



February 23 2015

**INNISFREE**  
HOTELS

*Creating Fun,  
Memorable Experiences*

113 Bay Bridge Drive  
Gulf Breeze, FL 32561

Innisfree.com  
P: 850-934-3609

Mr. Steven Barry, Chairman  
Mr. Wilson Robertson, District 1  
Mr. Doug Underhill, District 2  
Mr. Lumon May, District 3  
Mr. Grover Robinson, IV, District 4  
Escambia County Board of Commissioners  
221 Palafox Place  
Pensacola, FL 32502

RE: Nomination for RESTORE Committee At Large Seat

Gentlemen: The Escambia County Destination Marketing Organization, Inc. (DMO) is pleased to nominate Mrs. Susan Carleton to replace Mr. Harlan Butler for his recently resigned Escambia County RESTORE Committee At Large seat. This seat, as you may recall, was originally discussed to be filled by a member of the tourism industry. The Escambia County DMO, as you know, is comprised of almost ninety percent (90%) of all of the Escambia County Tourism Development Tax (bed tax) collectors.

Tourism is the third largest economic driver in Escambia County and the most stable. It is a \$1.2 billion industry that employs over 20,000 people. It continues to be one of the largest job creators and provides over \$3 in local tax collections for every \$1 in lodging revenues.

We feel that Mrs. Carleton is uniquely qualified to serve on this committee and brings a wide range of talents and insights. She is a life time resident of Escambia County, and owner of Pointe South Realty, one of the largest condo rental companies in the County with corporate offices on Perdido Key and branch offices in Pensacola and on Pensacola Beach. She has 27 years of senior management experience in job creation, training, budgeting, cost analysis, financial analysis, strategic planning, reviewing business plans and business development opportunities, establishing operating systems and processes, setting performance standards, measuring ROI, and results reporting.

She has been active in the community having served on the Board of the Perdido Key Chamber of Commerce, and currently serves on the Board of the Pensacola Board of Realtors and the Escambia County DMO.

Neither the DMO nor Pointe South Realty will be submitting a funding proposal to the RESTORE Committee that would present any conflict for Mrs. Carleton or the Committee. We appreciate your consideration of this very critical appointment. Please let me know if you have any questions or if we can be of any other service.



DIGITAL MARKETING

In House Marketing Agency



THE HIVE

PEOPLE · PLANET · PROFIT

Social Responsibility Program

Best Regards,



Julian B. MacQueen  
Founder and CEO Innisfree Hotels  
President Escambia County DMO

Mr. Bob Cleveland  
Highpointe Hotels

Mrs. Marilyn Hess  
American Fidelity Life

Mr. Nash Patel  
LHS Companies

Mr. Dave Cleveland  
Highpointe Hotels

Mr. Ajit Patel  
Relax Hospitality LLC

Mr. Robert Rinke  
Levin Rinke Resort Realty

Mr. Tish Patel  
Pinnacle Management

Ms. Teri Levin  
Levin Rinke Resort Realty

Mr. Gus Silivos  
Celebrity Chef

Mr. Tosh Belsinger  
Gulf Blue Vacations

Mr. Jay Patel  
LHS Companies

Mr. Rob Babcock  
Premier Island Management

Mr. Ray Palmer  
Pensacola Sports Assn.

Ryan Christopher  
Resort Quest

Mr. Greg Jones  
WCI / Lost Key

Mr. Richard Lamar  
Pointe South Realty

Mr. Harlan Butler  
Innisfree Hotels

Ms. Susan Carleton  
Pointe South Realty

Cc: Mr. Jack Brown  
Ms. Amy Lovoy  
Ms. Alison Rogers  
Ms. Bentina Terry  
Mr. Keith Wilkins