

APPLICATION FOR APPOINTMENT – Martin County Tourist Development Council – Please Print

Type of Member:

- ☐ A citizen who is an owner or operator of motels, hotels, recreational vehicle parks, or other tourist accommodations in the County that **are subject to the tourist development tax.**
- ☒ A citizen involved in the tourist industry and who has demonstrated an interest in tourist development, but **is not an owner or operator** of motels, hotels, recreational vehicle parks, or other tourist accommodations in the County that are subject to the tourist development tax.

Check One: ☒ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

RECEIVED

By Donna Gordon at 8:58 am, Aug 25, 2025

Name: ADAM GEE

Residence Address: 1385 SE LEGACY COVE CIR, STUART, FL. 34997
Street/City/Zip Code

Mailing Address: _____
(if different) Street/City/Zip Code

Commission District in which you reside: 4^{dg} Staff will complete.

Are you available year round to attend meetings? ☒ yes ☐ no If **no**, what months **are** you available?

Telephone numbers: daytime: 941.345.0878 alternate: 772-334-8085 alternate: _____
~Area Codes are considered 772 unless you note otherwise.~

EMAIL: adam@usscmc.org

Have you ever pled guilty or "no contest" to a crime, been convicted of a crime, had adjudication withheld, prosecution deferred, been placed on probation, received a suspended sentence or forfeited bail in connection with any offense (except minor traffic violations)? Please show all convictions, including driving while intoxicated (DUI) convictions. ☐ yes ☒ no If yes, please provide the following information:
No, per 8/25/25 email. dg

TYPE OF OFFENCES: _____

DATES: _____

PLACES (city/state): _____

SENTENCES OR FINES: _____

A conviction record does not necessarily disqualify you for consideration. Factors such as age at time of offense, nature of violation, and rehabilitation will be considered. The Martin County Board of County Commissioners retains the right to remove, at will, any appointee to a Board or Committee with or without cause.

→ CONTINUED →

EDUCATION/EXPERIENCE: A resume is recommended to be attached containing this and any other information that would be helpful to the Board in evaluating your application. Resume or letter of qualifications attached? ☒ yes ☐ no

Education: BSc HONS Media Technology & Production

Employment Experience: Executive Director - US Sailing Center - Martin Co.

Director of Operations - Palm Beach Gardens

Business Development - IMG Academies.

Other experience you feel would be helpful to the Board in making this appointment: _____

EXPERIENCE WITH NON-PROFITS, GRASSROOTS PROGRAMS &
PROMOTING TOURISM THROUGH LARGE SCALE EVENTS.

Community Experience and Affiliations: OPERATION 300, MARTIN UTD YOUTH
SOLLER, FUNDRAISING PROFESSIONALS, UNITED WE RUN.

Other County Boards/Committees/Task Forces on which you have served: _____

NEW TO THE AREA - LOOKING TO GET INVOLVED.

Do you or any member of your immediate family work for Martin County or do you or a company that you are an officer or employee of have an existing contract with Martin County? If yes, please explain:

YES - US SAILING CENTER - MARTIN COUNTY

REFERENCES: Please list two references:

DAVID BLOTNICK

CAMPBELL RICH, MAYOR.

- Applicant may be required by State Law and County Ordinance to file a Financial Disclosure Statement as part of the appointment process.
- Florida law prohibits an advisory board member from doing business with its agency (the County). Sections 112.313(3) and (7), Florida Statutes. However, upon full disclosure by the Applicant, the conflict may be waived at the discretion of the Board of County Commissioners by a supermajority vote. Section 112.313(12), Florida Statutes.

→ Signature: Adarsh

Date: 08/25/2025

Applications must be filed with Martin County Administration, 2401 SE Monterey Road, Stuart, Florida 34996 by Friday, August 29, 2025. All information submitted becomes public record. If you have any questions, please call (772) 221-1352 or send email to dgordon@martin.fl.us.

Summary

Accomplished sports and nonprofit executive with expertise in sales, marketing, sponsorship, strategic growth, operations, and event/program development. Proven track record in expanding national and international networks, growing territories, and cultivating strong member and donor relationships. Results-driven strategist with a history of achieving ambitious goals, enhancing organizational performance, and delivering measurable impact.

Experience

US Sailing Center – Martin County, Inc. Executive Director

April 2024 - Present

- Provide strategic leadership and overall management of the Sailing Center, ensuring alignment with the organization's mission, vision, and values.
- Oversee all programs, including **youth, high school, competitive, and recreational sailing**, as well as national and international regattas, sailing camps, clinics, and special events.
- Lead the **development and implementation of strategic plans**, policies, and procedures in partnership with the Board of Directors to advance organizational goals.
- Manage the **operating budget and financial performance**, including forecasting, revenue growth, and expense control.
- Drive **fundraising and tourism, donor relations, and sponsorship initiatives**, cultivating relationships with individuals, foundations, and corporate partners.
- Supervise, mentor, and develop staff and volunteers, ensuring high performance, engagement, and adherence to organizational standards.
- Promote sailing education, competition, inclusion, and accessibility while maintaining **safety standards, risk management, and compliance** with all relevant regulations.
- Build and maintain partnerships with local communities, schools, sailing associations, and other stakeholders to enhance program reach and impact.
- Monitor program effectiveness and community engagement, implementing strategies for continuous improvement and innovation.

Palm Beach Gardens Predators Soccer Director of Coaching (DOC)

November 2014 – March 2024

- **Leadership & Oversight:** Direct operations for **42 professional coaches, 57 competitive teams**, and the **recreation program** (1,100 players and 150+ parent-coaches).
- **Organizational Growth:** Expanded competitive program by **145%**, increasing teams, players, and registrations; scaled coaching staff from **12 to 42** (full- and part-time). Drove competitive program revenue to **\$2.2M+ annually**, managing budgets, financial aid distribution, and registration collections.
- **Elite Platform Success:** Secured top-tier player pathways including **Girls Development Academy (U13–U19)**, **Development Player League (U13–U19)**, and **ECNL Boys National & Regional Leagues (U13–U19)**, elevating club reputation and player recruitment.
- **Strategic Expansion:** Negotiated and executed the **merger with FC Florida**, resulting in higher player registrations, expanded staff, and strengthened market presence.
- **Operational Innovation:** Transitioned registration and billing from paper to a fully integrated **online system** automating financial collections and streamlining player/parent experience.
- **Player Development Model:** Designed and implemented a **club-wide curriculum** aligned with U.S. Soccer initiatives, defining learning objectives, development benchmarks, and performance outcomes for all age groups.

- **Coaching Development:** Established clear methodology, policies, and procedures; delivered training programs and mentorship for coaches to align player development with club philosophy.
- **Program Excellence:** Introduced new competitive curriculum (2015–2016) that improved team structure, enhanced player pathways, and strengthened overall development outcomes.
- **Professional Training Access:** Expanded opportunities for players to receive elite-level coaching, modernized training methods, and enhanced game education through staff development.

Protime Sports

June 2022 – February 2024

Consultant Role - National Director of Sales & Marketing

- **Strategic Planning:** Develop and execute youth soccer strategies, including updated marketing approaches to expand outreach, capture new opportunities, and drive revenue growth.
- **Sales Alignment:** Collaborate with the sales team to align targets, strategies, and initiatives that increase sales budgets and grow client relationships.
- **Market Expansion:** Lead sales outreach across the county, leveraging industry trends to maximize engagement and growth potential.
- **Partnership Development:** Strengthen and expand partnerships with State Associations and existing organizational partners to support long-term growth and program sustainability.

Score Sports – Regional Sales Manager, Florida

September 2012 – May 2022

Leading provider of youth soccer uniforms & equipment.

- Managed regional sales exceeding \$1M annually, consistently achieving, and surpassing sales goals through new client acquisition and growth of existing accounts.
- Secured and maintained statewide sponsorship (FYSA, 2014–2016), strengthening brand presence across Florida youth soccer.
- Directed League Sponsor initiatives (2016–2018), building partnerships with leagues and local soccer organizations to expand sponsorship impact and community support.
- Spearheaded the Custom Uniforms initiative for competitive soccer clubs, collaborating with coaches and administrators to design proposals, create incentive programs, and negotiate contracts.
- Expanded market reach by cultivating relationships with diverse organizations, including soccer clubs, Parks & Recreation departments, YMCA, PAL, AYSO, Special Olympics, and high schools.
- Ensured seamless end-to-end service by managing uniform production, delivery timelines, and client communications, driving customer satisfaction and repeat business.

UK International Soccer – Regional Manager, Southeast (7 States: FL, GA, AL, LA, NC, SC, AR)

Provider of professional youth soccer camps & training programs

- Directed operations and business development across the Southeast region, growing revenue from under \$300K to \$750K+ within two years through new client acquisition and expansion of training programs.
- Managed 30+ full-time coaching staff, overseeing recruitment, training, professional development, and curriculum adherence to ensure high-quality coaching standards.
- Delivered operational oversight for youth soccer camps, including program design, field assessments, performance reporting, and resolution of coaching challenges in alignment with company philosophy.
- Secured new business opportunities by serving as the official AYSO Camps & Training provider and Player Development partner, elevating the organization's regional profile.
- Coordinated year-round events which included sponsorship tournaments, clinics, and sales conventions, strengthening community ties and organizational visibility.
- Advanced player and coach development by implementing age-specific curriculum, mentoring recreation, and competitive coaches, and raising long-term standards within partner clubs.

IMG Academies – Program & Event Manager

June 2009 – September 2012

Elite soccer training and development programs

- Partnered with Director Tom Durkin in managing PDL team operations and the U18 & U14 USSF Development Academy teams.

- Oversaw \$1.5M residential program budget, driving 100% growth in full-time residency enrollment and launching a new girl's program.
- Developed and executed a girls program sales initiative, establishing registration goals, incentive structures, scholarship funding, and financial aid programs.
- Built and managed professional relationships with MLS and international clubs (including Malmö FF, Sweden), coordinating marketing projects, endorsements, and event participation.
- Directed large-scale national events, including the US Soccer National Coaching Schools with Scott Flood, the largest US Soccer licensing event (A–C licenses).
- Served as U.S. Soccer Team & Player Liaison for the Antigua National Team during the 2012 World Cup Qualifier in Tampa, FL, ensuring seamless logistics and team support.
- Coordinated USYSA ODP events (with Peter Mellor) and USL ODP/Pro Combine programs, managing logistics, personnel, and marketing for elite player development initiatives.

Education and Interests

- **University of Teesside, Middlesbrough, England**

Bachelor of Science (B.S.), Media Technology and Production, 2001 — *Graduated with honors.*

- **Professional Playing Career**

Professional Soccer Player & Club Captain – Leadership and team experience at competitive level.

- **Certifications & Licenses**

- **U.S. Soccer “A” License** (2023)
- **U.S. Soccer Director of Coaching & Leadership** (2023)
- **U.S. Soccer Coaching Educator & Positive Coaching Alliance Instructor** (2008)
- **UEFA “B” License** (2003)
- **The FA Level 1 & Level 2 Coaching Certifications** (1998, 2000)
- **FYSA State Coaching Staff – Olympic Development Program (ODP) Head Coach** (2016–Present)