

DATE: 12/01/2020

TO: City Clerk

FROM: Peter Svarzbein Representative of District 1

ADDRESS: 8001 N. Mesa E-118 TELEPHONE 915-205-1469

Please place the following item on the (Check one): CONSENT XXX REGULAR _____

Agenda for the Council Meeting of December 8, 2020

Appointment of Johnny Escalante to the Greater El Paso Civic, Convention And Tourism

Item should read as follows: Advisory Board by Representative Peter Svarzbein, District 1

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Greater El Paso Civic, Convention And Tourism Advisory Board

NOMINATED BY: Representative Peter Svarzbein DISTRICT: 1

NAME OF APPOINTEE Johnny Escalante
(Please verify correct spelling of name)

E-MAIL ADDRESS: _____

BUSINESS ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

HOME ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: _____ NO X
IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:

HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES: DOWNTOWN MANAGEMENT DISTRICT, JUNE 2020

LIST ALL REAL ESTATE OWNED BY APPOINTEE IN EL PASO COUNTY (BY ADDRESS):

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Kerry Doyle

EXPIRATION DATE OF INCUMBENT: July 16, 2020

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X
RESIGNED _____
REMOVED _____

DATE OF APPOINTMENT: December 8,2020

TERM BEGINS ON: July 17, 2020

EXPIRATION DATE OF NEW APPOINTEE: July 16, 2022

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: X

2nd TERM: _____

UNEXPIRED TERM: _____

Dear Hiring Professional;

As my resume indicates, I have extensive experience in financial and marketing management. I account my current success in two thriving companies, Creative Growth Hospitality Group and Escalante Enterprises, to my results-driven attitude and resilience gained through calculated risks. I often employ an innate ability to utilize market research and a clear view of ROI and P&L to move the dial on success.

I attribute much of my success to the array of business choices I have made over the past six years, and both the successes and failures that came out of it. In 2014 I joined with a few partners to create a men's sneaker and attire boutique. The venture only lasted a year. We quickly learned that being too early for a trend is just as bad as being late. The El Paso market was not ready for the high-end sneaker trend. I also learned the value in choosing like-minded business partners. In 2017 we launched Born & Raised Restaurant and Bar with the Creative Growth Hospitality Group. We attempted to package a restaurant, bar, event venue and nightclub in one location. This failed attempt taught me to learn to control my ambition and that staying focused on one goal is invaluable. The cliché, less is more, truly stood out in our minds when we closed the location in late 2019.

I share my failure with you to express the fact that I am not afraid to try new ideas and learn from attempting them. I have a great skill for adapting quickly and remaining open-minded. My failures have taught me valuable lessons that have led to much of my success and resilience today.

At this point in my career, I would like to hit the next level of the learning curve. I am certain that I will be an asset to your company in this role as I apply my personal drive and results-driven attitude to future projects. I would welcome the opportunity to learn and grow alongside your team. I look forward to the opportunity to convey the expertise and commitment I offer. Thank you for your time and kind consideration.

Sincerely,

Johnny Escalante

Skills

Operations Management
Financial Management
Marketing Strategy
P&L Management
Marketing / Sales Management
Personnel Training
Personnel Management
Client Relations
Customer Service

Finance and Marketing Specialist

Results-driven executive with over 14 years of experience in financial and marketing management. Possess outstanding ability to grow revenue and increase profitability due to innate financial management skills. Employ strong ability to analysis market behavior, P&L and ROI to create successful marketing strategies and campaigns. Consistently motivate personnel while creating a positive team environment. Display excellent interpersonal and communications skills while building and fostering lasting relationships with stakeholders, vendors and members of the general public. Driven by a passion to learn and grow while achieving company goals and objectives.

Work History

03/2009 – Present
El Paso, Texas

Creative Growth Hospitality / Co-CEO / Managing Partner

Later, Later, Lost & Found, Black Bird, J&K Presents, One : One

- Manage and oversee all operations, financial functions, and marketing for four bars, a coworking office and annual productions. Direct all creative branding, concepts and design.
- Maintain firm and constant oversight of company ROI and revenue growth, conduct in-depth research and create business and marketing strategies for continual growth and improvement.
- Conduct weekly team meetings to oversee operations, ensure branding remains on-point and guarantee smooth operations at each location.
- Coordinate logistics for J&K Presents productions with attendance in excess of 7K and vendor payouts of \$150K. Book artists and organize all production, special effects, budget and financials.
- Oversee and manage all financial operations to include monthly and quarterly taxes, bi-weekly payroll, P&L and bookkeeping. Remain informed on local and federal tax laws to maintain compliance and maximize profit.

05/2005 – Present
El Paso, Texas

Escalante Enterprises / Marketing / Sales Director

- Direct three sales representatives; manage an annual marketing budget of \$50K and all marketing and advertising strategies. Maintain and develop strong referral base through consistent follow-up and quality customer service. Oversee interior design for remodels and new construction.
- Conduct client relations with top-tier product brands, vendors and insurance companies to build strategic partnerships and garner new referrals.
- Key Achievements: Transitioned operations and marketing efforts to digital systems and strategies which resulted in exceptional revenue increase. Strategic vendor relations resulted in landing a contract for referrals with an elite national contractor.

Work History (cont'd)

03/2017 – 12/2019
El Paso, Texas

Born & Raised Restaurant and Bar / Co-Owner / Managing Partner

- Directed strategic planning, creative design and concepts marketing, and financial functions. Served as the Talent Buyer and Artist Relation Manager.
- Learned the value of focused attention while managing several concepts in one location. Team of partners didn't focus on one concept and the venue suffered.

10/2014 – 12/2015
El Paso, Texas

High Point / Co-Owner / Store Manager

- Managed all aspects of hiring and training personnel and marketing for a men's sneaker and clothing boutique. Served as a men's buyer while staying on top of pop culture market trends. Utilized strong leadership skills to manage a diverse staff.
- Learned the value of partnerships and choosing like-minded partners. Quickly learned being too early on a trend is the same as being late.

Volunteer Experience

01/2017 – Present
El Paso, Texas

Downtown Management District / Marketing Committee Volunteer

- Contribute as a member of the Marketing Committee and participate to decision-making to improve profitability of events. Oversee downtown events; manage and execute event budgets.
- Create social media plans based on specific market research; advise board on budgeting and financial management for events.
- Create, oversee and manage logistics for major downtown events and festivals resulting in more traffic to the district and economic boost for businesses, parking garages and street vendors.

10/2015 – Present
El Paso, Texas

Progress321 / Marketing Volunteer

- Provide advice and recommendation on marketing strategies and guest speakers to improve member and community engagement.

Education

Bachelor of Business in Marketing

University of Texas at El Paso