

13-0537

(Do Not Write Above This Line)

**A COMMUNICATION BY
MAYOR KASIM REED**

APPOINTING WILLIAM C. PATE TO SERVE AS A MEMBER OF THE DOWNTOWN DEVELOPMENT TECHNICAL ADVISORY GROUP (DDTAG) TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED BY
JUL 0 1 2013
COUNCIL

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1st ADOPT 2nd READ & REFER
- PERSONAL PAPER REFER

Date Referred March 18, 2013

Referred To: CD/HR & Com C

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

Committee CD/HR

Date 3/26/13

Chair _____

Action
Fav, Adv, Hold (see rev. side)
Other _____

Members _____

Refer To CO

Committee CO

Date 7/1/13

Chair Jadrian

Action
Fav, Adv, Hold (see rev. side)
Other _____

Members Telisa A. Moore
Dr. Aubrey
James Sheper

Refer To _____

Committee CD/HR

Date 6/25/13

Chair James Sheper

Action
Fav, Adv, Hold (see rev. side)
Other File

Members John Smith
Chloe Anderson

Refer To CD/HR

Committee _____

Date _____

Chair _____

Action
Fav, Adv, Hold (see rev. side)
Other _____

Members _____

Refer To _____

FINAL COUNCIL ACTION

- 2nd
- 1st & 2nd Readings
- Consent
- V Vote
- RC

CERTIFIED

JUL 0 1 2013

ATLANTA CITY COUNCIL PRESIDENT

CERTIFIED

JUL 0 1 2013

Ronda Daughlin Johnson
MUNICIPAL CLERK

MAYOR'S ACTION



13-C-0537

CITY OF ATLANTA

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30303-0300
TEL (404) 330-6100

KASIM REED
MAYOR

CONFIRMED BY
JUL 01 2013
COUNCIL

March 11, 2013

Council President Ceasar Mitchell
and City Councilmembers
55 Trinity Avenue, SW
Suite 2900
Atlanta, Georgia 30303

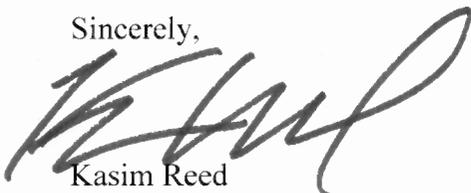
**Re: Appointment – William C. Pate
The Downtown Development Technical Advisory Group**

Dear President Mitchell and Members of the Council:

It is my pleasure to appoint **William C. Pate** to serve as a member of the Downtown Development Technical Advisory Group (DDTAG) on behalf of the City of Atlanta. Mr. Pate acknowledged willingness to serve in this capacity. This appointment is **to begin upon receipt of appointment letter from the Mayor and confirmation by the Atlanta City Council. Execution and filing of the oath or affirmation as required by Code will be performed.**

Based on his experience and commitment to the community, I am confident that William C. Pate will serve the City of Atlanta and the Downtown Development Technical Advisory Group with integrity and dedication. A copy of his qualifications is attached for your review.

Sincerely,



Kasim Reed

Professional History

Atlanta Convention & Visitors Bureau (ACVB). President and chief executive officer of organization tasked with marketing and selling the city of Atlanta to conventions, tradeshows, business travelers, and tourists. Responsible for 70 employees including a sales team of 25 and a \$20 million budget. Delivering industry-leading growth in key metrics: hotel occupancy- up 28 percent, hotel rates- up 4.5 percent, and RevPar up 6 percent. 2008- present.

Career Sports & Entertainment. President of 22-year-old sports and marketing consultancy. Responsible for all aspects of business operation including profit/loss, capital allocation, strategic planning and business development. Supervised a staff of 137 across two geographic locations. Delivered 92 percent revenue growth through creation of a digital content division, development of social media capability, and expansion of corporate marketing operation. 2007-2008.

BellSouth Corporation. Chief Marketing Officer for Fortune 60 Telecommunications Company. Reporting to President of Retail Markets. Responsible for marketing and brand stewardship for \$12 billion retail (consumer and small business) division. Responsibilities included advertising, product and offer development, strategic planning, research, pricing, business development, sports marketing, customer events, public relations and competitive intelligence for U.S. and Latin American operations. Delivered industry-leading margins, revenue growth and average revenue per user (ARPU). Supervised a staff of 275 and a budget of \$400 million. 1996-2007.

MCI Communications. Director of advertising and public relations for nation's second largest long distance company. Reported to Chief Marketing Officer. Responsibilities included advertising, research, competitive intelligence, sponsorships and public relations. Managed staff of 100 and budget of \$500 million, including enterprise, small business and consumer markets. 1992-1996.

Knapp, Inc. Senior Vice President/Group Account Manager for marketing consulting firm. 1989-1992.

Southeast United Dairy Industry Association. Director of marketing. 1984-1989.

Experience also includes public relations positions with two national non-profit organizations. 1982-1984.

Leadership Chairman, Atlanta Organizing Committee for 2007 NCAA Final Four
Chairman, Chick-fil-A Peach Bowl 2002-2005
Chairman, Atlanta Convention and Visitors Bureau 2001-2003.
Chairman, Atlanta Sports Council 2004-2006
Georgia State University Board of Trustees, 1999- 2010.

Professional Affiliations Jimmy Carter Presidential Center Board of Councilors, 2008-present.
United States Travel Association Board of Directors, 2008-present.
Georgia Chamber of Commerce Board of Directors, 2008-present.
Metro Atlanta Chamber of Commerce Board of Directors, 2002-present.
Children's Healthcare of Atlanta Foundation Board of Trustees, 2010 - present.
Destination Marketing International Association Board of Directors, 2011-2013.

Awards Corporate Marketer of the Year awarded by the Atlanta Chapter of the American Marketing Association 2009.
Hospitality Sales & Marketing Association International Top 25
Extraordinary Minds in Marketing, 2010.
100 Most Influential Atlantans (Atlanta Business Chronicle 2009-2011)
Advertising Campaign of the Year, Advertising Age 1995.
Advertising Age Power 50.

Education B. A. Journalism, Georgia State University 1981
M.A. Communications, Georgia State University 1985