

THOMAS R. MOULTON PROFESSIONAL RESUME (520) 940-2755

Moulton9490@gmail.com

<http://linkedin.com/in/thomas-moulton-62752917>

SUMMARY

Career of progressively responsible experience in managing leisure, entertainment, tourist and public-sector parks and attractions, with accomplishments in generating incremental attendance and revenue. Noteworthy accomplishments within the hospitality and tourism industries include general administration, public/private partnerships, destination marketing, sales, membership and annual passes, conference and meeting planning, entertainment, advertising, branding, promotional marketing, public relations, publicity, special events, park/safety operations, educational program development, management and community relations.

SOUTHERN ARIZONA ATTRACTIONS ALLIANCE, Tucson Arizona 2017 to Present

Executive Director

Chief Executive Officer of a 23-year Marketing and Sales Cooperative for over 110 members consisting of attractions, museums, sport teams and tourism small businesses.

- Increased membership from 65 to 110 plus members in 2019.
- Develop new educational programming for the membership's monthly meetings
- Trade Association strategic development for 2018 and 2019 for 2020 execution.

PIMA COUNTY GOVERNMENT, Tucson Arizona

2001 to 2017

Director of Economic Development, Attractions, Leased Assets, Marketing and Tourism

- Directed the overall Pima County Economic Development, and the marketing, communications, public relations and tourism operations of Pima County's 14 attractions. Facilities consisted of zoological/botanical, western theme park, natural resource, science, historical, cultural, major league baseball stadium, NASCAR racetrack and PGA golf course.
- Developed the annual spring training marketing and communications program in coordination with three major league baseball teams through 2011. Lead the complex transition from baseball to major league professional soccer training facility. Major League Soccer engaging six to ten teams during the late winter.
- Through community involvement, created a new regional economic development organization in 2005 (Tucson Regional Economic Opportunity Inc.). Major organization in Arizona's new company growth and job creation since 2005.

OLD TUCSON STUDIOS, Tucson, Arizona

1997 to 2001

General Manager

Directed the administration, operations, retail and marketing and public relation functions of this famous year-round operating movie studio and theme park located in Tucson Mountain Park. Coordinate the regions newly developed attractions alliance. Manage a full-time staff of 68 and 200 p/timers.

- Coordinated the development of the park's master building plan; opened 4 new retail buildings, historical museum and interpretive areas.
- Increased 0-100 miles visitor attendance by 15%.
- Increased 1999 attendance by 4.4%; park revenues by 11%.

THOMAS R. MOULTON

CALICO GHOST TOWN PARK, San Bernardino County, California 1995 to 1997

Regional Parks Division - Southern California region

Superintendent of Parks/General Manager

Managed all operating and marketing and communication functions of this international historical tourism attraction restored by Walter Knott. Coordinate the marketing plan of the new Barstow Area Tourism Marketing Council. Assisted in marketing and special event operations of eight regional parks located in San Bernardino County, California.

- Directed the operation of twenty-eight shops and attractions.
- Increased front gate revenue by 10% first year as General Manager.
- Increased guest services/satisfaction rate by expanding entertainment and park theming.
- Directed the implementation of a new master and CAPEX plan.
- Established in-house marketing/Sales and advertising department
- Established attendance tracking and Point-of-Origin Research Programs

AUDUBON INSTITUTE, New Orleans, Louisiana

1990 to 1993

Vice President of Marketing

Directed all sales, advertising, special events, group and catering sales, reservations, customer service and public relations for the Aquarium of the Americas, Audubon Zoological Garden and Freeport-McMoran Species Survival Center. Managed a \$3 million budget and supervised 22 people. Member of the senior management committee that administered planning and development.

- Developed and implemented marketing plans for the opening of \$40 million Aquarium of the Americas resulting in record attendance and recognized by SE Tourism Society as the Tourist Travel Attraction of the Year (1990).
- Served on city's destination marketing committees of the New Orleans Tourism Marketing Corporation and the Mississippi Riverfront Marketing Group, which resulted in increasing family tourism visitors.
- Developed with agency one of the top three television commercials in the United States for the Audubon Zoo, New Orleans, resulting in receiving regional and national awards (1992).

SIX FLAGS, INC.

1985 to 1990

Vice President of Marketing - Six Flags, St. Louis

Directed all marketing functions, including advertising, promotions, group sales, public relations, and corporate sponsorships. Executed talent and special event buying with a \$1 million budget. Managed a \$2.5 million budget.

- Introduced corporate wide special events for teen and family markets, resulting in record attendance.
- Led sales and catering department team to the largest sales attendance growth in Six Flags system.
- Directed corporate sponsorship programs, resulting in largest increase and highest in sponsorship revenue.
- Advertising program voted as the top awareness campaigns of all Six Flags parks.

THOMAS R. MOULTON

Advertising/Promotions Manager - Six Flags, Houston

- Conceived and guided all park promotional and special events. Coordinated season pass and name entertainment. Directed media plan for all park communications. Supervised staff of six and managed \$3 million advertising/entertainment budgets.
- Created and produced weekly live television show (Videocity) which aired on network affiliated television, doubling the media exposure for three years.
- Developed and produced 30-minute television shows and direct response info commercials selling vacation destination packages and season passes, increasing guest attendance by 20 percent and season pass sales by 40 percent.
- Successfully launched major fall event (Fright Nights) increasing attendance by 100,000+. Led counterpart promotion and product development managers' team to launch similar product at three Six Flags properties, generating sold out attendance at each property.

ADVERTISING MARKETING ASSOCIATES, Cincinnati, Ohio

1982 to 1985

Marketing/Sales Manager

Park client planning and management of all marketing programs with emphasis on promotions, special events, advertising and tourism sales. Creative and media plan development. Produced new live family shows with Hanna Barbera, Mattel and Hasbro. Park clients included Magic Springs Family Theme Park (Hot Springs), Benson's Animal Farm (New Hampshire), and Taft Broadcasting, Hanna Barbera Land (Houston).

GEAUGA LAKE THEME PARK, Cleveland, Ohio

1980 to 1982

Director of Safety Operations and Training

Developed and directed the safety and operational programs of Funtime, Inc. Managed employee training, ride and building inspections, and accident investigations.

EDUCATION

- B.A., Speech Communication/Broadcasting/Theater, Adrian College, Adrian, Michigan
- Continuing educational workshops over 40 years AOT, IAAPA, AZA and Tourism (MTCVB)

PROFESSIONAL AFFILIATIONS

- Tucson City of Gastronomy – Board Member, Branding and Communications Committee
- Arizona Lodging and Tourism Association - Southern Arizona Chapter, Board Member
- Southern Arizona Arts and Cultural Alliance (SAACA) – Board Member
- Skål USA – VP Communications and Public Relations (Elected Volunteer - Executive Committee)
- **Rotary Club of Tucson (M. Writer Committee)**