
Profile

Jenna

First Name

Hilb

Last Name

Email Address

Are you a resident of the City of Colorado Springs?☒ Yes ☐ No

In what City Council District do you reside? *☒ District 3

Use the following link to determine if you live inside City limits and to find your City Council District:

<https://coloradosprings.gov/city-clerk/page/city-council-districts>

Street AddressSuite or Apt

Colorado Springs

City

StatePostal CodePrimary Phone

Evercommerce

Employer

Enterprise Customer Success
Manager

Job Title

Which Boards would you like to apply for?

Lodgers and Automobile Rental Tax Citizen Advisory Committee: Submitted

Introduction

Briefly introduce yourself and state your interest in serving on a specific Board, Commission, or Committee

My name is Jenna Hilb, and I'm a lifelong resident of Colorado Springs with a professional background in operations leadership and small business support. I'm applying for a citizen-at-large position on the LART Board because I care deeply about the strategic use of public funds to enhance tourism, strengthen our local economy, and improve the overall experience for both residents and visitors. I'm particularly interested in bringing a balanced, community-focused perspective to the board's decision-making process.

Relevant Experience and Community Involvement

Highlight any volunteer work, previous service on boards or committees, and community involvement that demonstrates your commitment to public service and the community.

As a native of Colorado Springs and former owner of a downtown small business, I have long been invested in the economic and cultural vitality of our community. From 2012 to 2015, I operated a sewing shop in the heart of downtown, giving me firsthand insight into how tourism, events, and public investments directly support local business sustainability. Professionally, I have spent the past decade in leadership roles focused on operations, customer experience, and process improvement across franchise and service-based organizations. Much of this work has involved supporting small business owners, enhancing community engagement, and allocating resources for maximum impact—experiences that parallel the work of the LART Board. While I have not yet served on a city board or commission, I am actively seeking opportunities to contribute to civic life and bring a thoughtful, resident-centered perspective to public service. My proximity to urban planning conversations through my fiancé’s role with the Colorado Springs Urban Renewal Authority has also deepened my understanding of the city’s governance, challenges, and future potential.

Supplemental Materials (if applicable)

[Jenna Hilb Updated Resume LART_1_.pdf](#)

Include any additional materials that may strengthen your application, such as a resume or examples of your work in the community.

Jenna Hilb

Director of Operations

Resume Summary

Dynamic leader passionate about delivering exceptional customer experiences and leading operational teams. Demonstrated expertise in strategic project management, process improvement, and supporting business and community growth initiatives.

Work Experience

- Enterprise Customer Success Manager, Evercommerce - 2024 to Present

Partner with franchise systems and multi-unit enterprise customers to drive product adoption and evangelism of customer satisfaction and reputation management SAAS platform.

Manage a portfolio of over 150 accounts, generating \$3.5 million ARR.

- Franchise Growth Advisor, AC Inc
2023–2024

Collaborate with franchisor clients to improve profitability and systemwide success through coaching and strategic planning.

- Senior Director of Operations, Code Ninjas
2021–2023

Led a team of 7 in implementing initiatives across 389 global locations, including CRM, POS, and LMS systems.

Drove continuous improvement efforts focused on customer satisfaction and operational consistency.

- Franchise Business Consultant, Profile by Sanford
2018–2021

Developed communication strategies and resources to enhance franchise operations and training effectiveness.

- Senior Director of Operations Services, WellBiz Brands
2012–2017

Launched and managed ticketing system, reducing communication inefficiencies and cutting costs by \$450k annually.

- Supported franchisees in driving revenue, operational excellence, and customer engagement.
- Owner & Operator, Stitch Studio | Colorado Springs, CO
2012–2015
- Founded and operated a sewing and creative studio in downtown Colorado Springs, offering custom tailoring, group workshops, and community events.
- Built strong relationships with local residents, tourists, and downtown organizations to support business growth and customer engagement.
- Gained firsthand insight into the importance of tourism and city-sponsored events in driving foot traffic and economic vitality for small businesses.

Education

Colorado State University Global Campus

- M.S. in Project Management – Organizational Leadership

University of Colorado, Colorado Springs

- B.S. in Business Management – Marketing

Certifications

- Project Management Professional (PMP)

Skills

- Team Leadership
- Project Management
- Business Analytics
- Community Engagement
- Remote Team Management
- Software Implementation
- Process Development
- Customer Experience Strategy
- Problem Solving

[REDACTED]

[REDACTED]

[REDACTED]

LinkedIn: [linkedin.com/in/jennahilb](https://www.linkedin.com/in/jennahilb)

Profile

Gus

First Name

Krimm

Last Name

Email Address

Are you a resident of the City of Colorado Springs?☒ Yes ☐ No

In what City Council District do you reside? *☒ District 2

Use the following link to determine if you live inside City limits and to find your City Council District:

<https://coloradosprings.gov/city-clerk/page/city-council-districts>

Street AddressSuite or Apt

Colorado Springs

City

StatePostal CodePrimary PhoneEmployerJob Title

Which Boards would you like to apply for?

Lodgers and Automobile Rental Tax Citizen Advisory Committee: Submitted

Introduction

Briefly introduce yourself and state your interest in serving on a specific Board, Commission, or Committee

Having previously served on the LART board while being employed by a specific property in the city, I am interested in re-appointment to the board now in a citizen-at-large seat. With my intimate knowledge of the hotel and tourism industry, especially with 8 years in the Colorado Springs market, I am interested in continuing to advise the city government on the use of tourism generated tax dollars. With the critical nature of serious updates to the LART tax lingering, I have a desire to help ensure that the City of Colorado Springs makes the most beneficial strategic steps forward.

Relevant Experience and Community Involvement

Highlight any volunteer work, previous service on boards or committees, and community involvement that demonstrates your commitment to public service and the community.

I have previously served on the LART committee, for approximately 16 months. I also served on the Board of Directors for VisitCOS for 3 years, holding both the roles of Vice-Chair and Chairman of the Board previously. I remain a member of the board of directors for the Pikes Peak Lodging Association.

Supplemental Materials (if applicable)

Include any additional materials that may strengthen your application, such as a resume or examples of your work in the community.

Profile

Curtis

First Name

Bova

Last Name

Email Address

Are you a resident of the City of Colorado Springs?

☐ Yes ☒ No

In what City Council District do you reside? *

☒ My address is outside of City boundaries

Use the following link to determine if you live inside City limits and to find your City Council District:
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Street Address

Suite or Apt

City

CO

State

Postal Code

Primary Phone

Hotel Polaris at the U.S. Air Force Academy

Employer

General Manager

Job Title

Which Boards would you like to apply for?

Lodgers and Automobile Rental Tax Citizen Advisory Committee: Submitted

Introduction

Briefly introduce yourself and state your interest in serving on a specific Board, Commission, or Committee

I have more than thirty years of achievement in the hospitality industry, including comprehensive experience in operations, sales and marketing across multi-brand corporations and independently positioned hospitality assets. Hotel and Resort profiles include; luxury lifestyle, resort and club, wellness, convention network, urban/suburban, extended stay, residential, and select service. I have held positions within property, regional, and corporate based roles. In Colorado Springs in particular I have nearly 10 years of experience working at Cheyenne Mountain Resort, Garden of the Gods Resort & Club and now Hotel Polaris at the U.S. Air Force Academy opening in November 2024. As General Manager of the new Hotel Polaris, I wish to play a meaningful role in the Colorado Springs community and the Pikes Peak Region. I see participation on this on the LART Advisory Committee as an opportunity to contribute relevant perspective on beneficial considerations and utilization of revenues derived from the Lodgers and Automobile Tax.

Relevant Experience and Community Involvement

Highlight any volunteer work, previous service on boards or committees, and community involvement that demonstrates your commitment to public service and the community.

Across my 30 plus years of professional experience in the hospitality industry I have always prioritized involvement within the communities I reside i.e. Georgia, Hawaii and Colorado. I have been involved in several local charitable organizations and committees including; Habitat for Humanity, Children's Miracle Network, United Way, Links to Literacy and multiple non-profit youth sports leagues. Currently I hold board positions with both the Colorado Hotel & Lodging Association and Visit Colorado Springs.

Supplemental Materials (if applicable)

[CTBova_Leadership_Resume_-_April_2024_.pdf](#)

Include any additional materials that may strengthen your application, such as a resume or examples of your work in the community.

Curtis T. Bova

Hospitality Sales, Marketing and Revenue Optimization Professional

Curtis Bova has more than thirty years of achievement in the hospitality industry, including comprehensive experience in operations, sales and marketing across multi-brand corporations and independently positioned hospitality assets. Asset profiles include; luxury lifestyle, resort and club, wellness, convention network, urban/suburban, extended stay, residential, and select service. Bova has a proven ability to lead sustained, market leading performance by translating conceptual business models into specific growth strategies and experiential operating platforms within property, regional, and corporate based roles. Exceptional communication and relationship building skills, combined with a biased priority for attracting, developing, and retaining top talent has produced a legacy of high-performance teams that produce superior results and are committed to creating moments that matter in the lives of guests, members, associates and stakeholders.

CORE COMPETENCIES

- Brand Planning & Architecture
- Marketing & Public Relations
- Sales Force Management
- CRM/Guest Satisfaction
- Revenue Optimization
- Experience Design
- Service Mapping
- Employee Training
- Culture Building
- Leadership Development
- Budget/Business Planning
- Profit & Loss Responsibility
- Capital Planning
- Community Partnerships
- Crisis Management

RESUME OF LEADERSHIP EXPERIENCE

Hotel Polaris at the United States Air Force Academy

9/2023 – Present

- **General Manager:** Currently leading the effort to open Hotel Polaris, which represents the largest to open in Colorado since 2018, and is part of the \$345 million 51-acre TrueNorth Commons project, which also includes a 200,000-square-foot office complex, 30,000 square feet of retail space, and a new \$40 million U.S. Airforce Academy visitor center, The Hosmer Visitor Center.

Opening in the fall of 2024, Hotel Polaris is a 375-room resort-style hotel offering six food and beverage outlets including the 9th floor rooftop bar, an outdoor pool and sun deck, a full-service spa and fitness center, as well as the only in-hotel flight simulators in the United States. The property is purpose-built for meetings, weddings and social functions with more than 26,000 square feet of expansive indoor space and over 10,000 square feet of outdoor event space with spectacular views. Ultimately, Hotel Polaris will be made up of nearly 350 team members who embrace a culture that leans into the key principles found at the Academy and translates them to exceptional hospitality experiences. Integrity, service and excellence will be our north stars as we bring this unique new hotel to life, and present a new front door for visitors to both the Academy and the Pikes Peak Region.

The Inverness, A Hilton Golf & Spa Resort

1/2021 – 8/2023

- **General Manager:** Managed resort and club operations of the 302-room AAA four-diamond Hilton Denver Inverness and The Club at Inverness which boasts over 550 members. Primary responsibilities were concentrated on achieving both topline and bottom-line targets, while elevating the service profile to establish the resort and club experience as the leader across the front range hospitality scene. Core to achieving these objectives has been the transformation of the once siloed culture between the resort and club, by instilling a service from the heart culture, where every member is treated like a resort guest, and every guest a valued member. Key milestones and achievements include:
 - Successfully led the recovery out of the pandemic which included the rebuilding of our staffing model and achieving revenues in excess \$40M and \$10M+ in NOI, two years ahead of the ownership proforma.
 - Managed the repositioning of the resort and club to attain Hilton Hotels & Resorts first ever branding exception, and expanded services and amenities of the Club at Inverness to include pickleball, pool side cabanas with spa services, a new mobile kitchen experience, co-working spaces, valet parking, on-demand concierge services and adventure vault access including bicycles, sporting equipment and games.

Curtis T. Bova

Hospitality Sales, Marketing and Revenue Optimization Professional

Benchmark, A Global Hospitality

11/2014 – 1/2021

- **Area Director of Sales and Marketing:** Based out of the Garden of the Gods Resort and Club, maintained leadership and direct oversight for sales and marketing performance for several properties including three resorts in the region; Garden of the Gods Resort and Club, Tivoli Lodge and Manor Vail Lodge.
- **General Manager, Cheyenne Mountain Resort and Club:** Effectively managed profit and loss responsibilities, top line revenues and customer satisfaction for **\$34.8 million** in revenues and **\$7.1 million** in net operating income.
- **Director of Sales and Marketing:** Led the repositioning of Cheyenne Mountain Resort as the Quintessential Colorado Resort for conferences, family escapes and country club memberships. Effectively remixed hotel occupancy to increase the percentage of high-end leisure stays, as well as the overall mix of premium group business and club memberships.

Destination Hotels & Resorts

12/2001 – 11/2014

- **Vice President of Sales:** Provided the strategic direction and performance management for the national sales network for both group and transient business segments and was an integral leader for the core sales force management platforms including; business intelligence reporting, strategic selling, incentive plans, lead referral, field sales deployment.
- **Vice President of National Sales:** Managed the expansion of national sale office deployments from 3 to 7 offices over a 2-year period including the launch of a Travel Industry Specialist and top line revenues in excess of **\$800 million**.
- **Assistant General Manager, The Inverness Hotel and Club:** Effectively managed profit and loss responsibilities, top line revenues and customer satisfaction for **\$34 million** in revenues and **\$6.4 million** in net operating income. Results included the development and implementation of a comprehensive customer intimacy program which measurably improved guest satisfaction and employee engagement.
- **Regional Director of Sales and Marketing:** Provided sales and marketing oversight, leadership, strategic analysis, evaluation and developmental resources necessary to influence achievement of (up to 9) assigned properties top line revenue budget.
- **Director of Sales and Marketing, The Inverness Hotel and Conference Center:** Effectively repositioned The Inverness Hotel and Club to appeal to a broader cross section of professional meeting planners, travel professionals and leisure travelers. Results included record group occupancy levels, the establishment of a business travel sales focus that generated more than 10,000 incremental room nights representing 15%+ of the business mix, brand development and launch of a new spa and recognition as both sales team and sales leader of the year for Destination Hotels & Resorts.

Marriott Hotels & Resorts

1/1989 – 12/2001

- **Market Director of Sales & Marketing, Colorado Marriott Hotels:** Developed and managed a vertical segment, multi-brand and market-wide sales team leading to over 18,000 room nights annually in the Denver market primarily over off season and holiday patterns. Directly managed 12 sales leaders and provided regional oversight for over 45 sales managers.
- **Market Director of Marketing Communications, Colorado Marriott Hotels:** Developed and executed marketing communications, public relations and strategic demand generating partnerships for 52 Colorado Marriott properties representing 6 different brands.
- **Director of Sales, Denver Marriott Southeast Cluster:** Managed the implementation of the Event Booking Center for Denver Marriott Hotels, the first multi-brand sales team in Colorado. Established and launched the Denver markets Total Account Management Team.
- **Area Director of Sales, Marriott Hotels of Hawaii** Initiated a benchmarking initiative of multi-property sales and led team productivity to a **36%** increase in group business year over year.

Education

- **Cornell University, Professional Development Program** Strategic Marketing
- **Temple University, Japan** International Economics

Industry Boards & Charitable Affiliations (Current)

- Visit Colorado Springs Board Member 2/2024 – Present
- Colorado Hotel and Lodging Association Board Member 9/2021 – Present
- Voyager Gala Planning Committee 8/2022 – Present