



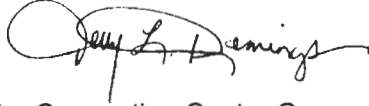
ORANGE COUNTY MAYOR

Jerry L. Demings

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April 11, 2023

TO: Commissioner Nicole Wilson, District 1
Commissioner Christine Moore, District 2
Commissioner Mayra Uribe, District 3
Commissioner Maribel Gomez Cordero, District 4
Commissioner Emily Bonilla, District 5
Commissioner Michael "Mike" Scott, District 6

FROM: Mayor Jerry L. Demings 

SUBJECT: Managerial Appointment – Convention Center General Manager
Consent Agenda – May 2, 2023

The purpose of this memo is to request approval of the managerial appointment of Anthony Camarillo as the General Manager for the Orange County Convention Center (OCCC). The OCCC is a complex facility comprised of approximately 7 million square feet of conditioned building space encompassing a 400-acre campus.

The OCCC General Manager will assist the Executive Director in the overall management of the building with an emphasis placed on safe and efficient operations. This position will respond to outside business and tourism organizations' needs and be responsible for the overall direction, coordination/budgeting, and evaluation of assigned divisions.

Mr. Camarillo has over 30 years of industry experience, beginning his career at the Metropolitan Pier and Exposition Authority, McCormick Place, in 1990 as an Event Manager. In 1994 he joined the Metropolitan Pier and Exposition Authority – Navy Pier. He assisted in opening the new facility, hiring and developing new staff, and developing building guidelines, procedures, and standards of operation. Throughout his career at the Navy Pier, Mr. Camarillo has held many positions, including Director of Entertainment Operations, Director of Special Events, Director of Event Management, Senior Director of Sales and Events, and finally, Director of Sales and Events.

Currently, Mr. Camarillo is the Executive Director of the RP Funding Center/City of Lakeland – a position he has held since 2015. In this position, Mr. Camarillo oversees the overall management of the venue, including sales, marketing, operations, event management, and catering. He was tasked with overseeing an \$18 million renovation upgrade to all meeting rooms, common space, restrooms, new seating, stage in the theater, and upgrades to the arena.

Mr. Camarillo's appointment will be effective the first full pay period following Board approval at an annual salary of \$175,032.

ACTION REQUESTED: Confirmation of the Mayor's managerial appointment of Anthony Camarillo as General Manager, Orange County Convention Center.

Attachment: Resume

cc: Byron W. Brooks, AICP, County Administrator
Ray Walls, Deputy Director, Convention Center
Yvette Best, Human Resources Director, Human Resources Division

Anthony C. Camarillo
6608 Englake Dr., Lakeland FL 33813
Tcdamage33@yahoo.com
Cell: 312-617-0632

Objective

Dedicated industry professional with Senior level Sales, Marketing, Event and Venue Management experience seeks a challenging position where I may utilize my leadership and management abilities.

Experience

**RP Funding Center/City of Lakeland
Executive Director**

April 2015-present

- Managed by the City of Lakeland, the RP Funding Center is the largest entertainment and convention complex in Polk County.
- The RP Funding Center consists of a 6000-seat arena, a 2300-seat theatre and 100,000 square feet of exhibit and meeting space.
- Overall management of the venue including of Sales, Marketing, Operations, Event Management and Catering.
- Negotiated and secured the Orlando Magic's G-League affiliate, the Lakeland Magic to play in our arena.
- Tasked with an \$18 million renovation including an upgrade to all meeting room and common space, restrooms, new seating and stage in the theatre. Upgrades to the arena to include new locker rooms, digital signage, court, equipment, suite seating and office space for Lakeland Magic.
- Helped secure RP Funding as a naming rights for the former Lakeland Center.

**SMG at Navy Pier
Director of Sales and Services**

January 2013 – March 2015

- SMG was contracted by Navy Pier Incorporated with the responsibility of managing Festival Hall Sales, Event and Catering business.
- Responsible for daily operation of Sales, Service, Event Management and Catering Departments.
- Overall management of Festival Hall Convention Facility, including 170,000 sq. ft. of exhibition space, 36 meeting rooms and a 18,000 sq. ft. Ballroom.
- Manage and develop the Sales, Service and Event Management personnel.

**Navy Pier Incorporated (non-profit)
Senior Director of Sales and Events**

July 1, 2011 – December 2012

- Responsible for daily operation of Sales, Event Management and Catering Departments.
- Overall management of Festival Hall Convention Facility, including 170,000 sq. ft. of exhibition space, 36 meeting rooms and a 18,000 sq. ft. Ballroom.
- Manage and develop the Sales and Event Management personnel.
- Assist in the planning and oversight of Special Event programming.

**Metropolitan Pier and Exposition Authority - Navy Pier
Senior Director of Sales and Events**

2004 – June 30, 2011

- Responsible for daily operation of Sales, Event Management and Catering Departments.
- Overall management of Festival Hall Convention Facility, including 170,000 sq. ft. of exhibition space, 36 meeting rooms and a 18,000 sq. ft. Ballroom.
- Manage and develop the Sales and Event Management personnel.
- Assist in the planning and oversight of Special Event programming.

Metropolitan Pier and Exposition Authority - Navy Pier
Director of Event Management

2003 – 2004
and 1996 - 2000

- Responsible for the success of all Navy Pier events including trade shows, conventions, consumer shows, corporate and charity events through the development, management and implementation of our building guidelines and standards of operation.
- Lead and developed the Event Management staff that is responsible for day to day delivery of our building services to our customers.
- Assist in the communication of event related information to the other operational departments of Navy Pier.
- Maintain relationships and negotiate contracts with labor unions.

Metropolitan Pier and Exposition Authority - Navy Pier
Director of Special Events

2002 – 2003

- Responsible for the daily operation of the Navy Pier Special Events Department.
- Developed and managed Navy Pier produced events including our Halloween and Holiday décor programs.
- Managed the operation of our fireworks programming.
- Developed and managed annual and semi-annual events including WinterWonderfest, Haunted Attraction and Tall Ships Chicago.

Metropolitan Pier and Exposition Authority - Navy Pier
Director of Entertainment Operations

2000 - 2002

- Responsible for the technical operation of the Navy Pier Entertainment Department.
- Overall operational management of several outdoor stages, including Skyline Stage, a 1400 seat tented theater.
- Managed the production team responsible for stage management of daily talent/entertainment 364 days a year.

Metropolitan Pier and Exposition Authority - Navy Pier
Senior Event Manager

1994 - 1996

- Joined the Navy Pier staff to assist in the opening of new facility.
- Hired and developed new staff to operate in new facility.
- Developed building guidelines, procedures and standards of operation for new facility.
- Managed the ordering and delivery of essential equipment for new facility.
- Communicated Navy Pier rules and regulations along with labor union jurisdictions to clients throughout the planning process.
- Organized, translated and communicated event specific information to Navy Pier operating departments through meetings, and written communication.

Metropolitan Pier and Exposition Authority - McCormick Place
Event Manager/Account Executive

1990 - 1994

- Planned and coordinated multiple trade shows, conventions, consumer shows and corporate events in the largest Convention Center in North America.
- Communicated McCormick Place rules and regulations along with labor union jurisdictions to clients throughout the planning process.
- Organized, translated and communicated event specific information to McCormick Place operating departments through meetings and written communication.

Education

University of Illinois at Urbana-Champaign, 1984 – 1989
Bachelor of Science, Department of Applied Life Studies
Major: Leisure Studies – Program Management

Activities

Polk County Tourist Development Council, Sports and Special Events Committee, Committee Member, 2015 – present

Volunteers in the Service of the Elderly (VISTE), Board Member, 2016 – present

Florida Venue Managers Association (FVMA), , President 2021 – present, Board Member, 2015 – present