

POSITION OVERVIEW

DESTINATION DC **VICE PRESIDENT OF CONVENTION SALES AND SERVICES POSITION** (WASHINGTON, DC)



THE CITY AND DESTINATION

Pulsing with life and constantly in flux, America's capital city is a powerful yet eclectic place, fueled by politics and tourism. DC, as it's fondly called, centers on the Capitol and then spreads out into a variety of distinctive neighborhoods. Some include funky Adams-Morgan and its diverse ethnic groups; Downtown with its art galleries, theatres and nightlife; Dupont Circle with its hip clubs and Connecticut Avenue shopping; and upscale Georgetown, whose rows of brick town homes shelter first-class restaurants and boutiques. Capitol Hill and the National Mall feature many of the city's most prominent buildings and museums, including stately presidential monuments and most branches of the world-famous Smithsonian Institution. The Capitol Riverfront and historic Anacostia neighborhoods are transforming into vibrant waterfront districts now and in future city plans.

Undeniably, DC is on the go. Its metro-area population exceeds 5 million, and millions of visitors come in each year, so the city constantly regroups, reinvents and reissues its welcome. And whether folks come for political matters or simply to marvel at museums, memorials and gardens, they find plenty to entrance and delight them.

It comes as no surprise, then, that DC has an allure all its own. The city unites politics, cosmopolitan energy and culture with first-class dining, shopping and nightlife, crafting a melting pot of international influence and homegrown practicality.

Washington, DC Demographic information (Source: US Census Bureau, 2006, Bureau of Labor & Statistics, 2004-2005 and Greater Washington Initiative Analysis, 2007):

- Population: 581,530
- 47% male and 53% female
- 46% of DC residents hold a Bachelor's Degree or higher (compared to 27% of US of population).
- DC's population is 55% Black/African-American (compared to 12% of US population) and
- 8% Hispanic/Latino (compared to 14% of US population).
- Median age: 35
- Median household income: \$61,105
- Greater Washington has the largest percent of adults with advanced degrees (19%) in the U.S., more than twice the national average. 43.9% of local women have a Bachelor's degree or higher, the highest percentage in the nation.



Hotel Facts:

- There are approximately 110 properties and 27,500 hotel rooms located in Washington, DC. The Greater Washington Metropolitan Region is home to approximately 600 properties and 95,000 rooms (including those located within DC proper).
- There are 18 properties currently in the construction pipeline that are expected to be delivered in 2010 and beyond, including 4 that are currently under construction.
- DC's hotel occupancies reach their peak in March through June and September through October. Average daily rates also reach their highest levels during these months.

Visitor Statistics:

- DC welcomes more than 16 million visitors each year, generating an estimated \$5.5 billion in visitor spending and \$620 million in taxes for the District alone.
- DC's hotel visitation is fairly balanced by purpose of visit: 49% leisure, 43% business and 8% combined.
- Approximately 1.2 international visitors come to DC annually. Top countries of origin include: United Kingdom, Germany, Latin America (Brazil, Argentina, Mexico), Japan, India, South Korea, Nordic (Denmark, Finland, Norway, Sweden), Australia, Italy and France.



Green Initiatives:

- 70 percent of land in Washington, DC is controlled by the National Park Service. There are 250,000 acres of parkland in the Greater Washington Metropolitan area.
- In 2007, DC was named the most walkable city in the US in a study by the Brookings Institute.
- In late 2006, City Council passed an initiative making the nation's capital the first major city to require developers to adhere to guidelines established by the U.S. Green Building Council.
- The Washington Nationals Ballpark is striving to be the country's first green-certified ballpark
- DC's hotels have implemented green initiatives, including wind power, renewable energy credits, recycling and adopt-a-park programs with neighborhood green spaces.

International DC: A crossroads of international culture, DC showcases international culture and different nationalities in its diverse people, global cuisine and engaging diplomatic scene. It's the headquarters for the World Bank, International Monetary Fund, Red Cross, World Wildlife Fund and countless other global organizations.

- 84,000 DC residents (15%) speak a language other than English at home
- 74,000 DC residents (12%) are foreign-born
- More than 150 embassies and international cultural centers produce concerts, gallery exhibitions, lectures and performances.
- The Greater Washington region is home to 400 international associations and 700 internationally owned companies.



Industry – Leading employers (with number of employees) (Source: Washington Business Journal Book of Lists, 2008):

- Lockheed Martin (22,000)
- Northrup Grumman (20,000)
- SAIC (16,000)
- Inova Health System (15,000)
- University of Maryland (15,000)
- Marriott International Inc. (14,500)
- MedStar Health (13,000)
- Verizon Communications (13,000)
- Booz Allen Hamilton (11,000)

For addition information please visit the District of Columbia official website at www.dc.gov

WALTER E. WASHINGTON CONVENTION CENTER



With beautiful granite, limestone and dramatic 100-foot curved glass entry, the Walter E. Washington Convention Center is a 2.3 million square foot architectural and cultural treasure in a city that already harbors so many remarkable buildings. The center (opened March 2003) is located between two of the most fascinating neighborhoods in Washington, DC: the historic Shaw / U Street district and the revitalized downtown district. www.dcconvention.com

The Walter E. Washington Convention Center contains:

- 2.3 million total square feet with more than 700,000 square feet of prime exhibit space with 30-foot columns on 90-foot centers.
- 125,000 square feet of meeting space and nearly 70 meeting rooms.
- 52,000 square foot ballroom featuring pre-function area with breathtaking panoramic views of the DC skyline, including the Capitol and the Washington Monument.
- 44,000 square feet of name brand restaurant and retail space including Starbucks.
- The latest technology and telecommunications infrastructure.
- Nearly 60 enclosed freight docks to ensure smooth set-up and move-out operations.
- Its own Metrorail station (subway) at Mt. Vernon Square.
- A rich index of green features: low emission glass that controls heat gain and loss and maximizes natural lighting; energy-conserving heating, ventilation and air conditioning systems that operate in zones; high-efficiency lighting; automatic controls on restroom fixtures; plus recycling programs and environmentally-friendly cleaning products.

ATTRACTIONS

More than 16 million visitors flock to Washington, DC, every year for everything from politics to conventions and tourism. Washington, DC is an incredible place filled with free cultural attractions and world-class entertainment venues, as well as some of the best shopping and dining available. The Smithsonian Museums are the most visited museums in the world and there's nothing more majestic than viewing the monuments on the National Mall at night when they are all lit up. The most famous building is the White House, home of the US President. In the spring, the cherry blossoms lining the tidal basin of the Potomac River add a festive feel to this beautiful and inspiring city.

DC is the center for visiting diplomats and has one of the largest concentrations of hotel and motel rooms in the country. Tourism is the leading private industry and business interests are increasingly attracted by the many light-industrial, high-tech and research companies now moving into the region.

DC is also earning acclaim as a top destination for dining, thanks to top local chefs, recent openings by celebrity chefs and the spotlight the Obama's are shining on restaurants throughout the city on "date nights".



Smithsonian Institution: DC is home to the world's largest museum complex, which includes more than a dozen renowned galleries, museums and the National Zoo – all free of charge. It's no wonder that the Smithsonian is one of the most recognized brands in the world. Attractions include: Anacostia Community Museum, Freer Gallery of Art & Arthur M. Sackler Gallery, Hirshhorn Museum & Garden, National Air & Space Museum,

National Air & Space Museum Steven F. Udvar-Hazy Center, National Museum of African Art, National Museum of American History, National Museum of Natural History, National Museum of the American Indian, National Portrait Gallery, National Postal Museum, National Zoo, Renwick Gallery and Smithsonian American Art Museum, Smithsonian Arts & Industries Building and the Smithsonian Castle (Smithsonian Institution Information Center).

National Mall: Monuments & Memorials: Among Washington, DC's most celebrated symbols are its beautiful monuments and memorials, located on the National Mall and in the Memorial Parks. "The Mall" is a splendid green park area extending approximately two miles from the U.S. Capitol to the Lincoln Memorial. The Washington Monument, Lincoln Memorial, Jefferson Memorial, FDR Memorial, National World War II Memorial, Korean War Veterans Memorial and Vietnam Veterans Memorial are must-see attractions for any DC visitor.



Art Museums & Galleries: Washington, DC is internationally known for the vast collection of art housed in its celebrated museums and galleries. The visual arts scene is as varied as the city itself, from tiny galleries in trendy Dupont Circle showcasing local works to blockbuster exhibitions at the National Gallery of Art. Stops along the art scene include: Corcoran Gallery of Art, National Museum of Women in the Arts, The Phillips Collection, The Kreeger Museum, The

Textile Museum, National Gallery of Art, as well as Smithsonian collections and independently owned galleries throughout the city's neighborhoods.

Federal Landmarks & Historic Sites: As the nation's capital, DC is home to iconic landmarks and vast collections of the country's historic documents and artifacts: the White House and White House Visitors Center; U.S. Capitol and its impressive new Capitol Visitor Center; Library of Congress; National Archives; Supreme Court; Bureau of Engraving & Printing; Frederick Douglass National Historic Site; the African American Civil War Memorial; U.S. Holocaust Memorial Museum and Arlington National Cemetery.



Sports & Recreation: DC's a city that's built for hikers, bikers and joggers, with more than 800 miles of trails in the metropolitan area. Jog along the historic C&O Canal in Georgetown or tackle the scenic Mount Vernon trail, which begins just across the Potomac River near Arlington

Cemetery. Outdoors enthusiasts discover more than 230,000 acres of parkland throughout the metro region. DC is also home to 4 major sporting event venues with 167,000 total seats and 8 major professional teams including the Redskins, Wizards, Mystics, Nationals, United and Capitals. Special events attract sports enthusiasts throughout the year including: Marine Corps Marathon, EagleBank Bowl and the National Triathlon just to name a few.

Theatre & Stage: True to its reputation as a cultural capital, DC is a dynamic and sophisticated theatre town - from world-premiere plays at the Kennedy Center and Shakespeare Theatre Company to the edgy productions at Woolly Mammoth and Studio Theatre. Each season an estimated 80 active professional theatres in the metropolitan area mount more than 350 productions; DC even has its own home-grown version of the Tony Awards each year – the Helen Hays Awards. Music and dance offerings are just as inspiring and provocative, from the Washington Ballet and the National Symphony Orchestra to Dance Place and the 9:30 club.



Paid, Themed Attractions: In recent years, new attractions have opened offering interactive experiences focused on specific themes including: International Spy Museum, Newseum, National Crime & Punishment Museum and Madame Tussauds and Marian Koshland Science Museum.

NEW & UPCOMING ATTRACTIONS

National Museum of American History: (reopened Nov. 21, 2008) The redesigned museum will feature a new gallery for the "Star-Spangled Banner," a sky-lit central atrium, a grand staircase connecting the first and second floors and other enhancements. Landmark items like the Greensboro lunch counter (famous for its significance to the Civil Rights Movement) and a car from the Dumbo the Flying Elephant Ride (one of Disneyland's original attractions) will still be on display. The new Lemelsen Center for the Study of Invention and Imagination is a permanent gallery designed to house changing exhibitions.

U.S. Capitol Visitor Center: (opened Dec. 2, 2008), the largest project in the Capitol's 212-year history, the 580,000 square-foot underground facility is designed to enhance the visitor's experience with new interactive features, orientation theaters and exhibits. As visitors enter the massive underground facility, they'll catch a glimpse of the Capitol Dome through two skylights. Timed tickets for tours of the Capitol, available by advance reservation or same-day, will be distributed on site. While waiting for tours, visitors can browse galleries displaying artifacts from the Library of Congress and National Archives, touch a 10-foot model of the Capitol Dome and even watch live video feeds from the House and Senate. Tours begin with a new 13-minute film exploring the history of the Capitol and Congress, shown in the facility's orientation theaters.

Ford's Theatre Remodeling & New Museum: (summer 2009), Ford's Theatre unveiled the results of a major renovation more than a year in the making in February 2009. Scheduled to reopen in summer 2009, the Ford's Theatre Museum will contain a remarkable collection of historic artifacts.

Arena Stage: (opening 2010-2011 season), The new 250,000 square foot Arena Stage at the Mead Center for American Theater will feature a dramatic and sweeping glass roof that is sure to become an architectural landmark for Southwest DC's revitalized waterfront. The extraordinary facility exemplifies a central commitment to art: three theaters serve as the architectural focal points, with a range of other activities swirling in constant motion around them under a magnificent, unifying roof.

National Museum of African American History & Culture: (opening 2015), The Smithsonian recently announced that Freelon Adjaye Bond/SmithGroup is the architectural team chosen to design the National Museum of African American History and Culture to be located on the National Mall near the Washington Monument. The selection was made by a jury chaired by Museum Director Lonnie G. Bunch III. Freelon Adjaye Bond/SmithGroup was among six firms that entered a design competition in January. They will now be asked to respond to an official Request for Proposal to design the new building, scheduled to open on the National Mall in 2015.

Dr. Martin Luther King, Jr. National Memorial: (opening TBD), the Martin Luther King, Jr. National Memorial will be the first major memorial along the National Mall to be dedicated to an African-American. The memorial is designed to commemorate and honor Dr. King's national and international contributions to world peace through non-violent social change. It will be located on the Tidal Basin, near the Jefferson and FDR Memorials. The design features a crescent-shaped-stone wall inscribed with excerpts of Dr. King's sermons, and public addresses will serve as the living testaments of his vision of America. The centerpiece of the \$100 million memorial, the "Stone of Hope," will feature a 30-foot likeness of Dr. King.



ABOUT DESTINATION DC

Total Budget: \$13M (2009-2010)

Sales Budget: \$3.2M (2009-2010)

Staff: 55

Members: 800

Destination DC serves as the lead organization to successfully manage and market Washington, DC as a premier global convention, tourism and special events destination, with a special emphasis on the arts, cultural and historical communities. By developing and executing centralized and cohesive sales and marketing strategies, Destination DC generates economic development for the city through tourism and meetings. In 2007, visitor spending exceeded \$5.5 billion, representing \$620 million in new tax dollars for the District of Columbia.

Destination DC is a private, non-profit corporation with a membership of more than 850 businesses and organizations that support the DC travel and tourism sector. A contracting arm of the Washington Convention Center Authority, the organization is funded by a percentage of DC's hotel occupancy tax, along with membership dues and co-operative marketing fees.

Formerly known as the Washington, DC Convention & Tourism Corporation (WCTC), the organization was re-named in 2008 to reflect the organization's increased emphasis on the city's unique assets. The organization was established by business and community leaders in April 2001 by merging the Washington, DC Convention and Visitors Association and the DC Committee to Promote Washington. The Washington, DC Convention and Visitors Association was founded in 1931 to promote convention and leisure travel to the nation's capital.

For addition information please visit their official website at www.washington.org

SUMMARY OF POSITION

The VP of Convention Sales & Services is responsible for creating and implementing all of the strategies and tactics of the sales department to promote and sell Washington, DC and its show facilities ie. The Walter E. Washington Convention Center to conventions and tradeshows in a manner that maximizes the economic impact on the area. This Senior Staff position has the support of a Director of Sales and Director of Convention Services. In addition to the key support staff mentioned, this position has reporting to it the following: Convention Services Team, Regional Sales Manager, National Sales Managers, Convention Sales Managers (including SMERF sales), Conference Sales Manager, Corporate Sales Manager and an Executive Sales Coordinator.

Reports To: President & CEO
Direct Report(s): Director of Sales & Director of Convention Services
Status: Full-time/Exempt

ESSENTIAL DUTIES AND RESPONSIBILITIES (INCLUDE THE FOLLOWING, BUT ARE NOT LIMITED TO)

1. Sustains ongoing, tangible evidence of market penetration utilizing all sales tools and techniques.
2. Develops focused account selling strategy; determines competitor business and pursues accordingly.
3. Establishes sales policies and procedures designed to maximize revenue for the community.
4. Manages sales effort on a day-to-day basis; ensures that sales staff is strategically progressing; develop and sustain measures of accountability via goals, rap sessions, etc.

5. Designs and manages hotel tracking program that outlines the bureau sales effort on a monthly basis; produces monthly sales activity report and sales production reports.
6. Monitors convention center booking progress to ensure accomplishment of annual production goals.
7. Contributes to the booking pace; establishes specific annual room night goals; solicits association meeting and convention business through a variety of methods including sales and trips, attendance at trade shows and site inspections.
8. Implements pre-convention and post-convention meetings for all citywide events; attends as many in-house pre-convention meetings as possible.
9. Submits annual budget proposal, outlining promotion direction for next fiscal year; also outlines advertising strategy; adheres to the sales segment of the annual budget.
10. Acts as spokesperson on meeting/convention efforts for the Bureau.
11. Maintains relationship with membership; ensures bureau membership privileges are represented to planner and conference participants.
12. Communicates with the sales directors of hotels and strives to understand hotels' sales strategies by conducting regular meetings.
13. Develops and maintains positive rapport with political public sector; participates in programs/events that will enhance working relationships.
14. Manages the Convention Committee with its Co-Chairs and implements the directives agreed to by the committee.

EXPERIENCE, COMPETENCIES AND EDUCATION

- Minimum ten (10) years management experience in related field, preferably convention bureau, facility or hotel sales and convention services
- Advanced Degree from four-year college or university (preferred), however a minimum of a BS/BA degree is required.
- Extensive knowledge of sales techniques and proven competence in sales
- Excellent communication skills and the ability to provide leadership.
- Superior organizational skills and attention to detail
- Willingness to work evenings and weekends; willingness to travel.
- Extensive knowledge of and enthusiasm for city and facilities
- Technical proficiency with Microsoft Office and destination management software systems required.
- Experience in supervision with proven ability to recruit, train and develop staff.
- Knowledge of budget development.

ACCOUNTABILITIES & MEASURES

- Annual Room Night and leads generated goals as determined by CEO.
- Periodic performance evaluations gauging quantitative and qualitative performance against identified goals.
- Annual fiscal management goals based on the budget set at the beginning of the fiscal year.

IDEAL CHARACTERISTICS /SKILL SET DESIRED

- Strong and confident personality
- Clear understanding of the hotel industry
- Disciplined leader with excellent organizational skills
- Strong sense of humility
- Good sense of humor
- A self starter with high energy
- Exceptional consensus builder
- Impeccable work ethic
- Exceptional communication skills; written, verbal and listening

KEY PRIORITIES FOR THE FIRST 12-18 MONTHS

- 1) Get fully engaged in the sales process and energize the sales team.
- 2) Develop strong and meaningful relationships with all external stakeholders, especially the hotel community and the convention center.
- 3) Focus on exceeding current fiscal year goals.

AMERICAN'S WITH DISABILITIES SPECIFICATIONS

Physical Demands

The physical demands here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Work Environment

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing most of the duties of this job, the employee may not be exposed to weather condition. The noise level in the work environment is usually moderate.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of responsibilities, duties, and skills required of personnel so classified.

If you are interested in this position please respond via e-mail with cover letter, resume, and compensation information to Mike Gamble, President/CEO, SearchWide™ gamble@searchwide.com or call 888-386-6390