



GOLDEN SPIKE TOWER
A panoramic view of the world's largest rail yard.

Golden Spike Tower & Visitor Center Board Application Form

Mission: To provide an educational and entertaining tourist attraction overlooking Bailey Yard, the largest classification yard in the world.

Candidate Name: Cody Odell

Home Mailing Address: 2221 W D. St

City / State / Zip: North Platte, NE 69101

Home Phone: 308-520-1369 Work Phone: 308-210-3168

Email: cody.odell@chilton.com

Current Employer / Position: Keenan Management LLC, Tru by Hilton. General Manager & Operations

Please list other volunteer commitments, positions and terms you currently hold:

North Platte Lincoln County Visitors Bureau Advisory Board - Vice Chair - 2 years
Tourism Advisory Council - Vice Chair - 2 Years

Why would you like to be considered for this position?

See Attachment

Each of our board members serves on one of our committees. What committee most interests you and your involvement with the Golden Spike Tower? Please check all that apply.

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Growth & Development | <input type="checkbox"/> Governance & Bylaws | <input checked="" type="checkbox"/> Public Relations & Marketing |
| <input type="checkbox"/> Education & Train Safety | <input checked="" type="checkbox"/> Events & Community Engagement | <input checked="" type="checkbox"/> Finance Management |

What areas of Expertise/Contributions do you feel you can make to the Golden Spike Tower? Please check all that apply:

- | | | |
|---|--|--|
| <input type="checkbox"/> Non-Profit Experience | <input checked="" type="checkbox"/> Public Relations | <input checked="" type="checkbox"/> Finance & Budgeting |
| <input type="checkbox"/> Resource Development | <input checked="" type="checkbox"/> Policy Development | <input type="checkbox"/> Agriculture & Grounds Development |
| <input type="checkbox"/> Grant Writing | <input checked="" type="checkbox"/> Special Events | <input type="checkbox"/> Program Development |
| <input checked="" type="checkbox"/> Fundraising | <input checked="" type="checkbox"/> Strategic Planning | <input type="checkbox"/> Union Pacific & Train Knowledge |

Other, please describe: _____

Signature of Applicant: Cody Odell

Date Submitted: 3/4/21

Why would I like to be considered for this position?

I have been involved in the tourism and hospitality industry in North Platte for nearly 20 years. I have a deep passion for tourism in both North Platte and Western Nebraska and I understand the impact that tourism has on the people that live in and visit our community. As a hotel operator and with my prior experience running convention and meeting space, I understand the need to build and sustain quality attractions and events in and around North Platte. I believe that my knowledge of the tourism and hotel industry as well as my experience working with other event holders would provide an added benefit to the Board of Directors. I would love the opportunity to work with both the Board and the Executive Director to continue make the Spike a quality attraction for both North Platte and Nebraska

I would also like to say that I have a personal belief that any organization funded by taxpayer dollars should have oversight and accountability by a trusted and experienced Board. As a current member of the North Platte Lincoln County Visitor's Bureau Advisory Board, I have a record of being a good steward of taxpayer dollars. During my time on the VB Board, I advocate for using County Lodging Taxes to support local events and attractions, but will also voice my opinion if any event is not sustainable or the return on investment is simply not there. If my decision is in opposition to the Director or the Board, I am always willing to have thoughtful and constructive conversations about how to move forward.

I would like to thank you for your time and consideration and I look forward to answering any questions you may have.

Sincerely

Cody Odell

Prior experience related to tourism and the hospitality industry:

Employment:

| | |
|------------------|---|
| 9/2001- 3/2013 | Sandhill's Convention Center / Quality Inn & Suites – North Platte Assistant Manager, Director of Sales & Marketing, Convention and F&B Manager |
| 3/2013 – 12/2016 | Red Mountain Breakfast Company – North Platte & Denver Colorado New Store Development – Regional Operations Manager |
| 1/2016 – Current | Keenan Management LLC – Hampton Inn by Hilton & Tru by Hilton General Manager – Director of Hilton Operations |

Boards:

| | |
|-----------|---|
| 2010-2013 | Lincoln County Tourism Advisory Council (Chair from 2012-2013) |
| 2011-2013 | North Platte Lincoln County Visitors Bureau Advisor Board |
| 2016-2021 | Lincoln County Tourism Advisory Council (Vice Chair from 2019-Current) |
| 2018-2021 | North Platte Lincoln County Visitor's Bureau Advisor Board (Vice Chair 2020-Current) |