

POSITION OVERVIEW
MACON-BIBB COUNTY CONVENTION & VISITORS BUREAU
PRESIDENT & CEO
(MACON, GA)



ABOUT MACON-BIBB COUNTY

Population: Macon – 97,255 Bibb County – 153,887

Macon is a city of diverse cultures, beautiful architecture, an exciting music heritage and thriving arts and educational opportunities. With a population nearing 150,000, the Macon and Bibb County area continues to be a vibrant and growing community. Macon provides many of the amenities expected in a large metropolitan area, while retaining the character of a small town.

Macon has been the heart of Georgia. Its central location provides easy access to Atlanta on the north, Valdosta on the south, Columbus on the west, and Savannah on the east.

Macon has long been a cultural center of Georgia, home to some of the finest musicians in music history. Lena Horne, Otis Redding, James Brown, "Little Richard" Penniman, and the Allman Brothers all call Macon home. Macon also pioneered the first college in the world for women – Georgia Female College (now Wesleyan College) – in 1836.

Macon is the home to the Georgia Music Hall of Fame, as well as the Georgia Sports Hall of Fame. Many Southern Historic Landmarks, including the Hay House, the Cannonball House, and the Woodruff House, are situated throughout the city.

Macon has the distinction as the "Cherry Blossom Capital of the World" with over 300,000 Yoshino cherry trees. Every year an average of 700,000 participants descend into the area for the International Cherry Blossom Festival. The festival draws hundreds of events and attractions, ranging from live animal shows to hot-air balloon festivals, parades, arts & crafts, and live theatre productions to amusement rides, fireworks, historic tours and dances.

To learn more about Macon, please visit: <http://www.cityofmacon.net>

MACON TRAVEL INDUSTRY STATS

- Traveler expenditures contributed \$271 Million to Macon's economy in 2008. These expenditures supported 3,270 jobs; produced \$69.87 Million in resident wages earned, and generated \$8.06 Million in local tax revenue.
- During FY 2008/09, 314 meetings and conventions brought 103,086 meeting delegates to Macon who spent \$52.98 Million during their stay.
- Group tours to Macon during FY 2008/09 resulted in 1,113 overnight stays and day trips generating \$2.21 Million in revenues for Macon and Bibb County.
- During FY 2008/09, 127,698 travelers stopped in at Macon Visitors Centers located in downtown Macon and the Department of Transportation's Macon I-75 southbound rest stop, resulting in 58,196 reservations and referrals to Macon and Bibb County restaurants, shops and lodging facilities, generating \$1,060,591 in revenues for area merchants and service providers.
- With 1,826 visitors taking an Around Town Tour and 3,948 visitors taking a custom tour of Historic Macon during FY 2008/09, \$52,177 in revenue was generated for local attractions.
- Advertisements placed by the Macon CVB during FY 2008/09 generated 52,923 requests for information. In addition, 37,355 Macon brochures were distributed to state welcome centers.
- The Macon-Bibb County CVB web site, www.maconga.org, received 13.9 million hits and 430,351 visitors to the site during FY 2008/09.
- During FY 2008/09, 301 articles about Macon appeared in national and international publications representing \$2.03 Million in free advertising that carried the added value of a third party endorsement to lure travelers to Macon.

HOTELS

Hotel Market: 4,500 Hotel/Motel Rooms

Hotel-Motel Tax: 12% Total (6% sales & 6% room tax) paid by hotel & motel guests within Macon & Bibb County

Macon offers three distinct accommodations clusters, each boasting of unique hotels, motels, restaurants, shopping and attractions. Hotels contained in these clusters total 51 with over 4,500 rooms.

Listed on the National Register of Historic Sites, Downtown Macon offers fine lodging, dining, shopping, theatre, entertainment, attractions and close proximity to both the Macon Centreplex and City Auditorium.



ATTRACTIONS /TOURISM / ANNUAL EVENTS

Macon’s attractions are many and varied, sure to delight a visitor no matter what their interest. Macon is home to 5,500 National Register historic structures in 11 historic districts, the largest group of historic districts of any city in Georgia. Macon attractions also feature rich and diverse cultures from 10,000 year-old Paleo-Indian mounds and the largest collection of ancient African artifacts, to the top 40 musical hits of Little Richard and REM (at the *Georgia Music Hall of Fame*) and the 3,000 hits of Hank Aarons bat (at the *Georgia Sports Hall of Fame*).

Macon is a hotspot for tourists not only because of its exceptional climate and its central location, but also because of its scenic attractions. It is home to ten historic districts including Cherokee Heights, East Macon, Macon, Macon Railroad, Pleasant Hill, Shirley Hills, Vineville, Fort Hill, North Highlands, and Tindall Heights. Macon showcases the Hay House, the Cannonball House, Sidney Lanier Cottage, Jarrell Plantation and Terminal Station. Tourists and natives alike are welcome to enjoy the history of *Rose Hill Cemetery* or the *Douglas Theatre*. What’s more, history is not limited to monuments, architecture, and gravestones. Macon also features the *Georgia Music Hall of Fame*, the *Georgia Sports Hall of Fame*, the *Museum of Arts & Sciences*, the *Harriet Tubman African American Museum*, and the *Georgia Children's Museum*.

Macon is bustling with economic development and still values tradition. Several annual events create and strengthen bonds within the community. These events include the Cherry Blossom Festival, Mid Summer Macon, Georgia State Fair, MAGA Film Festival, Bragg Jam Festival, Tubman Pan African Festival, Macon Arts Fired Works Regional Ceramics Show and the Annual Macon Gardens, Mansions and Moonlight.

For a more detailed description of these events, please visit www.discovermacon.org

Family Recreation
Historic House Museums

Museums



MACON CENTERPLEX



With over 140,000 sq. ft. of meeting space and event seating from 2,688 to over 9,000, The Edgar H. Wilson Convention Centre is *Georgia's largest convention facility outside of metro-Atlanta!* The 1996 addition of the 102,000 gross square foot Edgar H. Wilson Convention Centre, The Centreplex has become Georgia's largest convention/event facility outside of metro-Atlanta and one of the largest, finest and most versatile in the Southeastern United States a state-of-the-art facility.



Completed in 1925, the Macon City Auditorium is nestled in the historic district of downtown Macon and is, in itself, a historic landmark listed in the National Register of Historic Places. Its monumental assembly hall - circular in plan - is about the size of the Pantheon in Rome and its unique copper dome is reportedly the largest in the world. The Great Hall seats 2,688 total - 1,700 on the main floor and 988 in a cantilevered balcony.



The 9,252-capacity Macon Coliseum is the entertainment center for Macon and Middle Georgia's 30 surrounding counties.

Built in 1968 and renovated in 1996, it was the first facility of its size and type in the state and has housed full-house crowds for greats such as Elvis, The Jacksons, Billy Joel and Reba McEntire!

GEORGIA SPORTS HALL OF FAME



Georgia's storied athletic heritage is featured in this 43,000 square foot facility.

Educational and interactive exhibits honor heroes from the state's top high school, collegiate, professional and amateur athletic fields such as record home run hitter Henry "Hank" Aaron and football legend turned sports announcer Fran Tarkenton.

ANDERSON CONFERENCE CENTER AT GOODWILL

A contemporary conference facility that features more than 20,000 square feet of meeting space including a large Atrium Banquet Hall, which can accommodate up to 1,000 people, and five break-out conference rooms. The facility is equipped with state-of-the-art audiovisual equipment, and Edgar's catering offers superb fine dining catering. The Conference center features one of the largest kitchens in the Southeast.

ABOUT MACON-BIBB COUNTY CONVENTION & VISITORS BUREAU

Established in 1980, the Macon-Bibb County CVB is a nonprofit organization created exclusively to market Macon and Bibb County domestically and internationally to both groups and individuals to enhance the area's economic growth and increase employment.



After 25 years, working out of the Chamber, the Coliseum and most recently the Terminal Station, the CVB and Macon Downtown Visitors Center has a home of its own. Perfectly suited to accommodate the CVB's needs, the former Trailways Bus Station at 450 Martin Luther King Jr. Boulevard has morphed into a multipurpose, state-of-the-art downtown visitor information center, training & resource center and marketing office of the Macon-Bibb County Convention & Visitors Bureau.

The 11,420 sq. ft. facility includes a 2,500 sq. ft. customer service area with enticing exhibits and displays, and a 900 sq. ft., theater with seating for up to 50 people where visitors can view an engaging 12-minute film to better enable the Macon-Bibb County CVB to effectively promote attractions, restaurants, shopping and recreational venues in Macon and the surrounding region, thereby enticing visitors to extend their stay. The facility also has a 960 sq. ft. storage area to house the hundreds of thousands of brochures and promotional materials used by the CVB.

A 920 sq. ft. conference/training room designed to accommodate up to 50 people classroom style, will serve as the new Georgia Center for Visitor Economics, a statewide resource and development center from which the CVB will coordinate training seminars/workshops at a reduced, group rate to Georgia CVBs and destination marketing organizations, many of which do not have access or funding to pursue these opportunities on an individual basis. Some of the training programs offered will include tourism trends, research and tracking, leveraging marketing dollars, packaging and partnerships, media relations and courting travel writers and national media representatives.

To learn more about Macon-Bibb County CVB, please visit: <http://www.maconga.org>

SUMMARY OF POSITION

The President & CEO for the Macon-Bibb County Convention & Visitors Bureau is responsible for the overall daily operations of the Bureau and implementation of policymaking and strategies for the organization. This position is responsible for directing the organization while providing oversight of marketing Macon-Bibb County, Georgia utilizing hotel motel sales tax revenue. This position reports to the Board of Directors for the Macon-Bibb County Convention & Visitors Bureau.

PREFERRED BACKGROUND, EXPERIENCE & QUALIFICATIONS

- A minimum of 5-years (10 preferred) CVB management/leadership experience with a strong focus on both sales management and marketing for destinations.
- Hotel/Lodging experience: Experience in utilizing industry research (U.S. Travel Association research, Smith Travel Research, etc.) in planning sales and marketing efforts.
- Demonstrated knowledge and experience in targeting and tracking various visitor segments including association, government, corporate, SMERF, leisure, group tour, business, sports and other target niches.
- Knowledge in social media for destination sales and marketing.
- Knowledge of CVB marketing software programs.
- Knowledge in advertising media and placement for destination sales and marketing.
- Knowledge in trade shows for destination sales and marketing.
- Demonstrated knowledge and experience in tracking of sales and marketing.
- Demonstrated experience in management of visitor centers.
- Proven leadership in constituent management (working with attractions, festivals, hoteliers, amenities) for destinations.
- Proven success in working with government leaders on the local, regional and state levels.
- Knowledge in the Hotel/Motel Sales Tax Law.
- Experience in supervision with proven ability to train and develop staff.
- Excellent verbal, written and presentation skills.

PERSONALITY TRAITS OR CHARACTERISTICS NEEDED

- Sophisticated with a strong sense of charisma and an entrepreneurial spirit.
- A true visionary leader who is very creative.
- Acts as a self starter with high energy.
- Experienced leader with deep industry credibility.
- Exceptional communication skills with ability to understand and communicate a vision of the “big picture”.
- A passionate and an inspirational leader that can support and act within a team environment.
- Outstanding interpersonal skills with the ability to provide leadership to inspire staff to focus on new and existing programs.
- Exceptional consensus builder that can be diplomatic and create synergy amongst different personalities with different goals and objectives.
- Demonstrates high integrity at all times.
- Strong presentation skills within small and large public groups.
- Impeccable work ethic and passion for the task at hand.
- Strong experience with convention and tourism sales.
- Must be an exceptional listener.
- Ability to develop and maintain strong relationships of all levels and with all stakeholders.
- Extensive media and public speaking experience.
- Understanding of cooperative marketing.
- Experience with setting goals, measuring success and holding others accountable.
- Significant convention and tourism sales experience.

KEY PRIORITIES FOR THE FIRST 12 MONTHS

- Assess the operation of the Bureau including: current programs, convention sales tactics and finances.
- Develop strong and meaningful relationships with all constituents, especially city, county and state elected officials and maintain effective on-going communication demonstrating results and return on equity.
- Immediately evaluate all marketing and branding initiatives with emphasis on the web site and social media.
- Increase number of convention sales to meet the convention and new hotel inventory.

If you are interested in this position please respond to the following SearchWide™ Executive:

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