

**Application for Appointment to Board, Commission, Committee, Task Force or Position**

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

**Public Records Act**

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

**Form 700 Conflict of Interest Code**

[California Fair Political Practices Website](#)

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

**Which Boards would you like to apply for?**

Unincorporated Napa Valley Tourism Improvement District Governing Committee (NVTID): Submitted

**Category of Membership for Which You Are Applying**

Governing Committee

**Profile**

Edward P Costa  
First Name Middle Initial Last Name

[Redacted] Email Address

[Redacted] Home Address Suite or Apt

[Redacted] City CA [Redacted] State Postal Code

**Which supervisorial district do you reside in? \***

District 1

To find your supervisorial district go to <https://www.countyofnapa.org/2051/Find-my-supervisor-and-district> and enter your address.

[Redacted] Primary Phone

Carneros Resort and Spa  
Employer

Managing Director  
Job Title

Resort Managing Director  
Occupation

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## Education/Experience

5 1/2 Years as Managing Director of Carneros Resort and Spa Previous Experience as Hotel General Manager at 3 properties over 7 years. Additional 25+ years in Hospitality experience. Board Member for Visit Napa Valley. Previous Board Member for Visit West Hollywood.

## Name and occupation of spouse within the last 12 months, if married. (For conflict of Interest purposes)

N/A

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## Resume

Upload a Resume

Letter of Recommendation or Supplemental Attachments

## Professional or occupational license, date of issue, and expiration including status

N/A

## References: Provide names and phone numbers of 3 individuals who are familiar with your background.

Anne Elcon, Dir of Marketing Carneros Resort and Spa - [REDACTED] Chad Arkoff, Ownership Group Carneros Resort and Spa - [REDACTED] Brett Vieau, Director of Facilities Carneros Resort and Spa and Napa Resident - [REDACTED]

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## Community Participation

### Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.

I enjoy working with a group as we focus on a common goal to make improvements that will benefit all. I believe my extensive hospitality background will make me a true asset to the committee. The diversity of working in major cities across the country may add a new point of view and some fresh ideas based on past experience. Most importantly i have worked in unincorporated Napa county for more than 5 years where i have built an existing business into a much higher quality business that is much more profitable as well. My time here has given me a good understanding of the marketing that has been done and I believe i can add a new perspective and ideas for the future.

## Nature of activity and community location

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Since my arrival at Carneros Resort and Spa i have worked to position the resort as a strong member of the community. I have been involved in so many of the events in the Valley such as Festival Napa, Film Festival and BottleRock. I have worked to build new partnerships with local wineries, art galleries and other businesses. I personally live in Napa and plan to be here long term and want to continue to work to help grow the travel industry in the Valley.

## Other County Board/Commission/Committee on Which You Serve/Have Served

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Visit Napa Valley Board Member Current

## Public Actions that may impact Credit Rating (List all court or other public administration actions impacting your credit rating within the past ten (10) years)

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NONE

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## Electronic Signature Agreement

I declare under penalty of perjury that the foregoing is true and correct.

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Yes  No

## Please Agree with the Following Statement

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By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

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I Agree

## Electronic Signature (First M. Last)

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Edward P Costa

## Date

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04/08/22

# EDWARD P. COSTA, JR.



## EXPERIENCE:

November 2016  
to Present

**CARNEROS RESORT AND SPA,** Napa, CA (Evolution Hospitality)

**Managing Director**

*100 luxury hotel Cottages*

- Manage daily operations of 28 Acre Property with 100 Individual Cottages and homes and 300 employees
- 3 Full Service Restaurants, Room Service, Retail Markets, Spa, 2 Pools, 35,000 SF of Event space across 9 venues, Water Treatment Plant
- 17 Homes with Fractional ownership and manage HOA with 85 homeowners
- Manage 24 Homes on property
- Increased GOP in first year by 46%
- Grew Annual ADR by more than \$550 in less than 5 Years

December 2013  
to November 2016

**THE LONDON NYC,** New York, NY (Luxury Resorts)

**General Manager**

*563 luxury hotel rooms*

- Manage daily operations of 563 room all suite hotel as well as Food & Beverage which includes Gordon Ramsay Restaurant, In-Room Dining, and a variety of Event Space
- All union Hourly staff of over 500 and 60 Managers
- Restructure of staffing to reduce F&B Management by 4, Housekeeping Management by 5 and Conference Services by 1
- Work with ownership to position hotel for purchase, meeting with all potential buyers providing all necessary financials and information required

May 2012  
to December 2013

**THE LONDON WEST HOLLYWOOD,** West Hollywood, CA (Luxury Resorts)

**General Manager**

*200 luxury hotel rooms*

- Manage daily operations of 200 room all suite hotel as well as Food & Beverage which includes Gordon Ramsay Restaurant, In-Room Dining, Rooftop Pool and Restaurant and 20,000 SF of Event Space
- Completed restructure of Management and Hourly Staff to provide efficiencies while maintaining high level of service and guest satisfaction
- Increased profits more than \$2 Million in just one year and increased ADR by more than \$30
- Maintained the Number 1 Ranking in Trip Advisor consistently for more than 1 year

September 2011  
to May 2012

**HILTON BOSTON DOWNTOWN**, Boston, MA (Luxury Resorts)

**General Manager**

*362 hotel rooms*

- Manage daily operations of 362 room hotel including 66 suites, as well as all Food & Beverage Operations
- Partnered with outside company to reconcept Food & Beverage Operation and oversee complete renovation of existing space
- Targeted by Union in first month. Led Union Avoidance campaign and was able to hold off a union vote for the 6 months I managed the hotel
- Eliminated on site Sales Department and worked with 4 other Hilton Hotels in Boston to integrate property into a complexed Sales Department

March 2009  
to September 2011

**THE WALDORF ASTORIA**, New York, NY

**Executive Director of Food and Beverage**

*1415 luxury hotel rooms*

- Responsible for all aspects of Food and Beverage operations for a \$90 Million hotel in midtown Manhattan
- Oversee staff of 800 employees and 40 Managers
- Involved in all areas of Labor Relations on a daily basis
- Increased profits in first year of \$1.8 Million over prior year
- Responsible for all financials including, payroll, expenses, annual budget and monthly forecasting of 11 separate P&Ls

March 2008  
to Dec 2008

**THE REGENT BOSTON AT BATTERY WHARF**, Boston, MA

**Director of Operations /Hotel Manager**

*150 luxury hotel rooms and 104 luxury condominiums*

- Responsible for all Rooms and Food and Beverage operations of a luxury hotel in downtown Boston.
- Oversee pre-opening of a new construction luxury hotel and condos.
- Handle all purchases of all operating fixtures, furniture, equipment, uniforms and inventory.
- Design all menus, wine lists
- Hire all staff and supervise all training and service elements

2003 to 2007

**VINALIA**, Boston, MA

**Partner, General Manager**

*250 seat restaurant, lounge and wine bar located in downtown Boston*

- Responsible for hiring and training of entire staff, marketing and PR
- Responsible for all accounting and financial information on daily and monthly basis
- Designed menu and wine list which consists of 50 wines by the glass as well as over 300 wines by the bottle

- 1990 to 2003      **BOSTON HARBOR HOTEL**, Boston, MA  
**Hotel Manager**  
*5 star luxury hotel located on the waterfront in downtown Boston.*
- Duties included supervision, training and establishing service standards of all operational departments in Rooms Division and Food and Beverage
  - Oversight of complete renovations of function space and restaurants
  - Worked in all areas of Food and Beverages including, Room Service, Restaurant Manager, Banquet Manager, Director of Catering
  - 4 years as Director of Food and Beverage, responsible for complete operation of \$25 million of food and beverage revenue. Responsible for complete organization and operation of Boston Wine Festival for 10 years, including production of all sales and marketing materials
- 1995 to 1998      **WOODY’S**, Hyannis, MA  
**Partner, General Manager**  
*125 seat seasonal restaurant and bar, high volume casual restaurant.*
- Responsible for all aspects of the operation, including ordering and inventory of all food and beverages, accounting and daily operation of restaurant
  - Hiring and training of new staff for each season
- 1988 to 1990      **WONDERLAND BALLROOM**, Revere, MA  
**General Manager**  
*800 seat function room and dance hall*
- Responsible for organizing entertainment and all food and beverages for the 3 dance events per week
  - Organized special events including major political, corporate and social events as well as concerts for up to 2500 people
  - Responsible for staff of 50 people and all food and beverages
- 1982 to 1988      **AUGUSTINE’S RESTAURANT**, Saugus, MA  
**Restaurant Manager**  
*700 seat restaurant and function hall*
- Worked in all areas of the restaurant including dining room, function room, kitchen, bakery and office
  - Implemented new point of sale system.
  - Responsible for staff of 75 people
- EDUCATION:**      Bentley College, Waltham, MA  
1987 - 1989 – Business Management
- College of the Holy Cross, Worcester, MA  
1985 - 1987 – Classics/Pre-Med
- AWARDS AND RECOGNITION:**      2006 Boston Business Journal “40 Under 40” Top Business Professionals