



Monday, February 28, 2022

City of Olympia Lodging Tax and Advisory Committee Application

Advisory committees are a structured way for individual community members to share their opinions and perspectives, study issues, and develop recommendations in a focused small group. Their primary purpose is to provide judicious advice, from a community member's perspective, to the Olympia City Council.

Committee activities may include study of critical issues, hearing public testimony, independent research, and reviewing staff reports and recommendations - all of which is intended so that the committee is prepared to discuss, formulate, and forward well-developed, thoughtful recommendations to the City Council in a timely manner.

The City of Olympia values participation from all perspectives and life experiences and looks for equity and inclusion in advisory board appointments.

To reduce barriers to community member participation the City offers stipends of \$25 per meeting attended to Advisory Committee members. Those members who certify as low income are eligible to receive stipends of \$50 per meeting attended. Advisory Committee members may waive the stipend upon request.

The Olympia City Council's General Government Committee recommends appointments to the full Council. Recommendations are made following review of applications and interviews of qualified candidates.

The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. Questions? Contact Susan Grisham, Assistant to the City Manager, 360.753.8244, sgrisham@ci.olympia.wa.us

If you saved or submitted an application and did not receive a confirmation, please check your spam folder. When filed with the City, your application and attachment documents are public records and may be subject to public release.

Name

Paula Bloemendaal

Email

[REDACTED]

Address

[REDACTED]

Some appointments require that applicants reside within Olympia city limits. Even though your mailing address may be Olympia, you may reside in the County or another jurisdiction. Are you a resident of the City of Olympia?

Yes

Primary Phone Number

[REDACTED]

Alternate Phone Number

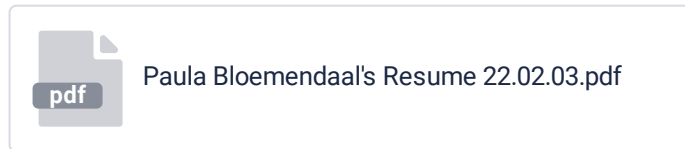
[REDACTED]

Interests & Experiences

Please keep answers concise and informative. You are introducing yourself to the Olympia City Council

and sharing with them why you are interested in being considered for appointment. You may attach a resume.

Attach a Resume



Briefly describe why you wish to serve on the Lodging Tax Advisory Committee.

As General Manager of one of the largest revenue generating hotels, the business has influence on the lodging tax revenue.

Describe your experience, qualifications, and/or skills which would benefit the Lodging Tax Advisory Committee.

I have been in the hotel business for over 30 years. Recently moved to the Olympia area.

Share the ways you've been involved or have volunteered in the community.

Member on Thurston County Chamber Board, Washington Hospitality Association, and Experience Olympia board

List your educational and/or professional background and area of study.

BA - Business Management

Appointment to an advisory committee will require your attendance at evening meetings, and undertake other work (reading, meeting preparation etc.). How many hours per month are you willing to commit as a volunteer?

8 hours

Describe your experience with and knowledge of the Lodging Tax and how it is used?

Minimal experience making decisions on how the tax is granted to different organizations.

Would you be willing to volunteer for other City activities? You can find opportunities here:

No

https://www.olympiawa.gov/news__information/employment__volunteering/volunteer_opportunities.php

Thank you for your interest in serving on a City of Olympia Advisory Committee!

████████████████████ • ██████████

████████████████████ • Olympia, WA 98506

Enterprising hospitality executive with expertise in facilitating business development and streamlining operations. Creative, skillful professional with demonstrated success in launching marketing initiatives to optimize market share for luxury brands. Collaborative team leader with proven success in building strategic alliances that elevate a company's competitive advantage in the luxury and lifestyle marketplace. **Areas of Expertise include:**

- Global Brand Development
- Business Expansion
- Sales Planning & Marketing
- Luxury Service Standards
- Operating Standards
- Relationship Building
- Staff Training & Leadership
- Negotiation & Cost Management
- Product & Service Positioning
- Brand Compliance
- Streamlined Processes
- Quality Assurance

Professional Experience

OLYMPIA HOTEL AT CAPITOL LAKE • Olympia, Washington • 2021 -Current

GENERAL MANAGER

Managing a 193-room full service upscale hotel with 16,000 square feet of meeting space. With A-1 Hospitality Management Company, the hotel has converted to an IHG soft brand. A \$3.9 million hotel renovation to meet IHG standards to be completed by December 2022 is in the design phase.

Key Accomplishments:

- Improved Guest Satisfaction Scores over 10% points in all categories in 2021, six-month period.
- Hotel Ambassador for Thurston County, Washington Hospitality Association.
- Negotiated current union contracts with Unite8 and Teamsters for all departments.
- Board Member with Thurston County Chamber of Commerce and Experience Olympia Tourism Board

PORTLAND'S WHITE HOUSE BED & BREAKFAST AND VENUE • Portland, Oregon • 2018 - 2019

GENERAL MANAGER

Led expansion of clientele while live-in manager for historical bed and breakfast with venue space. Managed budget and built revenue. Designed then implemented public relations, marketing, and social media strategies. Directed venue space sales. Coordinated special events. Planned menus and schedules with catering company. Supervised front desk, housekeeping, and kitchen operations.

Key Accomplishments:

- Supervised extensive property renovations, working with multiple contractors.
- Achieved 4-star AAA rating and Circle of Excellence from TripAdvisor.

HILTON CHECKERS • Los Angeles, California • 2018

TASK FORCE FRONT OFFICE MANAGER - CONTRACTOR

Supervised and mentored front office team for the hotel, which boasted a \$365 daily rate and 89% occupancy. Reviewed current procedures and streamlined processes to boost efficiency. Familiarized team to Hilton programs that would benefit their operations.

Key Accomplishment:

- Collaborated with Facilities and multiple contractors in a \$3.5 million hotel renovation.

HILTON WORLDWIDE • McLean, Virginia • 2002 – 2018

SENIOR MANAGER, CUSTOMER EXPERIENCE AND INNOVATION, LUXURY AND LIFESTYLE BRANDS

Established brand standards, products, and programs. Developed and initiated strategic initiatives that enhanced the guest experience and built the company's competitive advantage in the global luxury and lifestyle marketplace. Collaborated with brand leads, technical services, operations, supply management, and product teams to design and implement global cross-brand product initiatives and new hotel projects in the lifestyle and luxury portfolio.

Key Accomplishments:

- Led design of guest rooms, products, programs and branding for launch of new Canopy by Hilton lifestyle brand.
- Served as project lead on development of product and program requirements for Hilton's new TRU and Motto Brands.

SENIOR MANAGER, BRAND STANDARDS, LUXURY & LIFESTYLE BRANDS

Oversaw product improvement plans and waivers with design and construction team, brand team, and hotel operations department. Designed and implemented social media strategies to differentiate Hilton products and services from those of its competitors.

Key Accomplishments:

- Initiated then maintained all operating and service standards for Canopy by Hilton, Conrad, and Waldorf Astoria Hotels & Resorts.
- Brand Ambassador for new hotels in UAE, China, India and Europe.
- Partnered with Hilton Enterprise product teams to create True Waldorf Service and Conrad Concierge programs.
- Created team member culture and service training program, "Leaders in Luxury."

SENIOR QUALITY ASSURANCE MANAGER, BRAND STANDARDS, ASIA PACIFIC

Maintained brand standards for Waldorf Astoria Hotels & Resorts Conrad Hotels & Resorts, Hilton Hotels & Resorts, Doubletree, and Hilton Garden Inn. Managed portfolio of 75 hotels in the Asia Pacific Territory. Performed quality assurance audits. Directed new hotel openings, facilitating communications between company's owners, brand management teams, and hotel operations.

Key Accomplishments:

- Earned a 9.57/10.0 average general manager feedback score, assessing consistency, communication, and professionalism, for eight consecutive years.

EMBASSY SUITES PORTLAND • Portland, Oregon • 1998 - 2002

DIRECTOR OF OPERATIONS

Managed departmental forecasts and budgets. Led financial accountability training for hotel's department heads. Planned and implemented monthly supervisor-in-training classes. Prepared quarterly and monthly reports for CNL Hospitality and Hilton Worldwide.

Additional Experience:

Director of Housekeeping, Embassy Suites Portland, Portland, Oregon
Director of Services, Seattle Marriott, Seattle, Washington
Housekeeping Manager, Denver Marriott Southeast, Denver, Colorado
Rooms Controller, Marriott Suites Deerfield, Illinois

Education & Training

Bachelor of Science in Business Management
CENTRAL COLLEGE | Pella, Iowa