

POSITION OVERVIEW

PALM SPRINGS DESERT RESORT COMMUNITIES CONVENTION AND VISITORS AUTHORITY (CVA) PRESIDENT & CEO POSITION



ABOUT PALM SPRINGS DESERT RESORT COMMUNITIES CVA & THE AREA

Rich in history and blessed with gorgeous weather, Palm Springs is a preferred destination of travelers from all over the world. Nestled at the base of the Mount San Jacinto Mountains, Palm Springs is known for its crystal blue skies, year-round sunshine, stunning landscape, palm tree lined streets and starry nights.

The Palm Springs Desert Resort Communities CVA is dedicated to promoting tourism to the eight cities in Riverside County that make up the Palm Springs Desert Resorts including: [Cathedral City](#), [Desert Hot Springs](#), [Indian Wells](#), [Indio](#), [La Quinta](#), [Palm Desert](#), [Palm Springs](#), and [Rancho Mirage](#). Local population swells to well-over 600,000 during winter season (January 1 through May 30).

Visitor Profile:

- *Annual Overnight Visitors:* 3.5 million
- *Average Visitor Stay:* 6 nights
- *Average Daily Visitor Expenditure:* \$502



Destination Overview:

- *Hotels and Resorts:* 255
- *Available Rooms:* 18,285
- *Golf Courses:* 118
- *Swimming Pools:* 40,000
- *Tennis Courts:* 600
- *Restaurants:* 620
- *Sunshine:* Average of 350 days per year
- *Rainfall:* 5.5 inches annually
- *Temperatures:* January 43-69 F; April 59-91 F; July 76-108 F; October 63-93 F

Budget & Funding:

Budget: \$7 million – *Staff:* 40 – *Members:* 525+

The Palm Springs Desert Resorts Tourism Business Improvement District (BID) has been in effect since January 2009. The level of assessment is 2% of the sale of overnight room stays of hotels and motels with 50 or more sleeping rooms. There are approximately 80 hotels/motels within the Tourism BID boundaries. The total annual BID revenue projected for fiscal year 2010-2011 is approximately \$5 million. The revenue collected is to be used to fund marketing, advertising and events that promote tourism for the Tourism BID jurisdictions of the Coachella Valley.

Destination Transformation:

The thriving hospitality industry in the Palm Springs Desert Resorts is at an all-time high, reflected in more than \$2 billion in new product that has recently opened or is in progress throughout the eight desert cities.

From early 2007 and continuing today, hotels and businesses in each of the desert 's cities - Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage – will have introduced a new hotel, newly remodeled hotel product, golf courses, restaurants or other amenities, collectively totaling more than \$2 billion.



- ***Westin Mission Hills Rancho Mirage:*** \$28 million room and property renewal
- ***The Ritz-Carlton, Rancho Mirage:*** New resort, spa, and residences in progress
- ***Agua Caliente Casino • Resort • Spa:*** New 340+ room luxury hotel
- ***Hilton Palm Springs Resort:*** Multi-million dollar renovation of ‘Elements’ Spa
- ***Miramonte Resort & Spa:*** New 6,000-square-foot ballroom and signature pool
- ***Palm Canyon Resort:*** \$2 million renovation project completed in 2009
- ***Renaissance Esmeralda Resort & Spa:*** New lobby, meeting space, restaurants and lounges
- ***Riviera Resort & Spa:*** After extensive remodel reopened October 2008
- ***Fantasy Springs Resort Casino:*** New 18-hole golf course/covered parking structure
- ***Embassy Suites Palm Desert:*** Completed \$6 million in renovations in 2008; additional \$500,000 in upgrades planned by end of 2009
- ***Rancho Las Palmas Resort & Spa:*** \$50 Million room and property renewal
- ***The Renaissance Palm Springs:*** The 410 guest room Renaissance Palm Springs Hotel, formerly known as the Wyndham Palm Springs, was newly branded a Renaissance after undergoing a multi-million dollar renovation. The hotel is attached to the Palm Springs Convention Center and serves both the meetings market and leisure travelers.



MEETING FACILITIES, ENTERTAINMENT & ATTRACTIONS

Meeting and Special Event Facilities: Select from an array of convention centers, major convention hotels, resorts, or unique indoor and outdoor facilities for meetings or events. Depending on the size, the Palm Springs Desert Resorts area has a facility that will be perfect for any group from 10 to 10,000.

- **20,000 square feet and up**
- **10,000 - 19,999 square feet**
- **1,000 - 9,999 square feet**
- **Up to 999 square feet**
- **Additional facilities**

While some dream about world famous Palm Springs golf and soaking in a natural hot mineral water spa, others prefer hitting the trail to enjoy hiking in Palm Springs and its surrounding mountains.

The Living Desert Zoo & Gardens is one of the Coachella Valley's most unique tourist attractions, giving visitors a complete introduction to the natural desert's animals and plants. Children are especially fond of "critter close-ups," a chance to see and touch small desert animals -- tortoises, snakes and birds.



Another local favorite is a ride on the **Palm Springs Aerial Tramway** which ascends 8,500 feet up the side of Mt. San Jacinto. At the top, mountain hiking trails wind among green, lush pine trees in the spring and summer, and the snow is deep enough for cross-country skiing in winter.

Indian Canyons where you will find trading posts, picnic grounds, hiking, horse trails and spectacular scenery; Andreas, Murray, Palm, and Tahquitz Canyons. Open year-round.

Palm Springs Art Museum The Palm Springs Art Museum strives to serve diverse communities as one of the outstanding mid-size art museums in the country. Its mission is to promote enjoyment, education and involvement with visual art of the highest quality, and enhance appreciation of the performing arts.

With more than 600 Palm Springs restaurants in the valley, the dining possibilities are



endless - chic little bistros, poolside cafes, exquisite resort fare and casino buffets boasting everything from steamed shrimp to prime rib and a dozen flavors of cheesecake. It's a gourmand's delight here – French, Mexican, Italian, Greek, seafood, BBQ, California fresh.

[Link to a Complete Directory of Palm Springs Attractions & Adventures](#)

- [The McCallum Theatre for the Performing Arts](#) for special national touring companies
- [The Annenberg Theatre](#) (concerts, stage) at [Palm Springs Art Museum](#)
- [The Historic Plaza Theatre](#), home of the "[Fabulous Palm Springs Follies](#)"
- [Indian Wells Tennis Garden](#) and [Indian & Tahquitz Canyons](#)
- [Agua Caliente Cultural Museum](#) , [Palm Springs Air Museum](#), [Children's Discovery Museum](#) and [IMAX Theater](#)
- Casinos ([Spa Resort Casino](#), [Fantasy Springs Casino](#), [Agua Caliente Casino](#), [Augustine Casino](#), [Spotlight 29 Casino](#)) and The SHOW performance center at the [Aqua Caliente Casino Resort Spa](#)
- [Joshua Tree National Park](#)

Journalists from around the world continue to put the Palm Springs Desert Resort Communities at the top of their list of new and exciting story ideas, generating millions of dollars in press exposure for the desert each year including:

- [Luxury Travel Advisor](#)
- [Resorts Magazine](#)
- [SkyWest](#)
- [Alaska Airlines](#)



To learn more about the Palm Springs Area please visit <http://www.palmspringsusa.com>.

POSITION SUMMARY

The community is seeking a CEO with proven abilities to elevate the CVA as a premier sales and marketing engine whereby taking the Palm Springs region to the “Next level” of national and international prominence as a world class tourist and convention destination.

IDEAL BACKGROUND AND SKILL SET DESIRED

- Ten (10) plus years of exemplary experience in an executive position at a leading Destination Marketing Organization (DMO)
- Lodging Industry experience is preferred
- A good understanding of the Palm Springs-Coachella Valley area, key market segments and broad strategies to capture new business

- Sophisticated understanding of and proven success with the management of a complex multi-jurisdictional destination similar to the Palm Springs-Coachella Valley region
- Broad reputation with deep knowledge and experience in destination meetings and conventions sales
- Experience in developing and implementing sales and marketing strategies; understanding of selling a convention center and city wides
- Understanding of tour/travel and leisure marketing along with the rapidly evolving media platforms utilized to reach targeted markets
- Ability to identify and target emerging and niche markets
- Understanding of the Palm Springs region as one of the nation’s largest drive-markets and how to address this effectively
- Ability to utilize and articulate the findings and value of research
- Ability to track and report ROI to key constituents and the media to keep the CVA’s success in the forefront
- Sterling reputation as a leader in the hospitality field with proof of peer recognition
- Leadership positions on state, national and international travel/tourism/hospitality boards
- Well acquainted with national and international industry leaders
- Familiar with global industry related trade shows
- Proven business and political public relations skill sets

DEGREE REQUIREMENT

- Four-year degree from an academic institution in Liberal Arts, Communications, Marketing, other related fields or equivalent experience.

CORE CHARACTERISTICS & PERSONALITY TRAITS REQUIRED

- Passionate leader with a superb vision
- Strong work ethic
- Impeccable integrity
- Fiscally responsible
- Magnetic personality
- Dynamic and experienced public speaker
- Team leader capable of attracting, hiring and motivating exceptional staff
- Ability to identify and resolve problems; consensus builder
- Impeccable social skills and enjoys attending business and related social functions
- Articulate appreciation of and enthusiasm for the value of the “Palm Springs” brand
- Must be an exceptional listener

ESSENTIAL DUTIES & RESPONSIBILITIES

- Develop top level relationships with airline decision makers for expansion of service
- Expand and/or develop relationships with all of the area Indian Tribes to grow voluntary funding, membership participation and partnership opportunities
- Monitor the current BID funding mechanism, which must be approved annually by Riverside County Board of Supervisors, so that area hotels do not become dissatisfied with the 2% collected from their guests
- As the outlying areas develop, expand the boundaries of the CVA for BID funding and membership development
- Research and implement new funding sources used by other CVBs
- Annual keynote speaking engagements on major national and international levels such as DMAI, USTA, ASAE, MPI, etc.
- Enhance the image of Palm Springs-Coachella Valley worldwide through media relationships
- Develop a working relationship with elected officials of local and neighboring cities
- Coordinate ongoing programs that promote the economic value of tourism and conventions with community agencies, such as the Coachella Valley Economic Partnership (CVEP)
- Develop a working relationship with high level representatives of the various travel industries of Canada, Mexico, South America and Europe, and monitor the effect of the American Dollar on tourism
- Develop and maintain ongoing relationships on the subjects of travel, tourism and hospitality with the elected officials at state, county and national levels so that return and responsive communications become the norm with the office of the governor, congressmen, senators and county supervisors
- Actively participate in the research, drafting and passing of legislation that affects the travel industry, to include developing relationships with key lobbyists
- Develop and maintain ongoing relationships for filming and product placement opportunities with major motion picture studios and the “Hollywood” industry
- Responsible for the daily operations of the CVA including, but not limited to, financial matters, directing, supervising, hiring and discharging of employees, promoting the purposes of the CVA, abiding by the bylaws, attending CVA Joint Powers Authority (JPA), Technical Advisory Committee (TAC, city and county managers), Hospitality Industry and Business Council (HIBC) and appropriate committee meetings, devote full time to the CVA and perform such functions as the JPA and HIBC may direct
- Expand and maintain the area membership base, travel related organizations and marketing partners/sponsors to grow destination marketing opportunities
- Oversee the CVA staff and delegate management, authority and responsibility to appropriate CVA staff
- Manage development and implementation of strategic operating plans for the CVA as directed by the JPA and HIBC

- Expand and maintain the CVA's sales strategies by setting sales goals, implementing innovative sales plans and promoting the sales service aspects of the CVA
- Expand and maintain the CVA's marketing strategies, advertising, public relations and communication plans in accordance with the CVA objectives to promote the Palm Springs area as a full service visitor and convention destination
- Expand and maintain the CVA's image and reputation through appropriate media and industry outlets
- Execute the overall plan for day-to-day general management of the CVA

KEY PRIORITIES FOR THE FIRST 12-18 MONTHS

1. Reach out to all stakeholder groups and begin to develop strong and meaningful relationships in order to build trust, confidence, credibility and success in the community.
2. Focus on short and long term meeting, leisure and corporate business and ensure that the sales team has all resources necessary to exceed sales goals immediately.
3. Develop a strategic plan that encompasses all CVA areas of responsibility.

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

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