

M2018-159

ACCOMMODATIONS TAX ADVISORY COMMITTEE

3 YEAR TERM

4/hospitality (2/lodging industry)
1/cultural organization

MEMBER	ADDRESS	PHONE#	APPT. DATE	EXPIRATION	TERM #
Mary Frances Tall	6707 Porcher Dr. MB 29577	448-7971(w) 450-5642(c)	1/14/2014	2/22/2020	4
Julia Chapman Singleton	5705 Porcher Drive MB 29577	449-6406	6/11/2013	2/22/2019	2
Joseph E. Washington	4610 Moonbeam Court MB 29577	226-1582(h) 446-5879(c)	1/14/2014	2/22/2020	3
Deborah B. Harwell	P. O. Box 7769 MB 29572	839-2419(w) 458-3300(c)	1/23/2018	2/22/2021	4
Mary B. Henry	1210-E Benna Drive MB 29577 marybhenry@gmail.com	444-4364	1/23/2018	2/22/2021	5
Thomas C. Moore	958 Cayman Court MB 29577	449-0287(h) 450-4901(c)	1/23/2018	2/22/2021	3
Betty Mills	5509 Hampton Circle MB 29577		1/22/2013	2/22/2019	2

NOTE: City Residents are highlighted in blue.

Julia Singleton has resigned. We have one resume' and one recommendation.

Jennifer Stanford

From: Michael Price
Sent: Monday, October 29, 2018 10:31 AM
To: Jennifer Stanford
Cc: Mary Henry; Jamie Broadhurst
Subject: Resume' from Jamie Broadhurst.
Attachments: ATAX - Jamie Broadhurst /Resume

Jennifer, I have received a resume' from Jamie Broadhurst. He has expressed an interest in serving on the Accommodations Tax Committee. Would you please place this as an agenda item for the 1st Council meeting scheduled for November 13, 2018? He would finish out Julia Singleton's term which is up in February 2019. At that time, he would come on for a full two-year term. Please open the attached email and you will see the pdf file of his resume'.
Thank you,

MICHAEL D. PRICE

Jamie Broadhurst

3405 N. Kings Highway
Myrtle Beach, South Carolina, 29577
(843) 448-7169
jamie@century21broadhurst.com

I am a native of Myrtle Beach, SC, and a 1982 graduate of Myrtle Beach High School. Growing up in Myrtle Beach, I actually spent much of my time working summers in one of my family's businesses and playing baseball, basketball and football. I was a member of the Myrtle Beach Seahawks 1st & 2nd State Championship football teams.

I subsequently was accepted at the prestigious Fork Union Military Academy in 1983, where I was a member of the only undefeated post-grad football team in the school's history.

I later enrolled at Newberry College, where I split my class time with the Newberry College Indians football team, as a Conference and State award winning athlete, and ultimately graduated in 1987 with a Bachelor of Science degree in Business Administration and Marketing.

After graduating from college, I was given the opportunity to travel throughout Europe for several years and eventually settled in Milan, Italy where I resided for over 20 years.

Languages: *English, Italian*

Employment History

Business Development Team Member

International Golf Consultants, Milan Lombardy, Italy

March 1989 - December 1991

My position with this startup company was in sales and marketing. I was responsible, on a consultancy basis, for the growth of our existing golf

course clients and the commercial and residential developments of those facilities, where warranted. I was also charged with the generation of new clients, coordination of golf course architects and researching new course locations for facilities throughout Italy.

Director of Marketing

Mirabilandia Theme Park, Ravenna Emilia-Romagna, Italy

January 1992 - September 1994

I was the Marketing Director for the theme park - Mirabilandia, which is located on the Adriatic Coast in Ravenna, Italy. Mirabilandia was at the time, the second largest theme park in Italy, with roughly 1,000,000 visitors a year. My responsibilities included, all advertising; TV, print marketing, billboards, and group sponsored activities and sales, and I was in charge of a team of 10 other members.

Commercial Director / ISO Compliance / Board Member

I.R.C.E.S. 95, Brescia Lombardy, Italy

October 1996 - January 2008

I.R.C.E.S. 95, was the oldest family owned general contracting firm in Italy. Founded in 1872, and with over 150 employees, the group had interests and participations in tourism (*Valtur S.p.A.*), hotels and amusement parks, and infrastructure projects throughout Europe. My initial responsibilities were in the commercial and public sectors for business generation activities, as well as hands-on activities with I.S.O. implementation throughout the firm and to all of our 50 plus job sites. Subsequently, I served as a board member, and continued to become more and more active with the commercial activities involving both private sector development and public tender initiatives and public-private ventures sanctioned by the European Community, including: *Cinacitta'* Renovations, construction of shopping malls, hospitals, golf courses and residential development.

Project Management Consultant

Rizzani de Eccher, Udine Friuli-Venezia Giulia, Italy

June 2008 - January 2011

I was a consultant for Rizzani De Eccher for the transition into a public-private venture for the construction and management of the Spedale Civile di Brescia (*Hospital*) for \$170,000,000. At the time, it was one of the largest public-private initiatives in Italy. I assisted Rizzani de Eccher's operational take over and consortium participation for the winning bid of the initiative, along with Bovis Lend Lease, a team of local builders and vendors, and several Italian financial institutions.

President

Century 21 Broadhurst, Myrtle Beach South Carolina, United States

January 2011 – To Date

I chose to return home to Myrtle Beach, SC in January of 2011 to take over the business and interests of my family, subsequent to the unexpected passing of my mother, Rachel Broadhurst. I have been at the helm of our family owned real estate firm, Century 21 Broadhurst for the last seven years, and my daily activities are spent developing business, coaching and training our agents.

President

Barefoot Vacations, Myrtle Beach South Carolina, United States

January 2011 – To Date

Barefoot Vacations is a family owned property management company. We have been active in this sector for over 30 years and manage and oversee both annual and seasonal rental properties throughout the Grand Strand.

Since my return home, I have been involved in many aspects of our industry as well as the community:

- Board Member of the Long Bay Symphony;
- Graduate of the CCAR Leadership Program;
- Member of the Myrtle Beach Chamber Hospitality Committee;
- RAFT Committee Chair at CCAR;
- Volunteer for Habitat for Humanity;
- Volunteer for the Boys & Girls Club of Myrtle Beach;
- MLS Committee at CCAR;
- Co-Chair of Leadership Program at CCAR 2017;
- Hospitality Committee Myrtle Beach Chamber of Commerce;
- Chair of the Leadership Program at CCAR 2018;
- Board Member of Myrtle Beach Performing Arts Group;

And most recently, I was nominated as a 2018 member of both the Board of Directors for the Coastal Carolina Association of Realtors as well as the Myrtle Beach Chamber of Commerce.