



International Festivals & Events Association

Pat Craig Corda, CFEE 2002 IFEA Hall of Fame Inductee

Gator Bowl Association



Corda creates, produces and promotes over 30 events for the Gator Bowl Association, a 57-year tradition that is more than a college football bowl game. She has taken the ever-popular Bank of America Gator Bowl Parade to be one of the best in the South. Among other events that Corda produces are the Pre-game and Halftime Show, the 5K Run, and the Budweiser Tailgate Party.

Prior to the Gator Bowl Association, Corda founded Events by Craig and has been involved in the event and festival business since 1979. She spent six years as the Mayor's Special Events Director for the City of Jacksonville. In this capacity, she created events including Taste of Jacksonville, Gator Bowl Hoedown and Riverfest and was part of the team who created Mayport & All That Jazz (now known as Jacksonville & All That Jazz).

In 1985 she became the first Manager of the newly constructed Riverwalk. In this capacity she created the Light Boat Parade, Blessing of the Fleet, Trick or Treat on River Street, The Seafood Festival, and the Riverwalk Juried Arts & Crafts Show. These events resulted in the Riverwalk becoming a major Jacksonville attraction.

After the Riverwalk she was named Manager of the Jacksonville Civic Auditorium. She has been a consultant to numerous events and festivals, and has lectured at the University of Florida, Texas A&M, and the University of Virginia. Corda has created award-winning promotional and advertising projects. In addition, she is a graduate of the University of South Carolina, a Certified Festival & Events Executive, has served on the IFEA Board, and is a past chairman of the IFEA Foundation.