

Vanessa McCaffrey
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WORK EXPERIENCE

Vacation Key West, Inc.
November 1994 - Present
Owner/President
Responsibilities: CEO, of a Travel/Marketing company specializing in accommodation packages in the Florida Keys and Key West.

VOLUNTEER EXPERIENCE

Tourist Development Council Florida Keys District Advisory Committee (1)
October 2005 - October 2008
Responsibilities: Committee Member and Chairman. Responsible for the funding of events and capital improvements projects through bed tax collection

Lodging Association of the Florida Keys
June 2002 - 2004
Responsibilities: Committee member responsible for voting on issues relating to the local lodging industry.

Key West Theatre Festival
June 1991 - 2003
Responsibilities: Board Member and Board Secretary for Annual Theatre Festival

Key West Business Guild
June 2011 - present
Responsibilities: Board Member and Treasurer responsible for determining budget and voting on Guild business and by-laws.

WLRN/WKWM Community Advisory Board
April 2009 - present
Responsibilities: Board Member and Chairman, responsible for providing community input to the station's governing body regarding programming, community service and impact on the community to address specific needs of the community

Brief summary as to qualifications to serve on AIPP committee:
I have been involved in tourism since arriving in Key West in 1991, focusing on sales and marketing for hotels until 1994. I then expanded my involvement and founded my own travel company Vacation Key West, Inc. in November 1994. On a broader scale my involvement with

the Key West Theatre Festival allowed me to experience the importance of the role of cultural arts in the destination. As an actress, playwright and director, I have become well acquainted with the local theatres and additional venues providing entertainment during the last 20 years.