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**ALACHUA
COUNTY**
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Alachua County Community and Administrative Services

Gina Peebles
Assistant County Manager – Chief of Staff

Date: September 29, 2025

To: Heather Akpan, Assistant County Manager – Chief Transformation Officer & Human Resources Director *HDA*

Via: Jacqueline Chung, Equal Opportunity Manager *JAC*

From: Gina Peebles, Assistant County Manager – Chief of Staff 

Subject: Request to Waive Recruitment for Tourism & Economic Development Director

I respectfully request approval to waive recruitment and appoint Jessica Hurov as the County's Tourism & Economic Development Director.

Jessica began her career with Alachua County in September 2018 as Tourist Development Manager and has consistently demonstrated exceptional leadership. Under her guidance, our Tourist Development Tax has nearly doubled. She led *Visit Gainesville, Alachua County* to achieve Accreditation with Distinction from Destinations International, and her team has earned multiple state-wide awards for excellence in tourism marketing. Jessica has been appointed to the Board of Directors for Destinations Florida, giving Alachua County a respected statewide platform. Effective October 1, she will assume responsibility for the \$60 million Sports & Event Center, reflecting the County's confidence in her management and fiscal oversight.

Jessica's accomplishments, along with her Certified Public Manager designation and Professional in Destination Management credential, make her uniquely qualified to lead as this newly formed department's first Director.

Thank you for your consideration.

Approved / Disapproved



Heather Akpan, Assistant County Manager

9/30/2025

Date