

Santa Monica Travel and Tourism, Inc. Applicant

Sam Jagger

Application Date: 02/02/21

Reside in Santa Monica: no

If yes, number of years:

Work in Santa Monica: yes

If yes, number of years: 1

INTERESTS AND EXPERIENCE

Current or prior service on city boards/commissions:

SORO Neighborhood Council - Executive Board Member - Land Use- PAST

Community activities:

Community Outreach , events, fundraising, conservation

Qualifications, experience, education, and technical or professional requirements:

Business Leader, with over 20 years of luxury hotel experience in LA. Hold an HND in Hotel Catering and Institutional Management. Strong community participant able to balance the input and opinions of all stakeholders in impactful decision making. My service for SORO providing me insight into inner workings of the City of Los Angeles and how community partnerships and relationships drive positive outcome.

Areas of demonstrated expertise:

1). 20 Years of Strategic Operations of Luxury Hotels, 2). 10 years in Hotel Sales for Entertainment Production in LA, NYC, MIAMI & LONDON, 3&4). Local Community Partnerships outreach and Development, 5). Participated in voicing concerns for small hospitality employers with accelerated living wage increases. 6). none 7). As part of operating hotels throughout the years event management has and continues to be an integral part of my responsibilities. 8). 20 years hospitality experience. 9). Manage Hotel Businesses on behalf of Owners & Brands implementing and maintaining fiduciary oversight, policy & procedure. 10). Project Manage and Oversee develop of new hospitality assets (2 in Los Angeles with Mr. C Beverly Hills and Residences, and 1 in NYC for Mr. C Seaport). 11). 15 Years of Hospitality Marketing experience in LA, VEGAS, MIAMI & LONDON

Goals:

My goals are to align the interests of business and community, drive tourism to our city for the benefit of

all residents and business owners. Our shared interests and goals will only stand to advance SM as the premier destination in California.

Vision:

To support and bring about positive change, by embracing the historical legacy of SM while balancing innovation for the future of our families, community & businesses. When I look at SM I see a vibrant city, full of opportunity and entrepreneurialism, this vision can be brought about by collaboration, understanding and thoughtful consideration for all stakeholders and would embrace the challenge to advocate for decisions that will shape our future.

Personal Qualities:

My leadership style is inclusive, for all my professional years in hospitality I have collaborated with diverse teams of people to garner the greatest results. It never ceases to amaze me that hearing and challenging teams to think different inherently delivers surprising results, where creative thinking & innovation always play the most critical of role. I have developed hotel brands that we immerse ourselves in community, investing & supporting local business, schools and charities to advance the interests of all. These range from hosted business/charitable events, community activations that embrace sense of place around special occasions (holidays) and listening and responding to constructive feedback. Have partnered with City Counsel Offices to host community events namely for District 5 & 10 when operating Mr. C Hotels in West LA.

Will you be able to commit the necessary time to perform your duties if appointed to the board?

yes

BUSINESS INFORMATION

Occupation: General Manager

Business name: Fairmont Miramar Hotel & Bungalows

Business address: 101 Wilshire Blvd, Santa Monica, CA 90401

Business phone: 310.319.3152