

POSITION OVERVIEW

CEDAR RAPIDS AREA CONVENTION & VISITORS BUREAU PRESIDENT & CEO POSITION (CEDAR RAPIDS, IA)

EXPLORE CEDAR RAPIDS



Cedar Rapids is a vibrant city, encompassing unique attractions, exciting events, specialty shopping, a dynamic arts scene, and a cosmopolitan nightlife.

Whether you're a night owl, an art lover, a concert enthusiast, an avid shopper, a sports fan, or looking for family-friendly events – the Cedar Rapids area offers everything you need for a great getaway.

- Attractions for virtually any interest or age group
- Annual events that everyone will want to take part in
- Dining and nightlife options that rival cities like Chicago and Minneapolis
- First rate accommodations that offer class, comfort, and affordable prices
- Museums, galleries, and performances that take your breath away

Fun Facts

- Cedar Rapids and Iowa City have received the **highest rating possible for quality of life** from *Expansion Management*.
- According to *Outlook Magazine*, Cedar Rapids ranks **2nd in the nation for overall quality of life**, including:
 - **#1 safest place to live**
 - **#2 favorable drive times**
- Both Cedar Rapids and Iowa City are in the **top 12 cities in the U.S. for places to locate a company** according to *Expansion Magazine*.
 - **#6 Cedar Rapids**
 - **#11 Iowa City**
- Iowa is ranked the nation's **3rd most livable state** based on 43 different factors including categories such as median household income, crime rate, sunny days, and infant mortality rate. (*Morgan Quitno, 2006.*)



Population

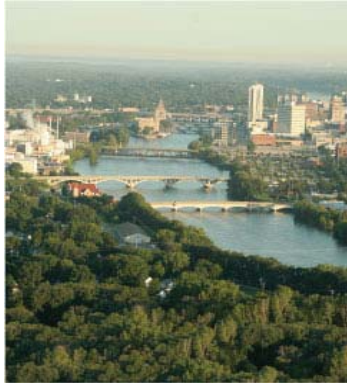
- Cedar Rapids Metro Area (2006): 249,320
- City of Cedar Rapids (2007) 126,396
- Hiawatha (2007) 6,694
- Marion (2007) 32,172
- Linn County (2007) 205,836

AREA ATTRACTIONS



- [*Parks & Recreation*](#)
- [*Shopping*](#)
- [*Annual Events*](#)
- [*Only in Cedar Rapids*](#)
- [*Just for Kids*](#)
- [*Sports & Teams*](#)
- [*Concert & Event Venues*](#)
- [*Culture & Museums*](#)

Dining & Nightlife



The secret is out. The Cedar Rapids area offers delicious and unique dining experiences that can't be found anywhere else. Cedar Rapids' ever growing dining choices include a wide variety of ethnic options, award-winning barbeque, classic and trendy gourmet, and local favorites. The area's mouth-watering food offers the variety and culinary quality found in much larger cities, but at far more affordable prices.

Looking for hot new musicians, fresh comedy, and great dancing? Visit Cedar Rapids – our nightlife is always changing, always thriving. A variety of live music is available most days of the week at establishments throughout the Cedar Rapids area. Downtown Cedar Rapids offers a variety of places to spend time with friends and meet some new ones. With quaint bistros with live jazz, Irish pubs, piano bars, alternative clubs, and dance clubs, there's a little something for everyone in Cedar Rapids.

Places to Stay

Looking for upscale accommodations close to entertainment and nightlife? Or a family-friendly hotel that's close to great activities? A romantic bed and breakfast for your next getaway? Or a hotel and convention center that provides *everything* for your next conference.

[*Cedar Rapids offers all you're looking for and more \(lodging link\).*](#)

Cedar Rapids Kernels Baseball Club



Professional Baseball Club Veterans Memorial Stadium seats 5,300 and is home to the Cedar Rapids Kernels (Affiliate of the Los Angeles Angels). Catch the action during their April-August season. Witness great all-American entertainment in a *[brand new stadium!](#)*

Cedar Rapids RoughRiders Professional Hockey Club



United States Hockey League junior hockey franchise. The *[RoughRiders](#)* have brought pulse-pounding, board-smashing, hard-hitting hockey to a new facility in Cedar Rapids.

To learn more about the area and what the Cedar Rapids Area has to offer, please visit www.cedar-rapids.com

ABOUT THE CEDAR RAPIDS AREA CONVENTION & VISITORS BUREAU

Budget: \$930,000 (Estimate)

Employees: 7

The Cedar Rapids Area Convention and Visitors Bureau's (CRACVB) mission is to market the greater Cedar Rapids region. The CRACVB strives to make every visit memorable and authentic. As a not-for-profit, member organization, the CRACVB is leading the effort to make the Cedar Rapids region a nationally-known destination. The organization drives tourism by encouraging visitors, marketing globally and regionally to increase traffic. Locally the organization encourages community pride and educates the community on the value of visitors, tourism and travel.

CRACVB Earns Regional Sports Authority District Certification for Cedar Rapids

Cedar Rapids is one of ten Iowa communities to be certified as a Regional Sports Authority District by the Iowa Department of Economic Development. In addition to Cedar Rapids, Ames, Council Bluffs, Des Moines, Dubuque, Ft. Dodge, Mason City, Sioux City, Quad Cities and Waterloo/Cedar Falls were all named as certified districts.

Convention and Visitors Bureaus across the state were eligible to apply to the program. The certification process was conducted by the Iowa Department of Economic Development.

The Regional Sports Authority District program was created in the 2007 Legislative session to certify up to 10 districts for the promotion of youth sports, high school athletics, the Special Olympics or other non-professional sporting events. Each certified district will receive \$50,000, an equal distribution of the \$500,000 appropriation.

Tourism is a \$6.3 billion industry in Iowa, employing nearly 65,000 people statewide and generating nearly \$308 million in state taxes. The Iowa Tourism Office is part of the Iowa Department of Economic Development.

To learn more about the Cedar Rapids Area Convention and Visitors Bureau, please visit www.cedar-rapids.com

JOB DESCRIPTION

Directs and leads Bureau toward its mission. Works directly with Board or governing body on policy making and strategy for organization. Acts as primary spokesperson for organization. Direct reports are typically top department heads of Sales, Membership, Finance/Administration, Communications and Tourism.

Reports To: Executive Committee and/or Board of Directors

DUTIES & RESPONSIBILITIES

- Oversees all administrative, operating and marketing functions of the Bureau.
- Advises and leads the Chairman of the Board, the Board and such other committees as designated.
- Oversees the creation of financial reports and annual audit reports in accordance with procedures approved by the Board.
- Develops and supervises the implementation of an annual operating and marketing plan, in order to promote the destination to local, state, regional, national and international audiences. Directs the preparation of the annual budget that supports these activities and presents it to the Board for approval.
- Attends all meetings of the membership, the Board and other designated committees in an advisory, non-voting capacity.
- Establishes and maintains ongoing effective communications with members, government leaders, business and cultural institution leaders, convention and event planners, and the local tourism industry.
- Represents the Bureau at selected local, state, regional and national conventions that serve to foster the betterment of the Bureau's mission.
- Develops and maintains effective organizational policies and ensures all Bureau activities are implemented within these established policies, guidelines, laws and ethical standards.
- Selects, trains, supervises and evaluates assigned personnel; coordinates staff training; oversees implementation of discipline and termination procedures for all staff members.
- Establishes goals for individual departments and assists staff in order to meet those goals.
- Prepares and submits applications for external funding.

CHARACTERISTICS/ SKILLS OF THE IDEAL CANDIDATE

- Four-year degree from an academic institution or commensurate experience preferred; marketing, sales or business major preferred
- 5-7 years of tourism industry experience in a leadership role, CVB/ Destination Marketing Organization as a priority
- Knowledge of marketing, business management, practices, and procedures
- Experience in leading a broad-based board of directors
- Knowledge of budget development and tracking
- Excellent verbal, written, and presentation skills
- Strong leader; ability to build strong relationships with community leaders
- Proven success in leading an organization in areas such as recruitment, training/staff development, project implementation
- Past experience in analysis, research and negotiation of development of major assets like a convention center, hotels, and other facilities that impact tourism
- Ability to engage in a professional process of development of an organizational strategic plan, with the ability to implement elements of the plan

PRIORITIES

- *Development of a comprehensive Strategic Plan that will align staff board and community with CVB objectives*
- *Establish strong relationships with Downtown District, Cedar Rapids Area Chamber of Commerce, Linn County and City of Cedar Rapids elected officials, staff and volunteers.*
- *Assist in the creation of regional branding initiatives*

*If you are interested in this position please respond via e-mail with cover letter, resume, and compensation information to Jim Carra, Executive Vice President, SearchWide™
carra@searchwide.com or call 231-995-0567
www.searchwide.com*