

POSITION OVERVIEW

INDIANAPOLIS CONVENTION & VISITORS ASSOCIATION VICE PRESIDENT OF SALES POSITION (INDIANAPOLIS, IN)



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
Columbia Club	97	10	13,861	4,590	No	Downtown
Conrad Indianapolis	243	12	10,000	4,852	Yes	Downtown
Crowne Plaza Hotel & Conference Center at Historic Union Station	275	41	52,107	6,708	Yes	Downtown
Embassy Suites Hotel Downtown	360	13	24,200	12,700	Yes	Downtown
Hilton Indianapolis	332	17	28,706	6,336	No	Downtown
Hyatt Regency Indianapolis	497	27	35,000	9,408	Yes	Downtown
Indianapolis Marriott Downtown	622	31	40,000	21,008	Yes	Downtown
Omni Severin Hotel	424	17	17,000	3,036	Yes	Downtown
Sheraton Indianapolis City Centre Hotel	374	15	16,126	10,416	No	Downtown
University Place-IUPUI	278	29	29,104	3,240	No	Downtown
The Westin Indianapolis	573	22	39,000	17,000	Yes	Downtown
Courtyard by Marriott	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 Vice President of Sales will work directly with the Senior Vice President of Sales and President/CEO. This person will be responsible for overseeing the sales, services operation for this dynamic organization. This individual will carry a couple key accounts. The position is very tactical and will be focused on teaching, mentoring, and maximizing business opportunities. This individual will reach out to the community stakeholders' and work to establish and implement the strategies and tactics of sales and marketing with the objective of securing conventions, tradeshow and all other leisure travel. This position does require travel.

Reports To: Senior Vice President of Sales

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

- Work to maintain strong ties with the convention center, hospitality community and city stakeholders.
- Lead sales team to reach stated sales plan goals and objectives, manage “day to day” activity while able to manage and capture group sales leads in specific market segments.
- Analyze sales statistics to formulate monthly activity reports which include new leads generated, confirmed bookings, conversion, and repeat sales.
- Identify and explore emerging markets.

- Oversee the development and implementation of the annual marketing plan to include goals, objectives and strategies, and reorganization in conjunction with the SVP of Sales and President and CEO.
- Represent the Indianapolis Convention & Visitors Association at national and statewide meetings, conventions, and trade shows.
- Maintains national, regional, state and local profile in the travel industry through associations, committees and marketing cooperatives; travels and participate in the Indianapolis Convention & Visitors Association sales promotions and exhibits.
- Oversees the further development and communication of the brand promise.
- Deliver regular presentations to Board of Directors and other key stakeholders.
- Analyze, forecast, and control expenditures of division to conform to budgetary requirements.
- Recommend budget, expenditures, and appropriations for research and development work.
- Prepare monthly sales report showing volume, potential sales, and areas of proposed client base expansion.

MINIMUM QUALIFICATIONS

- Ten years of professional experience in leadership roles with convention bureau, hotel sales or related travel industry required.
- Previous hotel and/or CVB experience is preferred.
- Hotel convention center expansion experience is a plus.

KNOWLEDGE, SKILLS AND ABILITIES NEEDED

- Exceptional tactical sales skills.
- Thorough understanding of the convention and trade show group market nationally with industry segmentation and geographic focus.
- Strong organizational and management skills with the ability to close business.
- Strong sales database experience.
- Ability to think strategically and creatively in securing new business.
- Adept at team leadership and mentoring skills.
- Ability to work in a collaborative fashion with city leaders and hospitality community.
- Possess very strong customer skills
- Understanding of the complex issues of destination marketing.
- Thorough understanding of sales and marketing trends, procurement, the marketplace, and competitive set
- Background working with boards, committees or in other multiple stakeholder environments will be helpful.
- Previous work experience with a branded product or destination.
- Existing client base and strong knowledge of the Indianapolis product and its competitive set will be very beneficial.
- Proven track record of results, ability to motivate sales team, excellent communicator, strong leadership, and work with diversified stakeholders.
- Must possess strong sales, communications and presentation skills and be proficient in Microsoft Office, Excel, Word.

CORE COMPETENCIES AND CHARACTERISTICS NEEDED

- Ideal candidate will be self motivated and self directed, a team player, detail oriented and must be able to multi-task.
- Impeccable work ethic
- Must be highly credible
- Demonstrates high integrity at all times
- Motivator with a contagious positive attitude to motivate and lead a team toward goals
- Competency in political awareness and environment
- Excellent logic and reasoning skills
- Organized
- Problem solver
- Exceptional consensus builder

KEY PRIORITIES FOR THE FIRST 12-18 MONTHS

- 1) Mentor and motivate the existing Sales staff, assess market segmentation and team deployment.
- 2) Immediately gain the trust of community stakeholder and assess current member and stakeholder needs.
- 3) Assist with finalizing the sales organization restructure

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