

May 5, 2015

APPOINTMENTS TO THE PINELLAS COUNTY ECONOMIC DEVELOPMENT COUNCIL

On June 10, 2003, the Board of County Commissioners approved an ordinance providing for the repeal of Section 2-441 of the Pinellas County Code, which had previously created the St. Petersburg/Clearwater Area Economic Development Council. Section 2-441 of the Pinellas County Code was restated to create the Pinellas County Economic Development Council.

The ordinance states that the Council is to be made up of not more than 100 members who are to be appointed by the Board of County Commissioners. Members shall serve two-year terms, and are to be nominated by businesses, business organizations, business trade associations, and the Board of County Commissioners.

Listed below is a new appointment going before the Board for approval with term expirations set for May 2017.

NEW APPOINTMENT:

Kyle Parks

B2 Communications



**PINELLAS COUNTY
ECONOMIC DEVELOPMENT COUNCIL**

CONTACT INFORMATION

(Correspondence will be primarily through emails, including some through mail delivery.)

Name Kyle Parks

Title Principal

Company B2 Communications

Address 333 Third Avenue North, Suite 530

City St. Petersburg, FL **Zip** 33701

Phone 727-895-5030 x 101 **Phone # for Distribution**

Email kyle@b2communications.com

Name on Badge

Assistant's Name

Phone **Email**



Resume: Kyle Parks

SUMMARY

Highly experienced professional with well-rounded public relations, sales and marketing experience. Skills tied to experience as a high-level PR, corporate communications and sales and marketing professional.

PROFESSIONAL EXPERIENCE

Principal, B2 Communications

St. Petersburg, Fla., 2010-Present

- *Performing strategic communications, public relations and marketing consulting for a number of clients, focusing on a strategic, targeted approach.*
 - Among our clients:
 - Colliers International Tampa Bay, Central & Southwest Florida (commercial real estate)
 - USAmeriBank
 - Sunstar Paramedics
 - Environmental Pest Service
 - Halpern Enterprises (commercial real estate)
 - TLC Engineering
 - Ybor City Development Corp. (publicizing Ybor City events)
 - Premier Eye Care
 - SPCA Tampa Bay
 - St. Petersburg Free Clinic
 - Revenue Management Solutions (restaurant menu pricing consulting)
 - Arnstein & Lehr law firm (focus on commercial real estate)
 - Fisher & Phillips law firm (focus on labor issues)

Director of Sales and Marketing

Land development division, Plum Creek Timber Co., Atlanta, Ga., 2005-2009

- *Created and managed second-home/recreational property sales and marketing program covering 6 states for land development division of nation's largest corporate landowner.*
 - Helped division grow revenues from \$16 million in 2006 to \$50 million in 2007.
 - Developed targeted PR/marketing strategy that led to sellout of 2 second-home developments in northwest Montana, along with successful programs in other states.

**Vice President of Marketing & Communications,
Jim Walter Homes, Tampa, Fla., 2003-2005**

- *Managed marketing and strategic communications for homebuilder with 81 locations in 18 Southern states.*
 - Helped company grow sales by 35% in 2004 vs. previous year, while lowering cost per lead by 20%.
 - Renovated/modernized 35 sales centers over 2-year period.
 - Led media outreach efforts resulting in more than 40 story placements.

**Director of Corporate Communications
Walter Industries, Inc., Tampa, Fla., 2001-2003**

- *Managed corporate communications and public relations for \$1.5-billion homebuilding/industrial conglomerate.*
 - Successfully managed all strategic communications after 2001 coal mining accident at Jim Walter Resources subsidiary in Brookwood, Ala. which involved 13 fatalities.
 - Mitigated negative publicity concerning employee strike and environmental issues at Sloss Industries subsidiary in Birmingham, Ala.
 - Positive media outreach resulted in more than 10 national story placements, including *New York Times*, *Builder* magazine, *Investor's Business Daily*, *USA Today*.

**Business editor and business reporter
St. Petersburg (Fla.) Times, 1984-2001**

- *Served as business news editor, deputy business editor, and business/real estate reporter.*
 - Managed business news department day-to-day, first in charge of copy desk, and then in direct supervision of reporters as deputy business editor.
 - Edited weekly real estate section, led coverage of residential and commercial real estate.
 - Won numerous state and national awards for reporting and editing.

EDUCATION

- University of Tampa, Tampa, Fla., Masters in Business Administration.
- Virginia Tech, Blacksburg, Va., B.A., History.

PROFESSIONAL ACTIVITIES & AWARDS

- PR/Marketing Chair, Urban Land Institute, Tampa Bay District Council.
- Member and former Chair, Board of Fellows, University of Tampa.
- Member, communications school advisory board, Virginia Tech.
- First place, best U.S. newspaper real estate story, National Association of Real Estate Editors, 1999.