

Resume

I have always worked with people – in sales, in project management, in creating solutions and action plans. Several initiatives that I've fostered have succeeded in Over-the-Rhine near where I live, and they can be replicated in other neighborhoods throughout the city. I bring to City Council 30 years of real-world experience and expertise in developing relationships and improving the bottom line with integrity and strategic planning.

Allow me to share a few of these accomplishments and professional positions:

- Received the Over-the-Rhine Chamber of Commerce Chairman's Star Award for outstanding individual contributions to the neighborhood.
- Researched and wrote the plan for the Community of Arts and Artists for the City of Cincinnati's Arts and Culture Committee, chaired by Council Member Jim Tarbell.
- Worked with Council Member Jim Tarbell to develop the plan and policies for the "Live. Buy. Design. Homeownership Program." The plan was adopted by the City of Cincinnati in June 2005.
- Identified the need, secured funding and developed the Business First Adventure Program to recruit new business into Over-the-Rhine.
- Oversaw the design and construction of the Visitor Center on Fountain Square, which opened the summer of 2001.
- Launched the region's first cultural tourism campaign in 1996 with 22 partners. Launched www.CincinnatiArts.com.
- Developed the Greater Cincinnati Convention and Visitors Bureau's first interactive reservation system to sell attractions and hotels.
- Produced *Holidays Downtown*, a multifaceted event attracting over a quarter-million visitors downtown during the winter holiday season--and laid the foundation for an urban holiday tradition.
- Developed and implemented Downtown Cincinnati Inc.'s (DCI) "I Do Downtown" marketing campaign and affinity card, involving 52 downtown retailers and restaurants in 1995.

Iacono Productions, VP of Business Development	2005 -present.
Ensemble Theatre of Cincinnati, Development Director,	2004- 2005
Market Share, Owner, Business Consultant	2002 -2006
Greater Cincinnati Convention & Visitors Bureau, VP of Tourism	1996 - 2002
Downtown Cincinnati, Inc.(DCI), VP of Marketing	1995-1996

Education:

University of Cincinnati, B.S. in Marketing, cum laude, 1986

Xavier University, M.B.A. in Entrepreneurship, 1990

What great thing have you said about Cincinnati today?

Joan Kaup

p.s. At the Crosstown Shootout, I never lose!