



Nancy MacPhee, Destination Development Manager

Nancy MacPhee has lived and worked in Lee County for 36 years. In her current role as Destination Development Manager for the Lee County Visitor & Convention Bureau, she manages the Tourist Development Council's Beach and Shoreline Funding program, which allocates an average of \$12 million annually for maintenance and improvement projects in the destination. In addition, she fosters collaborative partnerships and creative marketing projects with event and attraction partners that result in an enriched visitor experience. Currently she leads placemaking and sustainable tourism initiatives to ensure Fort Myers' islands, beaches and neighborhoods are protected and continue to provide memorable moments for visitors and residents.

Nancy graduated from Slippery Rock State University with a degree in Parks & Recreation resource management and spent 25 years working as a parks & recreation professional. In Lee County, she was instrumental in the development of Caloosahatchee Regional Park, Hickey's Creek Mitigation Park and the Calusa Blueway Paddling Trail. Nancy is a Certified Outdoor Leader, Florida Master Naturalist and a Certified Guest Service Professional. She serves on the Board of Directors of the American Shore & Beach Preservation Association, Florida Society for Ethical Ecotourism and Barrier Island Parks Society for which she is Chair of Friends of Cayo Costa State Park.