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Tommy Joe Lucia

Constituent Information

Name	Tommy Joe Lucia	Contact Record Type	Applicant
Middle Initial		Account Name	
Title		Status	
Council District	1	Gender	Male
# of Board Memberships	0	Ethnicity	White/Caucasian
Qualifications	National event promoter and producer for 32 years.	Diversity	
Member Id		Comments	
		Other	

Contact Information

Send mail to		Mobile	
Home Phone	[REDACTED]	Other Phone	[REDACTED]
Phone		Business Phone	
Fax		Business Fax	
Email	[REDACTED]	Business Email	
Mailing Address	[REDACTED]	Other Address	[REDACTED]
Created By	Boards and Commissions Liaison, 4/12/2019 10:14 AM	Last Modified By	Boards and Commissions Liaison, 4/12/2019 10:14 AM
Description			

Activity History

Email: Application Successfully Submitted

Related To	APP00004632
Task	<input checked="" type="checkbox"/>
Due Date	4/12/2019
Assigned To	Boards and Commissions Liaison
Last Modified Date/Time	4/12/2019 10:14 AM
Comments	<p>To: [REDACTED]</p> <p>CC:</p> <p>BCC:</p> <p>Attachment: --none--</p> <p>Subject: Application Successfully Submitted</p> <p>Body: Thank you for your submission. We appreciate your interest in Salt Lake County's Boards and Commissions process. We have received your application and are submitting it for review and consideration to the appropriate board coordinator. We will be in contact with you shortly for the next steps involved in the selection process. If you are selected for an interview, you can expect a phone call from the Board Coordinator.</p>

Thank you, again, for your interest in serving. We do appreciate the time you invested in this application.

Regards,

Salt Lake County Boards & Commissions

boards@slco.org

Applications

APP00004632

Board **Equestrian Park Advisory Board**

Date **4/12/2019**

Notes & Attachments

RES-Tommy Lucia_2019.doc

Type **Attachment**

Last Modified **Boards and Commissions Liaison**

Description

[View file](#)

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Tommy Joe Lucia

Profile: Chief Executive Officer

Outstanding track record of producing, promoting, and managing live events and broadcasts that drive multimillion-dollar box office revenues and achieve sold-out status.

Distinguished career developing, branding, producing, and promoting diverse events from conception to market launch. Expert in creating vision, identifying market opportunities, and developing products, services, and events that deliver sustainable, profitable revenue growth.

Strong innovation, team, and project management. Proven success in spearheading broadcast time buys/co-ops, sports production, reality programming, and production to meet timelines, budgets, and audience requirements. Collaborative, creative, and disciplined leader skilled in building teams of generalists to meet goals and exceed objectives.

Recognized for unique combination of creative talent and business acumen, demonstrated by developing innovative events, purchasing and reselling business entities, and managing events on time and on budget.

AREAS OF EXPERTISE INCLUDE:

Live Event Production & Promotion – Video Equipment Leasing – Broadcast Production – Event Management
Strategic Planning & Execution – Mergers, Acquisitions & Divestitures – Branding & Marketing – Media Purchasing
Project Management – Budgeting/P&L Management – Staffing & Team Leadership – Sponsorship Fulfillment/Sales

Professional Experience

DAYS OF '47 COWBOY GAMES & RODEO; Salt Lake City, Utah

April 2016–Present

General Manager

Manage the six-day event held every July in Salt Lake City Utah at the Days of '47 Arena on Utah State Fairpark. The property is a 50C3 with the mission to promote the pioneer heritage of the State of Utah. Report to Board of Directors.

Key Achievements:

- ▶ Developed the Gold Medal Rodeo as one of the top 3 events in the nation with a prize money purse of \$1M
- ▶ 40,000 fans in 2018
- ▶ 1.8 M VIEWERS ON 23.5 HOURS OF EXCLUSIVE EVENT BROADCASTS
- ▶ 3.9 M OF DIRECT LOCAL ECONOMIC IMPACT

TRANSIT IMAGE LLC; Weatherford, TX

November 2010–2014

President and CEO

Acquired and operate company providing truck-mounted, large format, LED video Jumbotron for events including Capitol 4th at Washington, D.C., Nascar and Indy Car races, country music festivals, and Kentucky Derby. Manage operating (\$1.5M) and event budgets, staff, sales, and operations. Report to Board of Managers.

Key Achievements:

- ▶ Generated nearly 75% revenue growth from \$1.25M to \$2.15M by spearheading effort to rebuild brand, website, logo, and collateral.
- ▶ Improved profitability from \$400K annual loss to break-even in less than four years by restructuring staff and investing in operational improvements and equipment upgrades.
- ▶ Created new revenue stream and market niche by developing, designing, and converting all mobile screens to 16:9 aspect ratio, nation's largest widescreen video trucks.

PIRANHA PRODUCTIONS, INC.; Weatherford, TX and Pueblo, CO

January 2004–Present

President and Owner

Established and operate this production company to meet live event production needs of existing companies and create new revenue opportunities. Manage \$150K-\$300K annual operating budget based on contractual requirements. Lead teams of more than 50 subcontractors each year.

Key Achievements:

- ▶ Developed and expanded start-up company into full-service production company providing live event, pyrotechnic/live event format, and coordination/live video/broadcast video production.
- ▶ Grew company from \$20K SBA loan to more than \$500K in assets in less than 10 years.
- ▶ Won contract with Indy Car to produce live event video coverage and pre-race driver introductions for three consecutive years (2011-2013). Engaged Transit Image to execute.

GRIT ROCK RODEO LLC; Weatherford, TX

November 2005–November 2010

President

Retained through acquisition of World’s Toughest Rodeo to ramp, launch, and broadcast live events and broadcasts. Managed \$1M live event and \$3M broadcast budgets annually.

Key Achievements:

- ▶ Partnered with Mark Burnett, executive producer of “Survivor” and “Shark Tank,” to produce Spike TV’s reality series, “Toughest Cowboy,” for three seasons.
- ▶ Produced The Ariat Playoffs and Wrangler Pro Rodeo Tour and broadcast for three consecutive years.

WORLD’S TOUGHEST RODEO LLC; Weatherford, TX

March 2004–November 2005

Operator

Acquired, owned, and operated this event production company until acquisition by Grit Rock Rodeo.

PROFESSIONAL BULL RIDERS, INC.; Pueblo, CO

September 1997–March 2004

Vice President of Events and Production

Directed all aspects of 30-city live touring show and 30-episode broadcast encompassing contract negotiations, operations, budgeting, and personnel. Managed \$10M annual live event and production budget. Led team of 10 direct reports plus more than 150 contractors each year. Reported directly to CEO.

Key Achievements:

- ▶ Expanded live tour and broadcast more than four-fold from 7 to 30 events annually, delivering multimillion-dollar annual gross revenues.
- ▶ Developed, promoted, and produced four sold-out PBR World Finals at Thomas and Mac Arena in Las Vegas with 67K in attendance and \$3.7M+ box office gross revenue. Produced event for eight consecutive years.

Education

TARLETON STATE UNIVERSITY

Bachelor of Arts in Communication and Political Science

Licensure

ATF and Texas Licensed Pyrotechnic Operator

Affiliations

MILLSAP INDEPENDENT SCHOOL DISTRICT

School Board Member



Board Appointment Approval

Jennifer Wilson
Mayor

Erin Litvack
Deputy Mayor, County
Services

Darrin Casper
Deputy Mayor, Finance
& Administration

Catherine Kanter
Deputy Mayor, Regional
Operations

On the 30th day of April 2019 the Salt Lake County Council consents to the appointment of Mr. Tommy Joe Lucia as a member of the *Equestrian Park Advisory Board*.

His first, three-year term will begin April 30, 2019 and end April 30, 2022.

Salt Lake County Council

Councilman Richard Snelgrove
Chair, Salt Lake County Council

Attest:

Sherrie Swensen, County Clerk

Please instruct the Council Clerk to return this form to Anna Vukin-Chow in the Mayor's Office, N2- 100 to process this appointment.