

City of Asheville
BOARDS & COMMISSIONS
Application Form

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: Tourism Development Authority

Your name: Himanshu Karvir Home Phone #: 828-681-9546

Street address: 1651 Olmsted Drive City: Asheville Zip Code: 28803

Mailing address (if different): 435 Smokey Park Highway, Asheville, NC 28806

Employer: Holiday Inn Asheville - Biltmore West

Your position: General Manager Office Phone #: 828-418-1122

Resident of City Asheville County Buncombe Race Asian * ☒ Male ☐ Female* Age 41 *

Residence location (check one): ☐ Central ☐ North ☒ South ☐ East ☐ West

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: I am not aware of any potential conflicts

_____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

Please see attached cover letter and resume.

Thank you for your consideration.

Himanshu Karvir

Return to:

Maggie Burleson, City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: mburleson@ashevillenc.gov
Telephone: 259-5601
Fax #: 259-5499

Signature: Himanshu Karvir
Digitally signed by Himanshu Karvir
DN: cn=Himanshu Karvir, o=cz,
email=hkarvir@holidayinnbiltmore.com, c=US
Date: 2015.09.21 10:34:39 -0400

Date: 09/18/2015

E-Mail: hkarvir@holidayinnbiltmore.com

Fax #: 828-667-9744

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

September 21, 2015

Mayor Manheimer and Asheville City Council

Post Office Box 7148

Asheville, NC 28802-7148

Re: Application for Tourism Development Authority – City Appointment

Dear Mayor and Council,

Please find attached my application and resume for the City appointment on the Buncombe County Tourism Development Authority for owner/operator of a hotel with more than 100 rental units.

I am the General Manager of the Holiday Inn Asheville – Biltmore West, a 156 unit hotel located in Asheville, NC. As you can see from my resume, I have been actively involved in our community, serving on various Boards and Committees as well as volunteering my time for various non-profits. I am also currently serving on the Tourism Product Development Fund Committee.

As you know, the BCTDA serves an important role in marketing and generating room nights through groups and convention bookings for all lodging options in Buncombe County. Because of the important role it plays, I have attended numerous meetings in the past and kept abreast of marketing initiatives and bookings etc. I believe that I can bring a perspective to the BCTDA that is not currently represented. There are approximately 62 hotels in Asheville and Buncombe County that are considered mid-scale and economy hotels, I can advocate for marketing initiatives that target these hotels and other areas of Asheville. The BCTDA is currently doing some of this marketing.

Thank you for your consideration and I look forward to hearing from the Council.

Sincerely,

A handwritten signature in black ink, appearing to read 'Himanshu Karvir', with a stylized, flowing script.

Himanshu Karvir

General Manager

Himanshu Karvir

1651 Olmsted Drive ♦ Asheville, NC 28803 ♦ himanshukarvir@yahoo.com ♦ 828.713.7180

OBJECTIVE

To achieve 100% guest satisfaction and to anticipate and exceeding guest expectations, driving efficient management, and conducting cost-effective operations.

EDUCATION

North Central College, Naperville, IL

Completed courses in Business Management and Basic Programming

Georgia Institute of Technology, Atlanta, GA

BS - Textile Engineering/Fiber Science; December 2000

WORK EXPERIENCE

Holiday Inn Asheville – Biltmore West, Asheville, NC (10/03-present)

General Manager, Holiday Inn Biltmore West

Duties at the Holiday Inn Hotel, a 156-room full service hotel with restaurant, lounge and 4,500 sq. ft. of meeting space, include supervising a staff of 60 employees, maximizing RevPAR through yield management, overseeing front desk operations and customer relations, monitoring housekeeping operations, overseeing food and beverage operations including sales and inventory control, driving preventive maintenance initiatives to achieve cost-effective operations, forecasting occupancy and revenue, employee training and human resource management, renegotiating vendor contracts and reviewing franchise agreements. Supervised and managed \$6,000,000 renovation of hotel rooms, lobby and commercial space. Responsibilities included consulting with interior designers and architects, budgeting for all projects, requesting and reviewing all bids for projects, ordering and supplying all materials, supervising all construction and contractors, and managing accounts payable; Hotel renovations have resulted in an increase in RevPAR, and flag change. Successfully increased revenues every year after renovations were complete.

Assistant General Manager, Wingate Inn (3/03-10/03)

Duties at Wingate Inn Charlotte Airport (80-room property located in Charlotte, NC) include maximizing RevPAR through yield management, overseeing front desk operations and customer relations, monitoring housekeeping operations, driving preventive maintenance initiatives to achieve cost-effective operations, forecasting occupancy and revenues, employee training and human resource management, renegotiating vendor contracts and reviewing franchise agreements.

Director of Sales and Marketing, Wingate Inn

Himanshu Karvir

1651 Olmsted Drive ♦ Asheville, NC 28803 ♦ himanshukarvir@yahoo.com ♦ 828.713.7180

Duties include analyzing STAR reports, Hotelligence reports which provide competitive set data, weekly prospect and maintenance calls to area businesses, brainstorming and implementing creative marketing strategies and packages.

Unocal Chicago Carbon Company, Lemont, IL (6/01-2/03)

Mechanical Engineer

Designed and managed engineering projects from conception to completion. Responsibilities included overseeing contract employees, creating and monitoring project budgets, calculating ROI for all engineering projects. Design and implementation of engineering projects contributed over 1 million dollars in revenues.

Information Technology Manager

Responsibilities included monitoring, updating and supporting all hardware and software applications. Hardware included IBM AS400 server, Windows 2000 server, and Dell desktops. Software included Microsoft Office suite, JD Edwards, and AutoCAD.

ABB Automation, Duluth, GA (9/00-12/00)

Application Engineer

Analyzed Citect Software used for creating user interface and writing control code. Developed computers interface, which aided in customer demonstrations. Created reports and customer presentations for different automated dyeing ranges.

COMMUNITY ACTIVITIES

University of North Carolina Asheville, Asheville, NC (Present)

Chairman of the Board - UNC Asheville Foundation Board

Currently serving as the Chairman of the Board at UNC Asheville Foundation Board, the 33 member Board is responsible for meeting five times a year, and through the University Development Office—receive gifts for the University, solicit donations, manages assets, and distribute funds in accordance with prescribed procedures.

Asheville Area Chamber of Commerce, Asheville, NC (2011-Present)

Executive Committee – Second Vice Chair (Present)

Board of Directors

Currently serving as a member of the Board of Directors of the Asheville Area Chamber of Commerce. The Asheville Area Chamber of Commerce is led by a board of directors, which formulates policies and sets goals for the organization, promoting the mission of enriching the

Himanshu Karvir

1651 Olmsted Drive ♦ Asheville, NC 28803 ♦ himanshukarvir@yahoo.com ♦ 828.713.7180

region's livability by advancing its economic vitality. The board of directors develops the Chamber's Strategic Plan, and directs a program of work giving the community the greatest opportunity for growth and prosperity.

Tourism Product Development Fund (TPDF) Committee, Asheville, NC (2010-Present)

Committee Member

TPDF funds are awarded to entities as a grant, pledge of debt service or loan guaranty to be used for tourism capital projects, such as construction costs for a new tourism project. To receive the funds a qualified project must demonstrate that it will generate new and incremental room nights in Buncombe County. As a committee member I thoroughly review the grant proposals and make recommendations to the committee.

United Way of Asheville & Buncombe County, Asheville, NC (2015-Present)

Peaks Steering Committee

Currently serving on the Peaks Development Committee for United Way of Asheville & Buncombe County.

Campaign Cabinet Member (2009 & 2010)

Served as a Member on Campaign Cabinet for United Way on the Tourism and Leisure division. Responsibilities included contacting local tourism businesses to raise awareness of United Way and raising funds for various charities supported by United Way.

India Cultural Association of WNC (ICAWNC), Asheville, NC (01/07-12/08)

President

Served as the President of ICAWNC, involved in the preservation of the Indian culture, by organizing community wide activities.

United Indian Student Alliance (UISA), Atlanta, GA (4/97-4/98)

President

Organized a National UISA conference with a \$120,000 budget, an excess of 1,200 attendees and directed a volunteer staff of over 100.

Indian Cultural Exchange, Kennesaw, GA (4/96-4/97)

Founder/President

Initiated and executed plans for establishing a non-profit Indian student organization dedicated to the preservation of Indian culture.

City of Asheville
BOARDS & COMMISSIONS
Application Form

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: Tourism Development Authority

Your name: John Luckett Home Phone #: 828-676-1231

Street address: 56 White Ash Drive City: Asheville Zip Code: 28803

Mailing address (if different): _____

Employer: Grand Bohemian Hotel Asheville

Your position: General Manager Office Phone #: 828-398-5520

Resident of City Asheville County Buncombe Race White * ☒ Male ☐ Female* Age 47 *

Residence location (check one): ☐ Central ☐ North ☒ South ☐ East ☐ West

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: N/A

_____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

I'm a hospitality industry professional with more than 25 years of tourism experience. My background includes leadership roles in boutique luxury hotels, large 900+ room convention hotels and full service resorts with ski, golf, tennis and spa. During my time as General Manager at Grand Bohemian Hotel Asheville, the hotel has received numerous accolades including the Marriott Autograph Collection "National Full Service Hotel of the Year" award for the Eastern Region in 2012 and Marriott Autograph Collection "General Manager of the Year" award in 2011. I have extensive experience in the development, implementation and management of strategic sales programs, sales and marketing budgets, advertising and public relations programs.

I have served on the Tourism Product Development Fund Committee for several years and believe that I can contribute to the Tourism Development Authority. I have previously served as Board of Director for New Mexico Lodging Association and Board of Director for Colorado Hotel & Lodging Association.

Education
Western Kentucky University - Bachelor of Science
Major - Institutional Administration (Hotel & Restaurant Management) / Minor in Business Administration
The Educational Institute of the American Hotel & Lodging Association - CHA Certified Hotel Administrator

Reason for Interest
I would like to further the development of tourism and conventions in Buncombe County through collaborating with the TDA on state, national and international advertising and promotion plans and strategies.

See the attached resume for more detailed list of experience and work history.

Thank you for your time and consideration!

John Luckett

Return to:

Maggie Burleson, City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: mburleson@ashevillenc.gov
Telephone: 259-5601
Fax #: 259-5499

Signature: John Luckett
Digitally signed by John Luckett
DN: cn=John Luckett, o=Grand Bohemian Hotel,
ou=email@john.luckett@kesslercollection.com,
c=US
Date: 2015.09.20 22:38:45 -0400

Date: 9/19/15

E-Mail: john.luckett@kesslercollection.com

Fax #: 828-505-4042

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

JOHN M. LUCKETT IV
56 White Ash Drive
Asheville, NC 28803
828-676-1231 (Home) / 828-989-7634 (Cell)
jluckett4@msn.com

High energy, team-building leadership style establishes high personal performance standards with strong loyalty to company goals. Accomplished executive in the luxury Four-Diamond/Four-Star hotel market and effectively develops strategies, programs and systems that enhance customer satisfaction, employee satisfaction, financial performance and environmental stewardship.

PROFESSIONAL EXPERIENCE

KESSLER COLLECTION 2008 - Present

GRAND BOHEMIAN HOTEL ASHEVILLE, AUTOGRAPH COLLECTION 2008 – Present **General Manager**

Successfully opened the Grand Bohemian Hotel by creating a highly effective critical path, hiring talented staff, developing standard operating procedures and delivering service training and technical training. Currently lead this luxury boutique hotel with 104 guestrooms, award winning Red Stag Grill Restaurant, Bohemian Art Gallery, and Poseidon Spa. AAA Four Diamond rated and affiliated with Marriott's Autograph Collection. The eclectic fusion of art, music, décor and luxury is the signature of this Kessler Collection hotel experience.

- Continued Revenue Growth for all 6 years – \$15+ million in total revenue
- Gross Operating Profit improvement all 6 years – 28% to 37%
- Ranked #1 with Kessler Collection in Overall Guests Satisfaction since opening the hotel in 2009
- Ranked in top 10 in Overall Guest Satisfaction with Autograph Collection since the collection started in 2010
- Extensive experience in the development, implementation and management of strategic sales programs, sales and marketing budgets, advertising and public relations programs.
- Kessler Collection Regional General Manager Subject Matter Expert (SME)
- Travel & Leisure – 2013-2015 | Top 500 - World's Best Hotels (Ranked #19 in Continental US for Large City Hotels)
- Travel & Leisure - 2012 | World's Best Awards - Top Large City Hotel
- Conde Nast Traveler 2012 - 2015 | Readers Choice - No. 22 Top 40 Hotels in the South
- Conde Nast Traveler 2011 | Reader's Choice-Top 200 U.S Hotels
- Frommer's 2011 | Best Luxury Hotel in NC
- Buncombe County Tourism Product Development Fund (TPDF) Board Member
- Asheville Buncombe Youth Soccer Association (ABYSA) Board of Directors
- A-B Tech Culinary Arts and Hospitality Management Advisory Committee

ROCKRESORTS / VAIL RESORTS 2000 - 2008

LA POSADA DE SANTA FE RESORT & SPA, A ROCKRESORT 2006 - 2008 **General Manager**

Oversee and lead luxury resort with 157 guestrooms, RockResorts Spa, Fuego AAA Four Diamond Restaurant and conference facility. La Posada de Santa Fe Resort & Spa is AAA Four Diamond rated and affiliated with Leading Hotels of the World. The historic resort is located on six acres, 30 unique suites and displays an elaborate art program with local art galleries.

- Successfully moved the resort from AAA Three Diamond to AAA Four Diamond in my first year
- Increased revenues from \$14 million dollars to \$16.3 million dollars and improved profitability
- Increased market share versus STR competitive set
- Extensive experience in the development, implementation and management of strategic sales programs, sales and marketing budgets, advertising and public relations programs.
- Established programs and systems that greatly enhanced guest satisfaction scores
- Proficient in maintaining high employee satisfaction scores and low turnover ratios and improved staff selection. Ability to motivate staff to perform at top productivity levels.
- Responsibility for overseeing extensive resort renovation projects of \$6 million.
- Name to Travel & Leisure Top 500 Hotels of the World - 2007
- Board of Director for New Mexico Lodging Association

KEYSTONE LODGE & SPA, A ROCKRESORT**2000 - 2006****General Manager**

Oversee and lead luxury hotel with 152 guestrooms including 14 loft suites, spa and fitness center, four restaurants, lounge and 15,000 square feet of meeting space. The Keystone Lodge is AAA Four Diamond and affiliated with Preferred Hotels and Resorts Worldwide. Resort amenities include a world-class ski area, two 18-hole championship golf courses and award winning convention center.

- Increased revenues from \$8 million to \$10.4 million
- Increased occupancy from 61% to 70%
- Extensive experience in the development, implementation and management of strategic sales programs, sales and marketing budgets, advertising and public relations programs.
- Established programs and systems that greatly enhanced guest satisfaction scores
- Proficient in maintaining high employee satisfaction scores and low turnover ratios. Ability to motivate staff to perform at top productivity levels. Improved employee satisfaction scores by 24%.
- Awarded highest guest satisfaction scores in company - Standards of Excellence Award in 2004
- Awarded Conde Nast Traveler – Top 50 Ski Resorts 2004 and 2005
- Included in the prestigious Zagat Survey for Top U.S. Hotels, Resorts and Spas in 2001.
- Responsibility for overseeing extensive \$5 million hotel renovation
- Increased spa revenues and contribution margin each year
- Board of Director for Colorado Hotel & Lodging Association
- Member of Community Advisory Council for Colorado Mountain College Summit County Campus

ADAM'S MARK HOTELS & RESORTS 1994 – 2000**ADAM'S MARK ST. LOUIS****1998 - 2000****Executive Assistant Manager**

Complete responsibility for staffing, training, business development and P&L results for all Rooms Division areas at a 910-room downtown flagship hotel with overall hotel revenue of \$42 million. Hotel consists of 90 suites, 100 club floor guest rooms, 75,000 square feet of meeting space, four bars, and two restaurants including the AAA Four Diamond award winning restaurant, Faust's. Managed and lead the daily operations of the hotel.

- Gained knowledge and experience as Acting General Manager.
- Achieved a Rooms Division profit of 80.4%.
- Oversaw the revenue management strategies of the hotel and establish the mix of sales for group, transient and package rooms.
- Proven ability to motivate and lead staff of 18 managers, 20 supervisors and 200+ employees.
- Developed and analyzed weekly, monthly and yearly forecasts and budgets.
- Received Pinnacle Award and Gold Key Award for outstanding convention and meeting services.

ADAM'S MARK HOUSTON**1994 - 1998****Executive Assistant Manager**

- Complete responsibility for staffing, training, business development and P&L results for all Rooms Division areas at a 604-room hotel.
- Increased the average room rate by 9% for two consecutive years while increasing occupancy by 4%.
- Achieved a Rooms Division profit of 81.6%.
- Developed and implemented a sales and marketing plan for local corporations, travel agencies and leisure travelers.

Director of Housekeeping

- Complete responsibility for the cleanliness and appearance of the public areas and guests rooms of the hotel.
- Complete responsibility for the Laundry Department.
- Proficient in scheduling payroll, payroll forecast and inventory controls.
- Implemented and maintained safety programs to reduce accidents and provided a safe working environment.

Front Office Manager

- Management responsibilities included the operations of the Front Desk, Reservations, PBX and Guest Service Departments.
- Maximized room revenue through accurate sell-outs, suite upgrades and capturing early departure fees.

HYATT REGENCY HOTELS & RESORTS

1991 - 1994

HYATT REGENCY DALLAS

Assistant Front Office Manager / Assistant Director of Housekeeping

HYATT REGENCY LEXINGTON

Renovation Project Manager – Oversaw \$3 million renovation / Assistant Housekeeping Manager

HILTON HEAD ISLAND BEACH & TENNIS RESORT

1990

Management Trainee

EDUCATION

Western Kentucky University

1990

BS Institutional Administration (Hotel & Restaurant Management) / Minor in Business Administration

CHA Certified Hotel Administrator - The Educational Institute of the American Hotel & Lodging Association

Certified Wine Sommelier – Level 1 Certification from International Wine Guild

ACCOMPLISHMENTS

- Marriott Autograph Collection - National Full Service Hotel of the Year Award - Eastern Region 2012
- Autograph Collection General Manager of the Year Award – 2011
- Kessler Collection General Manager of the Year – 2009 & 2010
- RockResorts Above and Beyond Award - 2005
- Keystone Resort Guiding Principles Award Winner for Being Honest and Acting with Integrity - 2001
- Adam's Mark Houston Manager of the Year - 1994
- Hyatt Regency Dallas Manager of the Month – July 1993
- Hyatt Regency Lexington Manager of the Quarter – First Quarter 1992

City of Asheville
BOARDS AND COMMISSIONS
Application Form

**APPLICANTS ARE STRONGLY URGED TO ATTEND SEVERAL MEETINGS OF A BOARD PRIOR
TO APPLYING AND/OR APPOINTMENT TO A BOARD**

Name of board or commission(s):

Your name: Home Phone #:

Street Address: City: Zip Code:

Mailing Address (if different):

Employer:

Your position: Office Phone #:

Resident of City County Race * Sex * Age *

Are you a United States Citizen (check one)? Yes ☒ No ☐

Residence location (check one): Central ☐ North ☐ South ☒ East ☐ West ☐

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain:

Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then, in detail, list education, experience, reasons for your interest, and other factors that support your interest in serving (use additional sheets if necessary).

Expertise:

Legal ☐ Technical ☒ Fundraising ☒ Community Contacts ☒ Public Speaking ☒

Business Management (Financial) ☒ Business Management (Operational) ☐

Details:

Return to:

Maggie Burleson, City Clerk
Post Office Box 7148
Asheville, NC 28802-7148

Email: mburleson@ashevillenc.gov
Telephone: 828-259-5601
Fax #: 828-259-5499

Signature:

Date:

E-Mail:

Fax #:

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

City of Asheville
BOARDS AND COMMISSIONS
Application Form

**APPLICANTS ARE STRONGLY URGED TO ATTEND SEVERAL MEETINGS OF A BOARD PRIOR
TO APPLYING AND/OR APPOINTMENT TO A BOARD**

Name of board or commission(s):

Your name: Home Phone #:

Street Address: City: Zip Code:

Mailing Address (if different):

Employer:

Your position: Office Phone #:

Resident of City County Race * Sex * Age *

Are you a United States Citizen (check one)? Yes ☒ No ☐

Residence location (check one): Central ☐ North ☒ South ☐ East ☐ West ☐

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain:

Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then, in detail, list education, experience, reasons for your interest, and other factors that support your interest in serving (use additional sheets if necessary).

Expertise:

Legal ☐ Technical ☐ Fundraising ☐ Community Contacts ☒ Public Speaking ☒

Business Management (Financial) ☒ Business Management (Operational) ☒

Details:


Return to:

Maggie Burleson, City Clerk
Post Office Box 7148
Asheville, NC 28802-7148

Email: mburleson@ashevillenc.gov

Telephone: 828-259-5601

Fax #: 828-259-5499

Signature: 

Date:

E-Mail:

Fax #:

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.



~ 61 N. Liberty St ~ Asheville, NC 28801

To: TDA Selection Committee

I would like to submit my name as a candidate for the vacancy at the Tourism Development Authority (TDA)

My wife Christina and I are the owners and operators of the Beaufort House Inn at 61 N Liberty Street in Asheville. In 2007 we exchanged our corporate business careers for the busy life of a small business owner and Innkeeper. We had been visiting Asheville for many years to visit our oldest daughter, her husband and our two grandsons who live in Asheville. Since that time we have become passionate advocates for Asheville and all that it has to offer to both visitors and residents.....Asheville has truly exceeded our expectation in every way.

In our previous careers Christina and I were corporate business consultants and trainers who lived in Maryland and traveled extensively throughout the country in our work with major business and government organizations. My career included consulting, training, and executive coaching for a variety of Fortune 500 companies and government organizations. My expertise includes organizational development, emotional intelligence, executive coaching, leadership and sales effectiveness. During my business career I worked for several large organizations including Xerox and PricewaterhouseCoopers, as well as some smaller boutique consulting firms. I was formerly a U.S. Marine Corps helicopter pilot and was also on the adjunct faculty of the University of Pittsburgh where I earned a Ph.D. in Organizational Development and Counseling Psychology.

Since moving to Asheville I have enjoyed being on the executive committee of some of the major B&B organizations and have developed many strong personal relationships in the B&B community and throughout the wider business community. The work of these organizations has included fund raising activities for local charities as well as marketing and development initiatives to support the growth of tourism in Asheville.

I believe that my broad business background of over 30 years, working with a variety of organization around the country, gives me a broad perspective that I can bring to the TDA. While I understand and value the perspective of the B&B and small lodging community, I firmly believe that the ultimate success and growth of Asheville is dependent on the integration of the needs of all facets of the Asheville business community.

Thank you for your consideration.

Best Regards

Jim Muth
Beaufort House Inn
jim.muth@muthmail.com