

CHARLOTTE REGIONAL VISITORS AUTHORITY
SENIOR DIRECTOR OF SALES – VISIT CHARLOTTE POSITION OVERVIEW
(CHARLOTTE, NC)



ABOUT THE CHARLOTTE, NC AREA

Located in the Piedmont region of the Carolinas, Charlotte is two hours east of the Appalachian Mountains and three hours west of the Atlantic Ocean. New York City is 631 miles to the northeast and Atlanta is 256 miles to the southwest.

With 7.1 million residents within 100 miles, Charlotte lies at the heart of a region that is the sixth largest urban area in the United States. Charlotte means many things to many people; Southern hospitality, the second-largest banking center in the country, a city of trees, home of major-league sports teams, a "can-do" city filled with big dreams and friendly neighbors. This inviting atmosphere of Charlotte continues to attract newcomers. Charlotte ranked as the # 1 moving destination in 2004, based on the American Movers and Storage Association (AMSA).

Charlotte has been ranked as one of the hottest and most affordable housing markets by U.S. News & World Report. The Carolina Multiple Listing Services, Inc. (CMLS) reports the 2008 median sales price of \$198,600 for a home in the Charlotte region.

The Charlotte cultural community produces 65,000 events annually, generating \$158 million for the local economy and supporting more than 4,700 jobs. Area cultural organizations offer volunteer and social opportunities for adults, children and young professionals.

Each year over 35 million passengers board planes at Charlotte Douglas International Airport (CLT Airport), ranking it the 8th busiest air transportation center in the nation. As a result, Charlotte has emerged as a financial, distribution and transportation center for the entire urban region. In addition, Charlotte has developed into a major wholesale center with the highest per capita sales in the United States.

The January 2010 Barometer Report is a monthly report, designed to keep key constituencies well-informed, is an environmental scan of national and local hospitality trends which are summarized on pages 1 and 2. The Barometer you can also find:

- **Hospitality Industrial Statistical Report** – the latest Charlotte hospitality performance measurements compared to previous year levels
- **Definite Bookings** – Visit Charlotte booked meetings confirmed during the past month
- **Pace Report** – an 8 year outlook of room night production compared to historic levels
- **Charlotte Convention Center Booking Outlook** – a 10 year outlook of convention and tradeshow bookings compared to target goals
- **Hospitality Industry Sales Activities** – a listing of previous month site visits hosted and events attended by Visit Charlotte staff
- **Lost Business Report** – a 7 year look at room night opportunities generated vs. the number confirmed
- **Occupancy Tax Collections** – a 3 year trend of County 6% and 2% occupancy tax collections
- **Prepared Food and Beverage Tax Collections** – a 3 year trend of County 1% prepared food and beverage tax collections
- **The Economy** – A look at the previous month's consumer confidence, consumer prices and unemployment compared to previous year

To see the above report in full, use the following link: [January 2010 Barometer Report](#)

To learn more about the Charlotte and the Mecklenburg County Area please visit the following links:

<http://www.crva.com>
<http://www.charlottesgotalot.com>

<http://www.charlottechamber.com>
<http://www.charmeck.org/living/home.htm>

LODGING, POINTS OF INTEREST & ATTRACTIONS

With three new hotels adding to the Charlotte cityscape this year, including the illustrious Ritz-Carlton, Charlotte boasts more than 30,000 hotel rooms to choose from to make your stay unique and satisfying. From historical experiences to fast-paced sports to cultural retreats, Charlotte offers something for everyone including:

Charlotte Motor Speedway: Largest sports facility in the Southeast and recognized as one of the finest NASCAR facilities in the U.S.

U.S. National Whitewater Center: World's premier outdoor recreation and environmental education center.

Discovery Place: The South's premiere hands-on science and technology center.

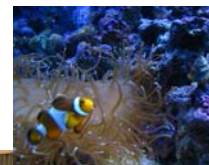
Charlotte Trolley & Powerhouse Museum

Charlotte Museum of History

Mint Museum of Art

Bank of America Stadium: Home to the Carolina Panthers (NHL.)

Carowinds Amusement Park



Link to download the official Annual Report: [CRVA FY09 Fiscal Year Review \(PDF\)](#)

ABOUT THE CHARLOTTE REGIONAL VISITORS AUTHORITY (CRVA)

With an organization-wide vision of Southern hospitality and world-class customer service, the Charlotte Regional Visitors Authority (CRVA) seeks to ensure that the visitors and events that come to the area have a positive experience. Responsibilities include destination marketing through Visit Charlotte and management of Charlotte's public assembly facilities which include Bojangles' Coliseum, the Charlotte Convention Center, Ovens Auditorium and Time Warner Cable Arena, and will include the NASCAR Hall of Fame, currently under construction. Guided by three main mission objectives, the CRVA markets by bringing visitors and events to the Charlotte region, manages by making the visitors' experience positive and the events successful, and maximizes by marketing and managing in a way that continues to bring visitors and events back to the region.

The 13-member board of directors gives leadership and guidance to Chief Executive Officer Tim Newman. Management staff of the CRVA reports directly to the board which in turn is accountable to the City of Charlotte and the Mayor's office.

The CRVA benefits from a Visitors Advisory Committee, a 30+ member volunteer committee comprised of leaders from the hospitality industry in the region. This committee gives input to the board of directors on a variety of issues pertinent to this growing industry.

The CRVA manages city-owned assets whose value exceeds \$500 million, employs over 190 fulltime employees and a variety of temporary positions and has an annual operating budget that exceeds \$30 million. On an annual basis, the CRVA facilities host over 600 events attended by approximately 2 million residents and visitors.

Visit Charlotte, formerly known as the Charlotte Convention and Visitors Bureau, operates as the sales and marketing component of the Charlotte Regional Visitors Authority (CRVA).

2010 Operating Budget for Visit Charlotte is \$10.8 million

2009 Charlotte Visitor Demographics Include:

- Charlotte tends to attract well-educated and affluent visitors. One third (33%) have a four-year college or post graduate degree with an average household income of \$70,000 annually. Nearly one third (31%) earn \$80,000 or more annually.
- The largest proportion of Charlotte visitors are in the 25-44 age range (47%) with an average age of 45.
- A majority (56%) of Charlotte's visitors are married, nearly forty percent (39%) of whom have children under 18 living in their household.
- Travel parties to Charlotte tend to include 2.1 individuals who stay an average of 3.2 nights and engage in 2.2 travel-related activities while here.
- Over two-thirds (68%) of trips to the Charlotte area are for leisure purposes with the remaining third for business (23%), personal business (7%) or other (2%) purposes.

To learn more about the Charlotte Regional Visitors Authority (CRVA), please visit

<http://www.crva.com>



FACILITIES (MANAGED BY CRVA)

The Charlotte Convention Center: Opened in 1995 as the perfect venue for conventions, trade shows, banquets and theater-style conferences, attracting more than half a million visitors each year. From its gracefully arched entrances to the glass concourses beyond, the Center was designed to be elegant and inviting. This magnificent center offers:

- 280,000 square feet of contiguous exhibit space, which can accommodate general session setups and up to 1,250 exhibit booths.
- Flexibility to be sectioned into four halls with separate loading entrances for simultaneous shows.
- The Convention Center's ballroom spans 35,000 square feet with banquet seating for up to 1,800 guests.
- Pre-function areas extend the ballroom space by 15,000 square feet.
- More than 90,000 square feet of flexible meeting space (46 meeting rooms).
- Additionally, the 40,000 sq. ft. Crown Ballroom located in the NASCAR Hall of Fame will be accessible via a convenient over-street walkway.

Bojangles' Coliseum: Is just minutes from Center City Charlotte. The historic venue hosts concerts, family shows, world-class figure skating, rodeo and bull riding competitions, and a host of other diverse entertainment events for all ages to enjoy. The landmark dome opened in 1955 as Charlotte's first coliseum and served as the region's major sports and entertainment facility for over 30 years. The building closed in 1988, but after extensive refurbishing and retrofitting, the 11,000 seat venue reopened to the public in 1993. The renovation restored the coliseum's classic ambiance. The celebrated facility has been known by many names: Charlotte Coliseum, Independence Arena, Cricket Arena and now Bojangles' Coliseum.

Ovens Auditorium: Located adjacent to the Bojangles' Coliseum, opened along with the original Coliseum in 1955. For nearly half a century, world-greats have graced the stage of Ovens Auditorium. With a seating capacity of approximately 2,460, Ovens has hosted more than 7,000 events, attended by 9.4 million people. The Starlight Lounge at Ovens Auditorium is capable of hosting receptions for up to 125 people and dinners for up to 45 people. The Hospitality Room is also available for all types of Ovens Auditorium menu needs whether it be a small reception of 125 or an elegant sit down dinner for 45 people. A recent \$5 million renovation at Ovens Auditorium provided upgrades to the auditorium, lobby exterior and grounds. These upgrades enable Ovens Auditorium to effectively serve the City of Charlotte with great entertainment events for many years to come. Still surrounded by its trademark fountains and rose gardens, Ovens Auditorium is truly among the finest of Charlotte's landmarks.

Time Warner Cable Arena: This fabulous arena opened October 2005 as home of the NBA's Charlotte Bobcats and ECHL's Charlotte Checkers. The Arena hosts a spectrum of events from professional and amateur sporting competitions to national and international draws in the family and entertainment arena, such as The Rolling Stones, Elton John and U2. This technological

state-of-the-art, beautifully-decorated facility is a \$265 million project in the heart of the center city. In addition to creating a high level of excitement and fan support, the arena is expected to attract a host of center city restaurants, shopping and nightlife.

NASCAR Hall of Fame: This new venue has chosen the Queen City of Charlotte to be the site for this once-in-a-lifetime attraction for the State of North Carolina and the entire country. With the estimated completion date being in May 2010, this state of the art facility will honor the NASCAR icons and create an enduring tribute to the drivers, crew members, team owners and others that have impacted the sport in the past, present and yet to come. The Hall will include exhibit space, a Great Hall, a Hall of Honor, interactive entertainment restaurants, retail outlets, and a state-of-the-art media center for the industry. The CRVA is responsible for the operation and management of the new facility.

SUMMARY OF POSITION

This position is responsible for managing the group sales activities pertaining both to the Charlotte Convention Center, as well as to non-Convention Center accounts. This position is the day to day leader of Charlotte's effort to raise its profile as a preferred destination for conventions, meetings, and special events.

Type: Full Time / Exempt / Salaried

Expected Travel: Local and Distance +/- 20%

Reports To: Executive Director – Visit Charlotte

Work Schedule: Schedule is based on work requirements. Employee must be able to work flexible hours including evenings, holidays, and weekends.

Supervises: National Sales Managers, Sales Managers and Sales Assistants

Professional Relationships:

- Visit Charlotte staff at various levels
- Management Team
- Select managers of the Charlotte Regional Visitors Authority
- Visit Charlotte Partners
- Local industry Stakeholders

ESSENTIAL DUTIES & RESPONSIBILITIES

Direct Sales:

- Conduct all appropriate sales activities necessary to achieve individual room night goal, which is 328,740 room nights for this current fiscal year. Fiscal years are July to June.
- Achieve stated goals for Charlotte Convention Center for Tradeshows and Conventions with next five years current goals being 33 for 2011, 35 for 2012, 37 for 2013, 39 for 2014, and 41 for 2015. There are corresponding goals of effective rental rates and square footage goals.
- Prepare bid presentations, conduct client events and site inspections necessary to support individual sales goals.

- Development and implementation of sales strategies that would improve departmental productivity.
- Maintain frequent and positive communication with the Charlotte hospitality community, including the Charlotte Convention Center, hotel sales personnel, and other members.
- Develop strong relationships with national industry organizations for the benefit of destination positioning and business development.

Sales Administration:

- Responsible for the achievement of departmental sales goals.
- Directly supervise, train, counsel and assist sales personnel in all aspects of business development and industry relations.
- Oversee and provide regular reporting of sales division activities, productivity, and accomplishments.
- Manage operating and business development budgets in a prudent manner.

General Activities:

- Work in conjunction with the Executive Director, Convention Center Team, Visit Charlotte team, and partners to formulate the most effective sales strategies, policies and other initiatives to maximize sales.
- Hire, train, and discipline employees.
- Represent Visit Charlotte when requested.

Standard Duties & Responsibilities:

- Maintain professional attire, image and demeanor at all times.
- Attend all meetings and training sessions as required.
- Comply with CRVA policies, including facility policies in which the employee performs work.
- Perform other duties as requested.

KNOWLEDGE, SKILLS AND ABILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Candidates without these minimum qualifications and experiences will not be considered.

QUALIFICATION & EXPERIENCE NEEDED

The following qualifications are the minimum requirements necessary to adequately perform this job. However, any equivalent combination of experience, education and training which provides the necessary knowledge, skills, and abilities would be acceptable, subject to any legal and/or regulatory requirements.

- Education and formal training: Four-year degree in marketing, business administration, hotel management or related fields.
- Work experience: A total of 10 years hospitality direct sales experience, preferably with at least five years in sales management/administration.

- Must have proven national industry presence and accomplishments that has proven results in convention industry organizations.
- Superior direct sales skills.
- Superior sales supervision skills.
- Must have proven and current direct sales achievements.
- Proven experience with managing annual budgetary resources.
- Must be able to handle multiple project priorities.
- Excellent verbal and written communication skills.
- Excellent organizational, interpersonal and problem solving skills.
- Intermediate skill level with Microsoft Office and proficient in database management software.

CORE COMPETENCIES AND CHARACTERISTICS NEEDED

<i>Self Starter</i>	<i>Diplomatic</i>	<i>Charismatic</i>
<i>Strong work ethic</i>	<i>Proficient with technology</i>	<i>Strong communicator/speaker</i>

KEY PRIORITIES FOR THE FIRST 12-18 MONTHS

1. Provide focus on key tradeshow and conventions.
2. Maximize visibility in National Association and corporate markets.
3. Improve working relationships with key partners.

If you are interested in this position please respond to the following SearchWide™ Executive:

Jim Carra, Executive Vice President, SearchWide™
Email: Carra@searchwide.com or Phone: 231-995-0567
On the Web: www.searchwide.com