



## 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: Brian Yates Date: 9/12/25 Work Phone: 863-291-5613 Home Phone: N/A Cell Phone: 863-662-9131

E-mail: [byates@mywinterhaven.com](mailto:byates@mywinterhaven.com) Primary contact preferred? ☐ Work ☐ Home ☒ X Cell ☐ E-mail

Occupation: Mayor Pro Tem – City Commissioner Employer: City of Winter Haven

Please identify the committee/s on which you wish to serve: *(see back for descriptions)*

☒ X TDC Board  
☐ TDC Marketing Committee

☐ TDC Arts, Culture & Heritage Committee  
☐ TDC Sports & Special Events Committee

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

*See bio attached*

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

*See bio attached*

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

Are you a Polk County resident? X Yes ☐ No

Are you a U.S. Citizen? X Yes ☐ No

Are you an owner or manager of a Polk County accommodation? ☐ Yes X No

Can you serve a full one-year term (Committees only)? X Yes ☐ No

Can you regularly attend meetings of committee you are applying for? X Yes ☐ No

Identify any potential conflicts of interest that might occur if you were to be appointed.  
None



## 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.

## Mayor Pro Tem Brian Yates – City of Winter Haven



Mayor Pro Tem William Brian Yates was elected to Seat Number 3 in 2019 and re-elected in 2023. He is serving as Mayor Pro Tem in 2025.

A Winter Haven native and 7th generation Floridian, Brian graduated from Winter Haven High School, attended Polk State College, and graduated from the Florida School of Banking. Brian is a Senior Vice President and the Director of Small Business Lending at Citizens Bank and Trust.

He is a member and past President of the Rotary Club of Winter Haven and a past member of the Florence Villa Community Redevelopment Agency (CRA) Advisory Committee. Brian and his wife Samantha have two sons.

Brian is a board member of the Community Redevelopment Agency (CRA) Board and serves as the Commission liaison to:

- Main Street Winter Haven (MSWH)
- City of Winter Haven Planning Commission
- Polk Transportation Planning Organization (TPO) (Seat Number 2)
- Ridge League of Cities (RLC) (President Elect)
- Ritz Theatre