



## Polk County Tourist Development Council Committees Interest Form FY 2025-2026

Please email completed form to: Marquette Smith at  
[Marquette@visitcentralflorida.org](mailto:Marquette@visitcentralflorida.org)

Name: KellyAnn Beach Date: September 26, 2025  
Work Phone: 863-588-3777 Home Phone: \_\_\_\_\_ Cell Phone: 863-280-4408  
E-mail: kellyann@tropicalescapevh.com Primary contact preferred? ☐ Work ☐ Home ☒ Cell ☒ E-mail  
Occupation: General Manager Employer: Tropical Escape Vacation Homes and Tropical Escape Holidays  
Please identify the committee/s on which you wish to serve: *(see back for descriptions)*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> TDC Board               | <input type="checkbox"/> TDC Arts, Culture & Heritage Committee |
| <input checked="" type="checkbox"/> TDC Marketing Committee | <input type="checkbox"/> TDC Sports & Special Events Committee  |

List any past and/or present community involvement: *(please attach a resume)*

My background in the industry started with my time working in Walt Disney World Resort hotels. I participated in multiple job specific learning courses at Disney University. I continue now with different industry learning programs after I left Disney. A copy of my resume is attached.  
With Disney we volunteered with Junior Achievement and the Second Harvest Food Bank among other community events.

List specific tourism, sports and/or arts & culture involvement:

I've now worked in short term rental villas both managing and booking coming up on 10 years. Specializing in working with international receptives and tour operators, while also utilizing domestic based booking channels. Active in attending VCF events and meetings, Florida Huddle, IPW, and other industry events either with VCF or on our own. We hold the exclusive villa contract for Florida with Virgin Atlantic Holidays, and also non exclusive contracts with Dnata/Gold Medal and TUI.

Have you previously served on:	<input type="checkbox"/> TDC Board	Dates Served: _____
	<input type="checkbox"/> TDC Nominating Committee	Dates Served: _____
	<input type="checkbox"/> Sports and Special Events Committee	Dates Served: _____
	<input type="checkbox"/> Marketing Committee	Dates Served: _____
	<input type="checkbox"/> Arts, Culture & Heritage Committee	Dates Served: _____

Number of years in the tourism and/or sports industry 18

Are you a Polk County resident?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Are you a U.S. Citizen?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Are you an owner or manager of a Polk County accommodation?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Can you serve a full one-year term (Committees only)?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Can you regularly attend meetings of committee you are applying for?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

Identify any potential conflicts of interest that might occur if you were to be appointed.

No known conflicts



## Tourist Development Council Committee Descriptions

### **TDC Board**

TDC Board members must derive a portion of their income or be employed in a business that deals directly with tourists, has an extensive knowledge of or background in the marketing and/or sales of tourism goods or services. Examples of such businesses would include attractions, restaurants, museums, hospitality education and other businesses, which cater to tourists. The TDC Board meets six times per year.

### **TDC Sports & Special Events Committee**

This committee meets six times per year, or as needed, to advise and assist staff with marketing, recruiting and hosting sports and special events. The committee will make recommendations as to the sponsorship of special events.

### **TDC Marketing Committee**

This committee meets six times per year, or as needed, to advise and assist staff in developing the marketing plan, identify and analyze potential target markets, marketing strategies and tactics.

### **TDC Arts, Culture and Heritage Committee**

This committee meets six times per year, or as needed, to advise and assist staff with arts and culture marketing strategies. This committee will also make recommendations as to the sponsorship of special events and marketing initiatives that are related to arts and culture.

*For Office Use Only*

Date received:		Received by:	
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Thank you for your interest in the Polk County Tourist Development Council.

It is the responsibility of the individual to keep the information on this form current. Please advise Marquette Smith of changes to your information at [Marquette@visitcentralflorida.org](mailto:Marquette@visitcentralflorida.org) or via phone @ (863) 551-4750. Applications will remain on file for one year.

Result-driven General Manager with extensive experience in areas of hospitality management, office administration, people management, employee development, business partnerships, and program implementation. Multifaceted professional skilled in providing cross-functional team leadership while overseeing critical organizational management functions. Collaborative communicator focused on building relationships and promoting synergy across departments to drive positive work culture change, comprehensive service management approaches, and enhanced profitability.

- |                          |                               |                           |
|--------------------------|-------------------------------|---------------------------|
| ▪ Strategic Planning     | ▪ Human Resources             | ▪ B2B Relations           |
| ▪ Operations Management  | ▪ Relationship Management     | ▪ Process Improvement     |
| ▪ Program Implementation | ▪ Staff Training & Leadership | ▪ Revenue & Profit Growth |

## **EXPERIENCE & NOTABLE CONTRIBUTIONS**

### **TROPICAL ESCAPE VACATION HOMES • Davenport, FL • 2016 – Present**

#### **GENERAL MANAGER**

Directed daily company operations, managed all company departments, and oversaw a team of employees. Worked on ensuring we met key KPI's for business growth and tracked revenue goals for the company. Led efforts to sign and onboard new homes with accountability for driving successful turnover via increased rentals. Provided cross-functional leadership while assisting with HR functions and department restructuring activities. Built relationships with vendors and suppliers to develop and introduce a custom line of company offerings. Oversee operations for our 2 sister companies located in the Florida Panhandle and Sanibel markets.

#### **KEY ACCOMPLISHMENTS:**

- Achieved signed agreements with large international travel partners.
- Successfully assisting in starting and launching 2 new company expansions with Tropical Escape 30A and Tropical Escape Sanibel.
- Successfully built and launch Tropical Escape Holidays expansion and systems in January 2025
- Launched and oversaw the acquisition of 60 homes in an exclusive resort community in Haines City, Florida.
- Maintain our partnership as an Official Welcome Center for VISITFLORIDA.
- Maintain relationships and partnerships with area CVBs and DMOs
- Developed and implemented a full functioning Check-In/ Guest Welcome Center for arrivals for our company and our key booking partners.
- Achieved AAA 3 Diamond status using newly implemented hotel style criteria to elevate the Vacation Home experience.
- Successfully restructured organizational operations to enhance workflow and streamline reporting hierarchy; redeveloped the employee handbook and guided HR process improvement efforts.
- Oversaw the organization and implementation of a rental and care program that served both owners and guests.
- Established a defined company reporting structure and introduced a guest services department to include a new after-hours call center function.
- Developed positive working relationships with community homeowner associations and led company transition to sustainable and eco-friendly operations by contracting EcoLab as the sole provider of all cleaning chemicals.

### **WALT DISNEY WORLD RESORTS • Bay Lake, FL • 2007 – 2015**

#### **RESORTS GUEST SERVICE MANAGER; DISNEY'S ALL STAR RESORT & ANIMAL KINGDOM LODGE, 2011 – 2015**

Provided leadership while overseeing concierge, training, room inventory, and arrival functions. Led enhancement efforts for Direct to Room, Curbside Arrival, and Concierge Club services. Established and maintained relationships with customers, chefs, managers, and vendors. Collaborated across departments to drive improvement in areas of operations and guest experiences. Served as the primary contact for VIP and other high-profile guests.

## KEY ACCOMPLISHMENTS:

- Key contributor within the rollout and implementation of MagicBand and MyMagic+ initiatives; guided the launch of Kids Corner within the Kilimanjaro Club.
- Served as a proactive committee member within the RFID Door Lock Conversion project.

## RETAIL GUEST SERVICE MANAGER; DISNEY'S ANIMAL KINGDOM LODGE, 2007 – 2011

Served on the Opening Team responsible for the Kidani Village Resort. Produced and presented business line information and delivered training during resort training events. Coordinated the implementation of special projects and events involving both guests and cast members.

## KEY ACCOMPLISHMENT:

- Spearheaded the development and launch of a new, improved, and ongoing Guest Experience initiative.

## ADDITIONAL EXPERIENCE

**Guest Services and Operations Coordinator** ▪ Tropical Escape Vacation Homes. ▪ Davenport, FL

**Director of Operations** ▪ Tropical Escape Vacation Homes. ▪ Davenport, FL

**Assistant General Manager** ▪ Tropical Escape Vacation Homes. ▪ Davenport, FL

**Customer & Client Service Representative** ▪ Imagine Service Group, Inc. ▪ St. Cloud, FL

## EDUCATION & CREDENTIALS

### **Associates Degree in Business Administration**

VALENCIA COMMUNITY COLLEGE | Kissimmee, FL

### **Business Administration Coursework**

UNIVERSITY OF CENTRAL FLORIDA | Orlando, FL

### **Hospitality and Tourism Management Certificate**

FLORIDA ATLANTIC UNIVERSITY | Boca Raton, FL

### **Post Crisit Hospitality Management Certificate**

UNIVERSITY OF SOUTH FLORIDA | Tampa, FL

### **State of Florida Notary Public**

Commission expires February 5, 2027

**Technical proficiency** in MS Office Suite, Streamline, PointCentral, RingCentral, Salesforce, Asana, Infusionsoft, Chargerback, Vintory CRM, Nutshell, Trello, KeyData Dashboard, CiiRUS Short Term Rental Software, Breezeway