

Kirk N. Slaughter

5721 English Oak Drive
Fort Worth, Texas 76244
(817) 751-6735

BACKGROUND

Kirk Slaughter is a city management professional with over 27 years of municipal experience working with elected officials, citizens, economic development, tourism, legislative, public safety, budget, finance, incident command, communications, code enforcement, neighborhoods, human resources, parks and recreation, capital projects, destination marketing, and other municipal services. Kirk has delivered major municipal development projects including convention and equestrian center expansions and a convention center hotel. Kirk's focus has been on delivering outstanding customer experiences and having a passion for high-quality, cost effective service delivery. Success has been based on an ability to rally support of community and elected leaders, corporate and public management and recruit/develop top professionals.

PROFESSIONAL EXPERIENCE

STRATEGIC VENUE AND DESTINATION RESOURCES, 5/19-Current

Owner

- Provide full-service solutions for public and private sector developments, including marketing, operations, financing, communications, development and legislative options, convention center hotel developments, governance options for destination marketing organizations and event facilities.

NATIONAL CUTTING HORSE ASSOCIATION, Fort Worth, TX, 5/19 – 10/19

Chief Executive Officer/Executive Director/President NCHA Foundation

- Directed all functions for the Association including strategic plan development, operations, sponsorship sales, marketing, social media, brand development, membership services, major event production, judges, finance and accounting. Responsible for oversight of Executive Committee and Board of Directors.

CITY OF FORT WORTH, TEXAS, 13th largest city in the USA, 10/98 – 5/19

Director of Public Events

- Directed all operational, sales and marketing efforts for the Fort Worth Convention Center and Will Rogers Memorial Center.
- Led the Omni convention center hotel development for the City, including negotiations of various agreements such as a hotel room block agreement and development agreements.
- Led an expansion and redevelopment of the Fort Worth Convention Center. Programmed a future convention center expansion and new convention center hotel that is scheduled to begin in 2021.
- Led development and expansions of equestrian facilities at the Will Rogers Memorial Center.
- Managed the Office of Outdoor Events.
- Managed the Fort Worth Sports Authority (LGC that owns the Texas Motor Speedway and hosts NASCAR).
- Administered the Visit Fort Worth contract and served on the Board of Directors.
- Provided guidance and leadership to the Fort Worth City Manager's Office, City Council and department employees to ensure business goals and guest service expectations were met.

BRISTOL HOTELS AND RESORTS, INC., Dallas, TX, 4/95 – 10/98

Area Director of Sales and Marketing/Property Director of Sales

- Directed all sales and marketing efforts for multiple hotel properties.
- Provided leadership and guidance to employees and hotels to ensure financial and service expectations were met.
- Formulated marketing plans and identified goals/objectives for individual properties.
- Recognized for consistently meeting or exceeding corporate expectations.

CITY OF PLANO, TEXAS, 10/89 – 4/95

PLANO CONVENTION & VISITORS BUREAU / CONVENTION CENTER

Sales Manager Plano Convention & Visitors Bureau

CITY OF WACO, TEXAS, 9/87 – 10/89

WACO CONVENTION & VISITORS BUREAU / CONVENTION CENTER

Director of Convention Sales and Promotions

AMARILLO CONVENTION & VISITORS COUNCIL, 8/86 – 8/87

Director of Tourism

EDUCATION

TEXAS TECH UNIVERSITY, Lubbock, TX

B.B.A., Marketing