of fairness, respect, and responsibility in all my interactions.:**

Yes

Time of Submission: 05/30/25 5:11:14 PM

Attachments

- Carlene Baker's Resume 2021.pdf

Carlene Baker

863-236-4212 / carlenebaker.dos@gmail.com

Professional Experience

Oct 2020 – current **Hilton Garden Inn & Homewood Suites, Gainesville**

Market Director of Sales

- Oversee all Sales & Marketing efforts of two Hilton branded hotels – 207 guest rooms and suites with just under 3,000sq ft of meeting & event space.
- Focus on corporate group, business travel and sports groups coming to the Gainesville area.
- Produce and implement Business Plans, Action Plans and STR critique; report to McKibbin Hospitalit

Jun 2019 – June 2020 **Crowne Plaza by IHG & Fairfield by Marriott**

Area Director of Sales Orlando Lake Buena Vista (AD1 Global)

- Hotel Opening and Conversion team of the new Crowne Plaza Orlando Lake Buena Vista (Oct 2019)
- Oversee all Sales & Marketing efforts of the Fairfield by Marriott Orlando Lake Buena Vista & Crown Plaza Orlando Lake Buena Vista – 370 guest rooms with 2,000 sq ft of flexible meeting space
- Focus on Corporate Group and Business Travel accounts for both brands
- Produce and implement Marketing Plans, Sales Goals and Action Plans; report to AD1 Global

Aug 2014 – May 2019 **Doubletree by Hilton Orlando East UCF Area**

Director of Sales & Marketing

- Hotel Opening and Conversion team (Sept 2014)
- Oversee all Sales & Marketing efforts of the award-winning DoubleTree Orlando UCF – 246 guest rooms and over 5,000 sq ft of meeting space
- 2016 DoubleTree America, Director of Sales / Director of Business Development of the Year
- 2015 Hilton CARE Cup & Pride Award Recipient
- Focus on partnership with the Hilton brand as well as Siemens and University of Central Florida
- Produce and implement Marketing Plans and Action Plans and report to the corporate office

Oct 2013 – Aug 2014 **Crowne Plaza Orlando-Lake Buena Vista – Pre-Open**

Director of Sales & Marketing

- Worked with the Executive team and corporate brand to open the Crowne Plaza Orlando-Lake Buena Vista – 241 guest rooms with 3,700 sq ft of flexible meeting space.
- Partnered with TravelClick to create the design, copy, SEO content and photo placement for an independent website for 2 of our opening hotels – also created content for the Brand Website
- Produced Marketing Plan and Action Plans for our new hotel openings.

Sep 2012 – Oct 2013 **Holiday Inn Express & Suites Lake Buena Vista East**

Sales & Marketing Director

- Oversee all Sales & Marketing efforts of the Holiday Inn Express & Suites Orlando Lake Buena Vista East – 148 guest rooms & suites with 1,000 sq ft of event space
- Partnered with the brand as well as Walt Disney World for the Good Neighbor Hotel program
- Produced and implemented Marketing Plans and Action Plans and reported to the corporate office

Feb 2011 – Sept 2012 **Country Inn & Suites, Best Western Plus, Comfort Suites & Holiday Inn Expre**
Area Sales & Marketing Director / General Manager

- Oversaw the Sales & Marketing efforts of the (4) branded hotels
- General Manager & Sales & Marketing Director during the hotel conversion from Carlson to InterContinental as well as the Best Western Plus
- Produce, update and implement Marketing Plans and Action Plans for all four hotels
- Vice President of the Lakeland Hotel & Lodging Association

Apr 2002 - Feb 2011 **Westgate Resorts & Ramada Plaza Gateway**

Director of Rental & Group Sales / Regional Sales Manager / Area Sales Manager

- Oversee the Rental Sales & Marketing efforts of 28 resort properties nationwide; providing leadership and guidance to a sales team of 13 people
- Produce and implement a 30-million-dollar Marketing Plan and Business Strategies for the rental department
- Committed leadership to the do-diligence of purchasing (4) hotel/resort properties

Apr 2001 – Feb 2002 **Grenelefe Golf and Tennis Resort**

National Sales Manager

- Sought new business – 700 1 & 2-bedrooms villas and 30,000 sq ft of flexible meeting space
- Partnered with Polk County Sports Marketing and the Orlando Convention & Visitor’s Bureau
- Managed numerous events on property, i.e. weddings, banquets, golf tournaments and conventions

Jun 1998 – Apr 2001 **Disney’s Wide World of Sports & Recreation**

Sports Competition Manager

- Managed numerous sporting events from planning through execution striving to provide the “Disney Difference”
- Championed a new procedure known as the Post Event Summit; evaluating each event from a financial aspect, capturing successes, minimizing challenges and enhancing productivity opportunities that may occur during the event
- Coordinated data entry and maintaining of P&L information in the Event Management System for budgeting and forecasting of events
- Performance Excellence Award Recipient

Jan 1985 – Jun 1998 **Walt Disney World – Magic Kingdom Entertainment**

Special Event Manager / Entertainment Ops & Travel Specialist / Statistical Associate

- Scheduled and oversaw the entertainment aspects of special events on and off property including transporting the performers, assuring the facilities were secure and met the Disney Corporate guidelines - represented the Walt Disney World Company by managing all aspects and protecting the entertainer’s integrity at all events
- Responsible for Event Duty Manager; including covering employee call-ins, last minute event changes and approval/disapproval of employees in entertainment costumes
- Managed a rotational system of trip bidding for the entertainment division, arranging all travel elements, preparing trip itineraries, arranging for costume delivery and assuring the entertainers are paid during their travels with the company

Education

1989 – 1992 **Valencia Community College / University of Central Florida**

Business Management Courses

- Proficient in Microsoft Office, Word, Excel, Power Point and Social Media applications
- Disney Sales & Catering Services, Tee Time Scheduling & Kronos
- Delphi, Salesforce, MR Applications, Resort Solutions, Inntime, Opera, Choice Advantage, Holidex, Merlin, SalesPro, Fosse, OnQ and RNi

**Professional
Accomplishments**

- 2016 DoubleTree America, Director of Sales / Director of Business Development of the Year
- 2015 Hilton CARE Cup and Pride Award Winner
- 2012 Vice President of the Lakeland Hotel & Lodging Association
- 1999 Disney Performance Excellence Award
- Opening Services for Euro Disney & Animal Kingdom
- MegaEvents - Odyssey of the Mind, Bryant Gumbel Celebrity Golf Tournament, US Men’s Clay Court Championship, National Senior Games and Disney Marathon.
- New Hotel Openings- Comfort Suites Tampa Fairgrounds, Holiday Inn Express Lakeland, Doubletree Orlando East UCF, Crowne Plaza Orlando Lake Buena Vista
- Member Relations Committee Alumni for Visit Orlando

- Volunteer for many local charity and special events