

EVANSVILLE CONVENTION & VISITORS BUREAU
EXECUTIVE DIRECTOR POSITION
(EVANSVILLE, IN)



Located along the banks of the Ohio River in the southwestern corner of Indiana is the city of Evansville. As the regional hub for the Tri-State (Indiana, Kentucky and Illinois) area, Evansville is home to the [University of Southern Indiana](#) and also to the [University of Evansville](#). The city, which is also known as the "River City", serves as the county seat of Vanderburgh County.

The city benefits from a very broad and diverse economic base, whose principal industries include manufacturing, health care, retailing, and business/finance services. The broad economic base of the region has helped to build an economy which is known for its stability, diversity and vitality.

Evansville Facts...

- ❖ **History:** Evansville was born on 200 acres of land purchased from the government in 1812 by Hugh McGary, Jr. McGary enlisted General Robert M. Evans, an attorney and territorial legislator for whom Evansville was ultimately named, to assist in incorporating Evansville as a city. Evansville was officially incorporated on January 27, 1847 and has served as the economic and social center for the Tri-State area since that time.
- ❖ **Population:** Metropolitan area: 300,000. Vanderburgh County: 165,058. City of Evansville: 121,000+ (According to the 2000 U.S. Census).
- ❖ **Time:** Unlike the majority of Indiana, Evansville is in the Central Time Zone. The Evansville area observes Central Standard Time from the last Sunday in October through the first Sunday in April, and Central Daylight Time the remainder of the year.
- ❖ **Climate:** Evansville has a moderate climate and four distinct seasons. Average temperatures range from 32 degrees Fahrenheit to 78 degrees Fahrenheit. Annual rainfall averages 42 inches and annual snowfall averages 13 inches.

MEETING FACILITIES, ENTERTAINMENT & ATTRACTIONS

Visitors remark on the warmth and friendliness of our community. Our hotels, attractions and restaurants are known for their courteous, prompt service.

- ✓ Exciting events and attractions
- ✓ Quality full and limited service hotels
- ✓ Restaurants to suit any taste
- ✓ Warm, friendly residents
- ✓ Convenient location in the heart of the Midwest
- ✓ Home to many fortune 500 companies
- ✓ Evansville is a safe, secure city that provides the ideal destination

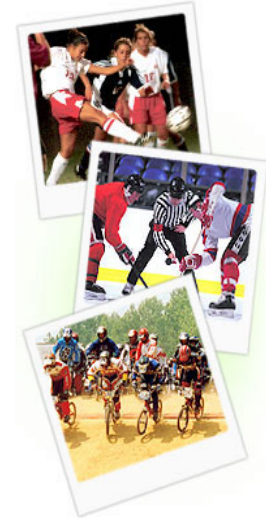
Evansville is home to a number of significant cultural, historic and artistic sites:

- The [Evansville Museum of Arts, History & Science](#) houses a large permanent art collection with paintings, sculptures, and exhibits which span the decades from the 16th century to the present day.
- The [Angel Mounds State Historic Site](#) comprises one of the best preserved prehistoric Native American sites in the country. The [Evansville African American Museum](#), one of the city's newest attractions, chronicles the struggles and celebrates the successes of the city's African American community throughout the past 70 years.
- The [Reitz Home Museum](#), Evansville's only Victorian House Museum, is recognized as one of the nation's finest examples of Second French Empire architecture.
- Performing arts have a home in the city's [Victory Theatre](#), residence of the [Evansville Philharmonic Orchestra](#). Located on Evansville's downtown cobblestone walkway, the [Victory Theatre](#) hosts a wide variety of concerts, plays and Broadway shows.
- Evansville's [Mesker Park Zoo](#) features hundreds of animals roaming freely in natural habitats surrounded by trees and exotic plants. The zoo, which opened in 1928, is housed on a spacious 50-acre park.
- Take a spin with Lady Luck at [Casino Aztar](#) is loaded with your favorite slots, video poker and table games. Enter our casino and experience a world of nonstop excitement and winning good times.



Evansville is home to two professional sports teams:

- The [Evansville Otters](#) are an independent minor league baseball team which plays in the [Frontier League](#). The team plays its home games at one of the city's landmarks, historic [Bosse Field](#). Built in 1915, the stadium was the first municipally owned sports facility in the United States. It was the site of the filming of the 1992 movie, "A League of Their Own."
- Evansville's [Roberts Stadium](#), which is also the home court for the University of Evansville men's and women's basketball teams.



Evansville projects & additional exciting community assets:

- [Evansville Arena](#): In late 2011, the City of Evansville will open a beautiful, exciting, state-of-the-art, multi-purpose Arena at the corner of Main Street and Martin Luther King Jr., Blvd. in Downtown Evansville. The new Evansville Arena will be the region's center for sports and entertainment, designed to host basketball, hockey, concerts, exhibitions and shows for audiences as large as 11,000.



- [The Goebel Soccer Complex](#): A state-of-the-art facility with nine full size bermuda grass fields and one artificial turf field. The soccer complex has become home to the Evansville Vipers, semi-pro football team. The main field and five of the grass fields have lights for night play. .
- [Greenway Project](#): Mead Johnson's commitment to corporate citizenship in Evansville, Indiana has been ongoing since the company's relocation there in 1915. One of the most recent and well-received among those efforts was the company's support of a bicycle/pedestrian path. Known as the Pigeon Creek Greenway Passage, the path will eventually encircle the city, linking neighborhoods and parks throughout Evansville.
- [Holiday World](#): The theme park celebrates Christmas, Halloween, Thanksgiving and the Fourth of July with rides, live entertainment, games and attractions. Holiday World is known for its wooden roller coasters, The Raven, The Legend, and The Voyage. The water park includes a number of family raft slides, two wave pools, two lazy rivers, two family "tipping bucket" water-play attractions, various water slides, plus water activities for children.

- New Harmony is home to the *New Harmony Theatre (NHT)*, produced by the University of Southern Indiana. Every summer from June through August, NHT presents outstanding live productions, of a comedy, drama and a musical.
- *Ellis Park Race Course*: Ellis Park is a thoroughbred racetrack in Henderson, Kentucky, just south of Evansville, Indiana. Ellis Park ranked 6th against all North American horse racing tracks as the best wagering opportunity according to Horseplayers Association of North America (HANA).
- Transformation of the current Roberts Stadium into a softball and baseball complex destination for sporting events has been proposed and supported by the Evansville Convention and Visitors Bureau. It would include building eight baseball and softball fields on land now occupied by the stadium and several existing softball and baseball fields along with rebuilding existing basketball, volleyball and handball courts.

Thanks to our diverse ethnic population base, Evansville can boast about our outstanding restaurants. Locally-owned favorites, quaint Italian bistros, authentic Mexican, Chinese and Japanese fare, homemade Amish cooking, tasty Indian selections, traditional German restaurants, all-American delis, corner pubs, and terrific barbeque - every taste can be satisfied in Evansville!

Superior accommodations at affordable rates await in Evansville. Convention quality hotels, numerous limited-service properties and cozy B&Bs are located throughout the city. Comfortable, first-rate facilities staffed with warm, friendly personnel who offer genuine hospitality that says, "We're glad you're here!"



There's a reason why Evansville is where the Midwest meets. Actually, there are a lot of reasons

- ✓ Centralized location in the heart of the nation
- ✓ Convenient Interstate and air access
- ✓ Affordable accommodations and amenities
- ✓ Safe, secure big city with small town charm
- ✓ Genuine Hoosier hospitality
- ✓ And so much more!

With more than 3,800 hotel rooms and an additional 280,000+ square feet of meeting and exhibition space at our downtown convention facility, *The Centre, Evansville* satisfies all facility and accommodation needs.

Click through the links below to learn more about this great city...
Evansville Facts / *City Phone Numbers* / *Local Media* / *Emergency Contacts*

ABOUT THE EVANSVILLE CONVENTION & VISITORS BUREAU

Serves as the official tourism organization for Evansville and Vanderburgh County dedicated to market and support the local hotels and attractions by developing and facilitating the convention and visitor industry in Evansville. We like to think of our bureau as a "one-stop-shop" for all your needs, by providing the necessary information and contacts on transportation, space planning, entertainment and hotel accommodations.

As a strong advocate of convention business, sustainable leisure travel and local economic development, the ECVB:

- **PROMOTES** the area's cultural, recreational, historical and educational attractions to a wide audience
- **ASSISTS** visitors and potential guests to the area by offering comprehensive visitor information and promotional services
- **FACILITATES** convention, meeting, sporting event and group tour planning and implementation
- **PARTNERS** with other organizations to develop, market and promote events through participation and grant assistance
- **ENCOURAGES** and **PARTICIPATES** in the further development of attractions throughout Southwest Indiana

SUMMARY OF POSITION

The Executive Director is the chief executive officer of the Vanderburgh County/Evansville Convention and Visitors Commission, an Indiana governmental agency, commonly referred to as the Convention and Visitor's Bureau (the "CVB"). The Executive Director is responsible for planning and directing all day to day operations and administration of the CVB, its' employees and its' programs within the framework of the policies as set by the Vanderburgh County Convention and Visitors Commission. Basic responsibilities include but are not limited to planning, directing, managing and oversight of the City of Evansville and Vanderburgh County tourism activities and operations including finance, marketing and sales in order to attract *convention*, dining, shopping, sports & recreation, lodging and other groups and individuals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Responsible for the day-to-day operations and administration functions of the CVB, its' staff, its' programs and policies as directed by the Commissioners.
- Develops, coordinates and implements the annual budget and financial strategies and programs that maintain the fiscal integrity of the CVB.
- Develops and implements all sales and strategic marketing plans to support the City of Evansville and Vanderburgh County tourism activities and operations in order to attract *convention*, dining, shopping, sports & recreation, lodging and other local, regional and national groups, sporting events, and other to the city.
- Supervises all merchandising, administrative and supply systems for the CVB including:
 - Computers, data processing and telecommunications requirements/systems.
 - Rental and/or purchase of all merchandising supplies and equipment.

- Serves as the CVB's human resource manager, responsible for maintaining personnel
 - files; forms for handling personnel matters (e.g. performance review, hiring information, terminations, etc); systems/documentation for selection of new staff personnel; employee policy and procedures manual; insurance and benefit programs; and all other related personnel issues/matters.
- Develops and maintain positive contacts with local and state officials; community leaders; news media and all local tourism and recreational sport industry stakeholders. Represents the CVB with local festivals, *conventions*, sporting events, attractions, lodging facilities, and other key community organizations.
- May perform other duties and responsibilities as assigned by the Board of Directors/Commissioners of the CVB.

EDUCATION AND WORKING EXPERIENCE

- Bachelor's degree in a related field such as Communications, Business Administration, Finance or Marketing is highly preferred with a minimum 5 years experience required in convention and visitors bureau or hospitality related field.
- A current leadership role in managing a budget and a team of professionals/ employees is required. Individuals without management experience will not be considered for this executive position.

CORE COMPETENCIES AND CHARACTERISTICS NEEDED

- Demonstrate excellent written and verbal communication and marketing skills.
- Possess a working knowledge of the tourism and recreation sports industry. He or she must have relevant experience in advertising, sales, and/or marketing, be able to write effectively and work well in both professional and nonprofessional environments.
- Exhibit positive negotiating skills and be able to act as a forceful advocate in promoting both the tourism industry as a whole and the interests of individual entrepreneurs.
- Proven talent in developing and marketing both project ideas and products are essential.

Job descriptions are not intended and should not be construed to be an exhaustive list of all responsibilities, skills, efforts, expectations or working conditions associated with a job; they are intended to be reflections of the principal job elements essential for the position.

KEY PRIORITIES

- Establish selling strategies for a changing destination product and marketplace
- Detailed assessment of organization, staff, operations and procedures
- Attention to development of convention and sports markets

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