

POSITION OVERVIEW
INDIANAPOLIS CONVENTION & VISITORS ASSOCIATION
DIRECTOR OF SALES
(WASHINGTON, DC)



THE CITY AND DESTINATION

The 13th largest city in the U.S. continues its strategic growth as a premier, first-tier convention and meetings destination. Long known for its rich tradition of hosting major sporting events, Indianapolis' thriving arts and cultural scene has now caught up with sports, together luring more than 22 million visitors each year.

With more than \$3 billion in new tourism-related developments coming to fruition by 2011, Indianapolis is amidst a dramatic revitalization and stunning renaissance.

The new multi-use Lucas Oil Stadium (host venue for the Super Bowl in 2012) recently opened along with the new Col. H. Weir Cook Terminal at Indianapolis International Airport, the first terminal designed and built post 9-11.

Also, by 2011 the Indiana Convention Center will complete its expansion, doubling in size and moving the city from the 35th to the 15th largest convention center in the U.S. Rounding out this massive development is the new and unique Marriott Place Indianapolis, 1,600 new rooms spread across four hotels and anchored by a JW Marriott.

Walking is the mode of transportation, with more than 200 restaurants and 50 key attractions within walking distance of its downtown hotel core. Climate controlled skywalks connect eight hotels (12 by 2011) to the convention center and the city's upscale Circle Centre shopping complex. More than 29,000 hotel rooms (6,000 downtown) at all price points give the city its competitive edge.

Indianapolis hosts the two largest single-day sporting events in the world each year—the Indianapolis 500 and the Allstate 400 at the Brickyard, respectively. And through these mega events and citywide conventions, the Hoosier Capital consistently ranks as one of the cleanest and safest cities of the nation, and its cost of living and unemployment rates remain well below the national average.

Getting here is made easy, as Indianapolis is within one day's drive or less of more than 50 percent of America's population. Better still, Indianapolis International Airport is just 15 minutes away via interstate highway from downtown hotels and the Indiana Convention Center.

Indianapolis' Top 10 Employers:

Company	Jobs	Product
Eli Lilly and Company	14,000	Pharmaceutical Manufacturing
Clarian Health Partners Inc.	7,503	Health Care
Community Health Network	7,500	Health Care
Indiana University Purdue University Indianapolis	7,066	Higher Education
FedEx	6,311	Courier/Delivery Services
St. Vincent Hospital & Health Services	6,000	Health Care
WellPoint Inc.	4,200	Insurance Carrier
Allison Transmission/Division of GMC	4,000	Transmission Manufacturing
Rolls-Royce	4,000	Engine Manufacturing
AT&T	3,500	Communication Services

Source: The Indy Partnership, December 2007

RAISING THE GAME

As Indianapolis has ascended to first tier status due in part to its growing infrastructure and continued development of the city's arts and cultural offerings; the ICVA recently launched a new citywide brand. The brand based on the competitive spirit found in the people of central Indiana provides a confident platform on which the city can communicate the merits of Indianapolis as a convention and leisure destination.

The new brand, with the tagline "Raising the game," presents the 13th largest city in the nation in a more confident tone, focusing on Indianapolis' superior convention and hospitality package, first-class sporting amenities, rich cultural offerings and continued economic growth. The ICVA spent more than six months researching trends and analyzing how meeting planners and potential visitors view the city.

The new marketing campaign incorporates a deliberate suite of materials to catch the eye of meeting planners and leisure visitors:

- New URL: www.visitindy.com New Microsite: www.visitindy.com/raisingthegame
- Convention Print Advertising (convention/meeting magazines)
- Leisure Print Advertising (regionally)
- Radio Spots (regionally)
- TV Spots (10 new spots each 15 seconds in length; regionally)

- E-mail Marketing Campaign (engaging meeting planners)
- Public Relations (media materials and promotional items)
- Comprehensive Tradeshow Strategy (industry events around the U.S. and Canada)

INDIANA CONVENTION CENTER & LUCAS OIL STADIUM

Opened in August, 2008, Lucas Oil Stadium is an all-weather venue featuring a retractable roof. The stadium can seat as many as 70,000 for football and other events. Attached via walkway to the existing Indiana Convention Center, the stadium has 183,000 sq. ft. of exhibition space and 12 meeting rooms with a total of 13,000 sq. ft.

Once the stadium was finished, the RCA Dome was razed, clearing the way for expansion of the Indiana Convention Center. When completed in February 2011, the Convention Center will have 564,000 sq. ft. of contiguous exhibition space and 83 meeting rooms.

Overall, the stadium and convention center expansion will give Indianapolis a facility that has 747,000 sq. ft. for trade shows and 131,000 sq. ft. of meeting space. It will be the 15th largest facility in the country and physically connected (via skywalks) to more hotel rooms (4,700 in 12 properties) than any convention center in the U.S.

SIGNIFICANT HOTEL GROWTH

A \$450 million JW Marriott hotel complex is well underway downtown. When opened, the first-class block will include the city's largest, full-service convention hotel and a total of 1,626 rooms. The inventory will consist of 1,005 rooms in the JW Marriott; 297 rooms in the Courtyard by Marriott; 168 rooms in the Fairfield Inn & Suites by Marriott; and 156 rooms in the SpringHill Suites by Marriott. Additionally, the JW Marriott complex will boast of 104,000 square feet of meeting and event space, including its 41,000 sq. ft. grand ballroom – the largest ballroom in the state of Indiana and the largest hotel ballroom in the Midwest.

In addition, more than \$70 million in hotel renovations have occurred to existing properties in the last 24 months, polishing themselves for the city's transformation.

This dramatic convergence of construction projects will transform the city's hospitality industry and give Indianapolis an unparalleled package of convenience and facilities.

ADDITIONAL UNIQUE MEETING FACILITIES



Conseco Fieldhouse is Indiana's landmark fieldhouse; experience the nostalgia and indulge in the grandeur of the facility and savor the delicious world-class service and cuisine. Conseco Fieldhouse can accommodate up to 5,000 guests for an event. It is perfect for everything from breakfast meetings and social celebrations to new product launches at numerous locations throughout, from the Varsity Club to the arena floor.



Indiana State Fairgrounds is noted for being a flexible facility where your imagination and creativity can easily be accommodated with more than 15 building and space choices. It is readily accessible by five major interstates and features acres of secured on-site parking.



Indianapolis Artsgarden/Visitor Center is an amazing facility, glass-domed and suspended over a busy downtown intersection, is an architectural marvel as well as an arts and cultural venue with limitless potential for a variety of events. The Artsgarden, connected to Circle Centre mall, several downtown hotels and the Indiana Convention Center, is available for rental to corporate, government and non-profit organizations only.

HOTEL INVENTORY – INDIANAPOLIS/MARION COUNTY HOTEL SUMMARY - APRIL 2007

Below is a breakdown of the hotel inventory in the Indianapolis/Marion County Area as of April 2007 which totaled 162 hotels and 21,421 rooms. In addition, the below chart will provide detail on the downtown area hotels and their meeting space.

Downtown Area 22 hotels/5,525 rooms
 North Area 45 hotels/6,254 rooms
 South Area 31 hotels/2,785 rooms
 East Area 26 hotels/2,326 rooms
 West & Airport Area 38 hotels/4,531 rooms

Property Name (click name for details)	Sleeping Rooms	Meeting Rooms	Square Footage	Largest Mtg. Room	Connected to ICC	Area of Town
<u>Columbia Club</u>	97	10	13,861	4,590	No	Downtown
<u>Conrad Indianapolis</u>	243	12	10,000	4,852	Yes	Downtown
<u>Crowne Plaza Hotel & Conference Center at Historic Union Station</u>	275	41	52,107	6,708	Yes	Downtown
<u>Embassy Suites Hotel Downtown</u>	360	13	24,200	12,700	Yes	Downtown
<u>Hilton Indianapolis</u>	332	17	28,706	6,336	No	Downtown
<u>Hyatt Regency Indianapolis</u>	497	27	35,000	9,408	Yes	Downtown
<u>Indianapolis Marriott Downtown</u>	622	31	40,000	21,008	Yes	Downtown
<u>Omni Severin Hotel</u>	424	17	17,000	3,036	Yes	Downtown
<u>Sheraton Indianapolis City Centre Hotel</u>	374	15	16,126	10,416	No	Downtown
<u>University Place-IUPUI</u>	278	29	29,104	3,240	No	Downtown
<u>The Westin Indianapolis</u>	573	22	39,000	17,000	Yes	Downtown
<u>Courtyard by Marriott</u>	235	7	5,000	1,020	No	Downtown

<u>Downtown</u>						
<u>Courtyard by Marriott at the Capitol</u>	124	2	1,000	500	No	Downtown
<u>Residence Inn by Marriott Downtown on the Canal</u>	134	4	1,480	700	No	Downtown
<u>Canterbury Hotel</u>	74	5	2,950	1,000	Yes	Downtown

ATTRACTIONS

Indiana Repertory Theatre – Located in the historic Indiana theatre and founded in 1972, Indiana Repertory Theatre has grown into one of the leading regional theatres in the country as well as one of the top-flight cultural institutions in Indianapolis and Indiana. IRT showcases the best in professional regional theatre, comedy, drama, classic, contemporary and new plays with artists from across the country, providing experiences that engage, surprise, challenge, and entertain people throughout their lifetimes, thereby helping to build a vital and vibrant community.

Indianapolis Museum of Art – Is among the largest general art museums in the United States. Situated on 152 acres that incorporate the historic Oldfields estate, as well as breathtaking gardens and grounds, the newly expanded IMA features significant collections of African American, Asian, European, contemporary and decorative art, including paintings, sculpture, prints, drawings and photographs, textiles and costumes.

The Children's Museum of Indianapolis – A nonprofit institution committed to enriching the lives of children, is the largest children's museum in the world. The more than 400,000-square-foot facility houses eleven major galleries that explore the physical and natural sciences, history, world cultures and the arts.

The Indiana State Museum – in White River State Park is the state's gathering place to explore the state's past, present and future through exhibits inviting exploration and discovery of art, science, history and culture.

The Indianapolis Zoo – Just footsteps from downtown, the Zoo is open daily at 9 a.m. Highlights include Indiana's largest aquarium, open exhibit areas with 350 different animal species and seasonal pony, train and family roller coaster rides. The complex also includes the 3.3-acre White River Gardens, featuring hundreds of plant varieties on display in outdoor gardens, as well as entertaining and educational conservatory exhibits throughout the year. The Indianapolis Zoo's mission is to connect animals, plants and people. Since opening in 1964, the Indianapolis Zoo has grown into a world-class facility hosting a million visitors each year and playing a major role in worldwide conservation and research, including accomplishing the world's first successful artificial insemination of an African elephant. The Indianapolis Zoo is located in White River State Park downtown and is the only attraction accredited by the American Zoo and Aquarium Association (AZA) and the American Association of Museums as a zoo, an aquarium and a botanical garden.

NCAA Hall of Champions – The Hall recently reopened after a significant overhaul of this popular museum located downtown. All of the 23 sports the NCAA sanctions are on display. NCAA Hall of Champions is a 30,000-square-foot, two-level venue that features inspiring theater presentations, tributes to former NCAA student-athletes and champions, NCAA championship sports and a gallery for special exhibitions.

White River State Park – Located in the heart of downtown, Indiana's only urban state park offers an awesome array of attractions, entertainment and recreation:

Indianapolis Zoo
White River Gardens
Victory Field baseball park
**Eiteljorg Museum of American Indians &
Western Art**
IMAX Theater
Indiana State Museum
NCAA Hall of Champions & Headquarters
The Lawn performance venue
Visitor Center

Congressional Medal of Honor Memorial
Military Park
McCormick's Rock
Pedestrian Bridge
River Promenade
Pumphouse
Central Canal
pedal boat rentals
bike rentals

The Indianapolis Motor Speedway opened in 1909, is the world's largest spectator facility and the only race track to host the Indy Racing League and NASCAR. Since 1911, the Speedway has been the home of the "Greatest Spectacle in Racing," the Indianapolis 500 each May. The Allstate 400 at the Brickyard (formerly Brickyard 400) has quickly become one of NASCAR's most coveted races since the inaugural event in 1994 and heats up the track in late July. The Speedway completed the Triple Crown of Racing 2000-2007 with the addition of June's United States Grand Prix, the only Formula One race run in the United States. Beginning in 2008, the Speedway's infield road course will host the Red Bull Indianapolis MotoGP motorcycle race.



SPECTATOR SPORTS HIGHLIGHTS

Indiana Sports Corporation – The ICVA works closely with the Indiana Sports Corporation, a private not-for-profit entity focused on attracting and bringing to Indiana marquee sporting events in a first-class manner. One such example of the incredible ICVA/ISC partnership was the booking of the Big Ten Men's & Women's tournaments for 2008-2012, ending a yearly rotation the Big Ten maintained with Chicago.

Since 1979, the ISC has worked to attract and help stage over 400 national and international sporting events to Indiana generating more than \$3 billion in direct economic impact; convinced 10 elite national sports organizations to move their headquarters to Indianapolis which in total contribute \$91 million annually to the Indiana economy; and impacted tens of thousands of Indiana youth each year with convincing messages and real-life examples showing healthy lifestyle choices, character, and leadership development.

NCAA – Indianapolis is proud to be home of the NCAA Headquarters and Hall of Champions and has a unique partnership with the NCAA, which moved its office in 1999 to Indianapolis from Kansas City. In 2004, the NCAA also entered into a Memorandum of Understanding with Indianapolis and committed to bringing a number of high-profile events to the city on a five-year rotating cycle including the Men's and Women's Final Fours, preliminary round games of the Division I Men's and Women's Basketball Championships, and the NCAA Convention.

The Indiana Fever – Indiana's WNBA team captures the passion and excitement of women's professional basketball in the state where basketball reigns supreme. The Fever has a 57-45 record for the past three seasons which includes consecutive trips to the WNBA Playoffs. Home games are played at Conseco Fieldhouse.

The Indiana Ice – this United States Hockey League team provides high-energy, hard-hitting hockey action during their 30 regular season home games at the Pepsi Coliseum at the Indiana State Fairgrounds & downtown's Conseco Fieldhouse. The Indiana Ice Tier 1 Hockey Club was founded to provide a vehicle for aspiring college and professional hockey players to develop their academic skills, personal habits and ice hockey playing abilities in order to move up to the collegiate or professional level.

Indiana Pacers – the NBA's Indiana Pacers are in the heart of hoops hysteria - Indianapolis! See these perennial playoff contenders, led by new coach Jim O'Brien at one of the top basketball venues in the world, Conseco Fieldhouse.

Indianapolis Colts – NFL Head coach Tony Dungy leads Peyton Manning, Marvin Harrison and the rest of the Super Bowl XLI champion team. Beginning with the 2008 season, the Colts move from the RCA Dome to the new Lucas Oil Stadium.

Indianapolis Indians – Triple-A International League Indians play home games April-September at Victory Field, voted Best Minor League Ballpark in America, located just west of the Indiana Convention Center & RCA Dome

PERFORMING ARTS

MusicCrossroads – Created and managed by the ICVA and its subsidiary Tourism Tomorrow, Inc., the MusicCrossroads program focuses on advancing the quality of life in Indianapolis through the attraction, support, and collaboration of leading performing art entrepreneurs. National and international partner performing art organizations currently headquartered in Indianapolis include the American Pianists Association, Drum Corps International, Heartland Truly Moving Pictures, International Violin Competition of Indianapolis, Music for All, and the Percussive Arts Society

THE INDIANAPOLIS CONVENTION & VISITORS ASSOCIATION

Budget: \$10.5 million
Staff: 56 Full-Time
Members: 750

The Indianapolis Convention & Visitors Association (ICVA) is a private, non-profit organization formed in 1923. It is governed by a board of directors, with additional insight provided by an advisors board, and employs a staff of 60 professionals. The ICVA is funded from both private (membership, advertising and sponsorship) and public sources (Capital Improvement Board, a portion of the Marion County innkeeper's tax). ICVA is the official tourism destination management organization for the greater Indianapolis area, and undertakes marketing, sales, promotion, research, servicing and development with community partners, to advance economic progress and quality of life.

According to a Global Insight report, in partnership with D.K. Shifflet & Associates, 21.9 million visitors annually provide \$3.56 billion in total annual economic impact on the Indianapolis economy resulting in 66,621 full-time equivalent employment positions in the hospitality industry.

ICVA Mission Statement:

- To advance Indianapolis tourism and economic growth.

ICVA Goals:

- Increase number of visitors and their financial impact.
- Expand positive perception of Indianapolis.
- Positively influence the visitor experience.
- Advocate the importance of tourism to Indianapolis economic vitality.
- Be recognized as a highly effective accountable and metric-driven marketer.

ICVA Core Strategies:

- Convention/Meetings Sales - Through careful identification of appropriate groups, building relationships with key meeting planners and offering facilities and services to meet their needs, the ICVA delivers thousands of convention delegates to the doorsteps of local businesses.
- Service - Whether in town for a weekend getaway or to attend a special event, the ICVA understands the needs of convention delegates and leisure travelers and strives to create and deliver a positive Indianapolis visitor experience.
- Marketing - In order to expand the visibility of the Indianapolis message, the ICVA markets the city through a variety of means, including a comprehensive Web site, regional advertising placements and promotions and leisure electronic newsletters.
- Communications - Through media relations, public relations, Web site presence and electronic and video communications, the ICVA increases public awareness of Indianapolis' cultural, athletic, educational, entertainment activities and civic achievements and generates a favorable image for the city.
- Partnership Development - ICVA members are local partners in tourism development. Benefits for members include increased visibility to visitors to the city, industry information, trends and statistics, and involvement in the hospitality community.

SUMMARY OF POSITION

The purpose of the Director of Sales position is to increase awareness of Indianapolis in order to promote and sell the destination, and ensure quality bookings for the convention center and hospitality community. Sales territory includes Washington, DC and surrounding states as well as the key Northeast markets of Pennsylvania, New Jersey, New York, Massachusetts and Connecticut. Effectively manage territory to achieve optimum sales success within assigned region. This position will be located in the Washington, DC regional office.

Reports To: Vice President of Sales

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Solicit convention business for the city of Indianapolis.
- Plan and execute effective sales programs within assigned market (trips, presentations, trade shows, promotions, etc.).
- Maintain accurate, complete and timely communication with hotels.
- Effectively manage two direct reports.
- Contribute to annual sales plan by recommending booking goals and budget requirements of assigned markets.
- Carry out assignments as directed by vice president of sales and director of convention sales.
- Maintain accurate, complete documentation within electronic file base.

- Participate in identifying and booking business into soft need timeframes.
- Maintain accurate, complete and timely communication with key customers.
- Maintain accurate database of contacts.
- Maintain accurate account and meetings qualification activity on a daily basis.

IDEAL BACKGROUND AND SKILL SET DESIRED

- Minimum ten years selling experience in hospitality field.
- Refined sales and leadership skills.
- Successful history of generating revenue through creative sales initiatives and lead generation.
- Strong analytical skills to be able to determine quality of business and best suited business opportunities for city.
- Strong and consistent ability to prioritize activities within specific time guideline and to handle multiple responsibilities within a specific time frame.
- Ability to operate computer, fax, e-mail system and general office equipment including laptop computers when traveling away from office.
- Excellent communication, both written and verbal.
- Skilled in PowerPoint and Excel spreadsheet development and use.

EDUCATION

- Bachelor's or graduate degree from accredited institution required.

CORE COMPETENCIES AND CHARACTERISTICS NEEDED

- Professional appearance and a mature and professional approach to business
- Self-motivated
- Persuasive, team player
- Ability to think strategically and open to new ideas
- Strong and consistent ability to prioritize activities
- Possess excellent communication, written, oral and grammatical skills
- Ability to learn quickly
- Very strong organizational and goal setting skills
- Strong track record of meeting and exceeding goals and objectives
- Outgoing and engaging personality
- Strong work ethic

KEY PRIORITIES FOR THE FIRST 12-18 MONTHS

- 1) Establish a working relationship with existing sales team in the DC office
- 2) Gain trust and confidence from clients, convention center, hotel partners and other stakeholders
- 3) Become familiar with the local area and attractions
- 4) Clearly identify account list 4,000 peak and greater and position Indianapolis as a future option
- 5) Generate quality leads and exhibit good follow up
- 6) Establish visibility in the marketplace
- 7) Engage the National Sales Office of the Hotel brands with the Indianapolis message
- 8) Exceed established solicitation and production goals

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 Kellie Henderson, Executive Recruiter, SearchWide™
henderson@searchwide.com or call 703-942-5465***