



A BRYTE IDEA

Pamela S. Caskie, Principal

20+ years as a Municipal Manager

10 years as a consultant, specializing in strategic planning, technology implementation, tourism development, and customer service.

25+ years in Economic Development, much was a Main Street Tourism Focus

M.P.A , Bowling Green State University, Bowling Green Ohio.

B.S. Tennessee Technological University, Cookeville, Tennessee

Forward Thinking

- Strategic Planning, Goal setting, Facilitation
- Land Use Planning, Local Government Liaison
- Asdf

Data Driven

- Data Analyzed and Interpreted for Your Organization's Decision Making Needs
- Big Data xxx without Big Data Costs
- Xdads

Results Oriented

- Action Plans Managed
- Project Management or Coordinated
- Dfdsf

Past Projects*

- 1st Long Range marketing Strategic plan for Gatlinburg, TN
- Introduction of the Main Street Program into 3 communities
- Facilitation of over 15 community Strategic Planning Sessions
- Facilitation for the Duncan School of Law's Goal Setting Session
- Introduced a New Tourism Oriented Zoning and Signage ordinance for the City of Sevierville
- Facilitated Pitkin County, Colorado (Aspen) and Grand County's Economic Development Strategy
- Created the Economic Dashboard for Sevier County, the City of Sevierville, and City of Gatlinburg
- Worked with Sevier County to write the Housing Development Plan
- Complied and presented annually to a number of local groups, the previous year economic Analysis
- Development of the Comprehensive Economic Development Strategy for the NWCCOG region, resulting in their designation as a Federal Economic Development District
- Have spoken many times on several topics at various state associations of City Managers, City Officials, and City Employees in Vermont, Pennsylvania, Nebraska, Tennessee, Florida, and Michigan.
- Developed a new Museum as a Tourism Destination in Alliance Nebraska
- Conducted multiple Customer service evaluations for determining hospitality performance
- Have authored several publications, articles, and workbook for strategic planning
- Worked with the Pocono Mountain Vacation Bureau with Robert Uggocini on the Tour DuPont Bike Race through the Poconos
- Worked closely with Brenda McCroskey, Executive Director of the Sevierville Chamber of Commerce on a variety of projects.

** I am a team player and while all of these projects are listed as if I accomplished them on my own, that is not the case for most of them. In almost every case, I had assistance, depended on others to carry the load, do my work while I was doing the project, and often used consultants, staff, and the client as sounding boards and idea generators for the final product. If this project is listed here, it because I believe that I had a significant involvement and impact in its accomplishment, not to claim solo credit.*