



INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION
FOUNDATION

THE PAT & NICK CORDA

MEMORIAL SCHOLARSHIP



“If there is a fixture in the festivals and events industry that believes more in the value and importance of the IFEA, than Pat Craig Corda, I have yet to meet them,” says Steve Schmader, CFEE, President of the International Festivals & Events Association.

Pat’s career, beginning in 1979 with the founding of “Events by Craig”, speaks for itself. She spent six years as the Mayor’s Special Events Director for the City of Jacksonville, Florida, where she created events including A 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 Jacksonville. In that capacity she created the Lighted 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 Pat served as Manager of the Jacksonville Civic Auditorium and also as the Director of Events for the Gator Bowl Association, a 57-year tradition that is much more than a post-season college football game. While at the Gator Bowl, she was responsible for producing and promoting over thirty events, including

the Pre-game and Halftime Shows, the 5K Run, and the Budweiser Tailgate Party. She helped insure that the ever-popular Bank of America Gator Bowl Parade became one of the best in the South.

Pat Craig Corda was a consultant to numerous events and festivals; lectured at the University of Florida, Texas A&M, and the University of Virginia; and created many award-winning promotional and advertising projects. She was a graduate of the University of South Carolina, a Certified Festival & Events Executive (CFEE), served on the IFEA Board, and was a past chairman of the IFEA Foundation.

When asked the secret of her successful career, Pat quickly credited the support and love of her late husband Nick Corda. “We all need partners to back us up and Nick was always there for me.” It is that kind of important support, that we all need in our lives and careers, to which the Pat & Nick Corda Memorial Scholarship stands in honor of.

Pat Craig Corda was a consultant to numerous events and festivals; lectured at the University of Florida, Texas A&M, and the University of Virginia; and created many award-winning promotional and advertising projects.