

POSITION OVERVIEW
PRINCE WILLIAM COUNTY/MANASSAS CONVENTION & VISITORS BUREAU
EXECUTIVE DIRECTOR POSITION
(PRINCE WILLIAM COUNTY, VA)



Prince William County/Manassas Convention and Visitors Bureau Mission Statement:
The mission of the Prince William County/Manassas Convention and Visitors Bureau is to market, promote and develop Prince William County and Manassas as a tourism, leisure, and corporate destination; thereby stimulating economic growth and improving the quality of life for our community's citizens, businesses and visitors.

PRINCE WILLIAM COUNTY/MANASSAS AREA

Prince William is a place where businesses actively contribute to a vibrant community, helping to create a dynamic place where people want to live, work and play. Its location in the center of Northern Virginia makes it a perfect destination from which to explore all the region has to offer.

From the shores of the Potomac and Occoquan Rivers to the peaks of the Bull Run Mountains, Prince William is an area with much to see and do – its cultural attractions, recreational opportunities and shopping spots interest both residents and visitors and its world-class golf courses have repeatedly attracted the Presidents' Cup.

Additionally, the economic environment is supportive of business. A diverse range of industries, from biotechnology and information technology firms to art galleries, flourish in the area. For residents, this means they will find quality goods and services right here in Prince William and that visitor will never run out of things to see and do!

Geography

Only 20 miles south of the Nation's Capitol, Prince William County encompasses 348 square miles and includes within its boundaries the independent cities of Manassas and Manassas Park, as well as the towns of Dumfries, Haymarket, Occoquan and Quantico. Prince William County is bordered on the north by Fairfax and Loudoun counties, on the east by the Potomac River, on the south by Stafford County, and on the west by Fauquier County.

Demographics

Total population for Prince William County has grown to almost 400,000, an increase of 39.8% since 2000. In 2007, the Census Bureau reported that the median family income in Prince William County was \$93,002 and the per capita income was \$34,315, which makes it the ninth largest county in the United States and indicates the wealth of the area.

Business Friendly Atmosphere

Innovation@Prince William is a 1,500-acre business and technology park targeting biotechnology, life science, and supporting industries. Anchored by George Mason University’s life science campus, Innovation has grown since its inception in 1992 to become home to biotech industry leaders. This unique public-private partnership has evolved into a unique “university-centered” model for economic development within Prince William County, resulting in the creation of nearly 3,000 new jobs and a total investment in the county of some \$726 million. According to CoreNet Global, the world’s premier association for corporate real estate and related professions, Innovation@Prince William has emerged as a model for one of the most innovative economic development strategies, employed to attract and retain business. In recognition of Prince William County’s and George Mason University’s (GMU) approach to university-centered economic development, CoreNet Global honored Prince William County and GMU with the coveted CoreNet Global Leadership Award for “Innovative Practices in Economic Development.” This highly competitive award recognizes organizations that have successfully implemented unique and innovative strategies in economic development.

Current tenants at Innovation@Prince William include:

<ul style="list-style-type: none">• American Type Culture Collection (ATCC)• Applied Materials• Asset Management, Inc.• Baker Energy & Engineering• Brown & Brown Insurance• Covance Laboratories, Inc.• Christopher Consultants, Inc.• Comcast• ECS Mid-Atlantic, LLC• EnviroSolutions, Inc.• Federal Bureau of Investigation (FBI) / Northern Virginia Resident Agency	<ul style="list-style-type: none">• Logis Tech, Inc.• Log Sec Corporation• Mediatech, Inc.• Metris• NCS Technologies• Northern Virginia Forensics Lab• Power Loft, LLC• Progeny Systems, Inc.• ProLogic, Inc.• Zestron America
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Home to Fortune 500 Companies:

- Lockheed Martin
- BAE Systems
- Micron Technology
- Aurora Flight Sciences

The area offers an:

- Excellent standard of living
- Outstanding educational system
- Nationally recognized accredited police and sheriff's departments
- High-quality health care system
- Reverse commute of 30 minutes

Prince William County offers unlimited potential for business growth. Awarded AAA bond rating by Fitch IBCA, the highest credit rating awarded by the agency, Prince William County is committed to maintaining a pro-business climate by encouraging the development of target industries through special incentives, low taxes and unique business financing options. To find out more about living and doing business in the Prince William County area, please browse the links below:

- [Infrastructure](#)
- [Labor](#)
- [Population Profile](#)
- [Target Industries](#)

100 REASONS TO STAY AND PLAY IN PRINCE WILLIAM COUNTY/MANASSAS

Welcome to Prince William County, Virginia! We invite you to Prince William County and the city of Manassas for our many wonderful year-round celebrations and events. Retrace the moments in our dramatic history, from Native American and Revolutionary War sites, Civil War battlefields, the National Museum of the Marine Corps to the Freedom Museum. Enrich your spirit with Prince William County, Virginia performing arts. Add to your collection of handmade treasures as you stroll through unique shops and lively crafts festivals throughout Prince William County and Manassas. Enjoy the delicious bounty of fruits and vegetables locally grown and beautifully displayed at the local Farmers' Markets. Splash, play, cheer the team and feel the excitement as fireworks burst upon the night sky after games at our baseball farm club for the Washington Nationals.

Prince William County, Virginia has become a hub of student and group travel courtesy of its proximity to Washington, DC, its southern hospitality and outstanding values. In Prince William County, "History Loves Company".

Recreation and the Arts:

When it comes to recreation, Prince William really does have it all. Everybody from history buffs to nature lovers to shopping lovers can find something to enjoy in Prince William.

The area was one of the first "New World" sites explored by Captain John Smith in 1608. By mid-eighteenth century, the region was an area of thriving plantations and mercantile

shipping; this history is chronicled in the Weems-Botts Museum in historic Dumfries. Three significant Civil War battles were fought here and today Manassas National Battlefield Park attracts a million visitors a year. The Manassas Museum System provides a comprehensive look at the region's history and the National Museum of the Marine Corps brings the nation's wartime history to life with state-of-the-art interactive exhibits.

Cultural patrons will find as much to love as history buffs. Regional performances include orchestra productions, dance companies, musicals and dramatic theater. The opening of the Hylton Performing Arts Center at the George Mason University Campus in 2010 will significantly expand events and activities for local arts lovers.

Outdoor recreational opportunities abound as well, with eleven world class public and private golf courses; boating, fishing, hunting and birding along the Potomac and Occoquan rivers; and a variety of recreational facilities.



Local sports fans attest that watching the Potomac Nationals play at Pfitzner Stadium is a favorite way to spend summer evenings in Prince William. Also, conveniently located only 20 miles south of Washington, D.C., venues for national teams such as the Washington Wizards, Capitols and Nationals are only a short ride away.

Visitor Center:



The tourism information center offers free literature, information and assistance to all those visiting Prince William County/Manassas, including tour groups, day travelers and local residents who are expecting visits by friends, relatives and business associates.

Tourist information Center: 200 Mill Street, Occoquan, Virginia: Located in the heart of historic and charming Occoquan, just off bustling I-95, the Visitor Center provides tourist information and is within walking distance of specialty shops, unique restaurants and the riverfront. Stop by our Tourist Information Center for maps, area attractions brochures, visitors guides, and driving directions to anywhere in the Prince William County/Manassas area.

To learn more about the area and what it has to offer, please visit www.pwcs.edu, www.pwcecondev.org, www.pwcgov.org, www.pwcparks.org

Attractions:

Prince William County and Manassas, Virginia welcome you to visit their [historic sites](#), [museums](#), [abundant outdoor recreation](#), [championship golf courses](#) and [premier antique, retail](#) and [outlet shopping](#). With year round attractions, activities and events, there is something for everyone to enjoy.

Prince William County is located 30 minutes outside of the Nation's Capital. Best known for the Manassas National Battlefield Park, the site of the first major battle of the Civil War, our region has grown to become known for its quaint historic towns, historical attractions, boutique and outlet shopping and beautiful verdant parks. With an abundance of history to learn and places to visit, it's no wonder that what starts out as a short trip turns into a long stay.

Manassas National Battlefield Park, located north of the city of Manassas, preserves the site of two major American Civil War battles: the First Battle of Bull Run and the Second Battle of Bull Run (also known by southern sympathizers as the First Battle of Manassas and the Second Battle of Manassas, respectively). The peaceful Virginia countryside bore witness to clashes between the armies of the North and South, and it was here that Confederate General Thomas J. Jackson acquired his nickname "Stonewall."



Today the [Manassas National Battlefield Park](#) provides the opportunity for visitors to explore the historic terrain where men fought and died for their beliefs more than a century ago. More than 700,000 people visit the battlefield each year.

The [Henry Hill](#) Visitor Center offers exhibits and interpretation regarding the First Battle of Bull Run, including Civil War era uniforms, weapons, field gear and an electronic battle map.

Art & Music

- Expand your creative side with an art show at [The Center for the Arts at the Candy Factory](#) with an art exhibit or theater performance. The mission of the Center for the Arts is to enrich the quality of life among all the populations in our area through diverse education and presentation of arts programming of the highest quality
- [Nissan Pavilion](#) has hosted the hottest musical acts each and every summer
- [Harris Pavilion](#) in Historic Old Town Manassas is home to a variety of entertainment events in spring and summer and public ice skating during the winter
- [The Prince William Symphony Orchestra](#) is a professional instrumental ensemble that presents concerts to audiences from the Greater Manassas and Prince William County

History & Museums

- Have a spine-tingling experience at haunted [Brentsville Courthouse Historic Centre](#)
- Explore the 25 sites on the new [Prince William County Civil War Heritage Trail](#)
- [Occoquan Millhouse Museum](#) on the site of America's first automated gristmill in Occoquan.
- Take a close up look at the author of the famous story of Washington and his cherry tree at [Weems-Botts Museum](#)
- Trace Civil War soldiers' signatures at [Ben Lomond Historic Site](#)
- Propose to your sweetheart among the 200 roses at the [Old Rose Garden at Ben Lomond](#)

- [The Manassas Ballet Theatre](#) Northern Virginia's only professional ballet company, presents four major productions each season, and outreach programs to over 15,000 school children annually
- Coming in May 2010; the Opera House in the [Hylton Performing Art Center](#) on the George Mason University Prince William Campus; The Hylton Performing Arts Center will contain two state-of-the-art performance and rehearsal venues, along with support facilities to showcase music, dance, theater, and choral productions from across the community and around the world.
- [National Museum of the Marine Corps](#)
- [National Museum of Americans in Wartime](#), scheduled to open in 2012, will feature interactive exhibits, the Landscapes of War, and fully operational tanks and military vehicles
- [Bristoe Station Battlefield Historic Park](#) is one of Prince William County's most treasured open spaces
- [The Journey Through Hollowed Ground](#) which runs through Prince William County; spanning 175 miles from Gettysburg, Pa., to Charlottesville, Va., along Route 15

Sports & Boating

- Prince William County is host to Senior Softball Championships with teams coming from throughout the world; [International Senior Softball Association \(ISSA\)](#)
- [Visit Occoquan Harbour Marina](#), located in Northern Virginia on the Occoquan River Occoquan Harbour Marina has been in business for almost 30 years or [Belmont Bay](#) nestled between the Occoquan River and Potomac River
- Challenge the General in a round at [General's Ridge Golf Course](#), or tee off at [Forest Green](#), [Lake Ridge](#) and [Prince William Golf courses](#); 11 public & private courses
- Exciting home games with the [Potomac Nationals Minor League Baseball Team](#)

Dining, Farmer's Markets & Winery

- [Farmers Markets](#) are held weekly in Dale City, Dumfries, Gainesville, Manassas and Occoquan
- Visit the [Winery at LaGrange](#) very rich in history and very rich in wine, the new Winery at La Grange opened September 2006 as Prince William County's only established winery

Outdoors, Family & Waterparks

- Splash the kids with fun and water at [Splashdown](#) and [Andrew Leitch Water Parks](#)
- Send the kids to camp. Quilt camp, Civil War Boot Camp, Photography Camp and more at the [Manassas Museum](#)
- The 15,000 acre [Prince William Forest Park](#) is the largest protected natural area in the Washington, D.C. metropolitan region
- Free yourself following the butterflies or birds at [Occoquan Bay National Wildlife Refuge](#). [Featherstone National Wildlife Refuge](#)
- Listen to summertime concerts at the [Sean T. Connaughton Community Plaza](#)

Shopping

- Get charmed in historic [Occoquan](#) featuring 100 specialty shops and restaurants. Waterfront dining, one of a kind gifts and galleries
- Outdoor dining, antique shops, and festivals in the railroad town of [Old Town Manassas](#)

- Sample the peanut soup and other savory fare at the Tun Tavern at the [National Museum of the Marine Corps](#)
- Sit outside and savor shrimp and grits or red beans and rice at [Okra's Louisiana Bistro](#) in Old Town Manassas Arts & Entertainment District
- Enjoy Charming French atmosphere and outstanding cuisine at [Bistro L'Hermitage](#) in Occoquan
- Premium shopping at value prices at [Potomac Mills Mall](#)
- Virginia's finest goods and gifts at [Opera House Gourmet](#).
- Shop for Civil War history, heritage and great gifts at [Echoes Museum Store](#) at the Manassas Museum
- Go [Antiquing](#) at an array of fine shops for furniture finds, collectible and Virginia memorabilia at Iron Horse, Delisle or Old Town Manassas Antiques

Festivals, Fairs & Parades

- Dale City's 4th of July Parade is the largest in the state
- The theme for the 13th Annual [Santa's Old Bridge Parade](#) this year is "Holiday Around the World"
- [St. Patrick Day Parade in Manassas](#)
- Take the Trolley in the quaint town of [Haymarket](#)
- [Occoquan Arts and Crafts Fair](#) with over 300 vendors from numerous states
- [Railway Festival in Manassas](#)
- Throughout the year, you'll find unique events, captivating performances and entertaining [festivals and parades in Prince William County](#)

Hotels & Camping

- Camp and enjoy wildlife and serene streams at [Prince William Forest Park](#)
- Get away from it all with great rates and relaxing accommodations at one of our [40 Hotels](#)
- Wilderness camping at Chopawamsic, [Prince William Forest Park](#)
- Hook up the RV at [Greenville Farms](#) in Haymarket with 200 acres
- Spend the night at our newest [B & B, Manassas Junction](#), walking distance to Historic Manassas.

A Monument to **Honor, Courage and Commitment...**

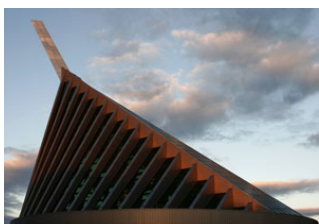
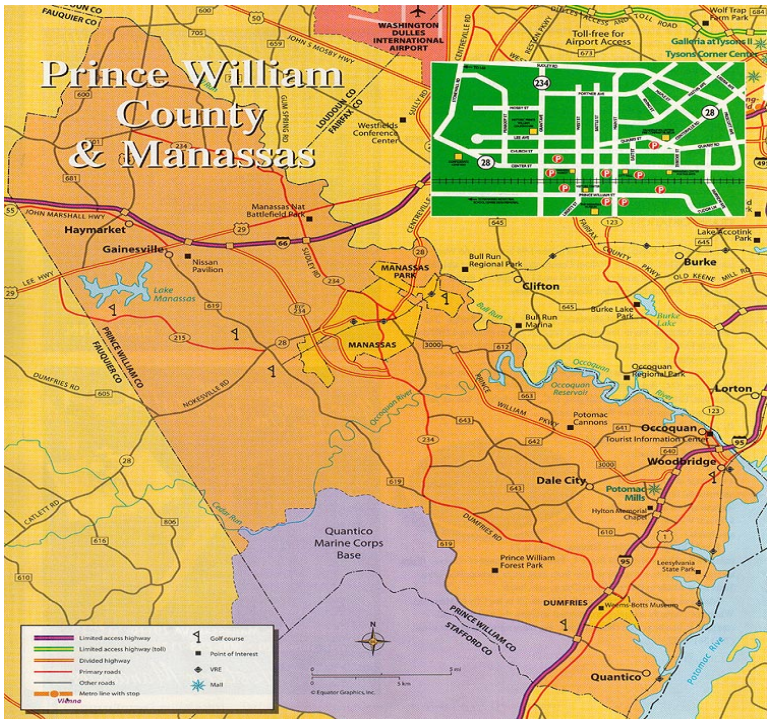


photo by Benjamin Kristy

Opened to the public on 13 November 2006, the [National Museum of the Marine Corps](#) is a lasting tribute to U.S. Marines — past, present, and future. Situated on a 135-acre site adjacent to the Marine Corps base in Quantico, Virginia, the Museum's soaring design evokes the image of the flag-raisers of Iwo Jima and beckons visitors to its 118,000-square-foot structure. World-class interactive exhibits using the most innovative technology will surround visitors with irreplaceable artifacts and immerse them in the sights and sounds of Marines in action.



Prince William County is located approximately 20 miles southwest of Washington, D.C. nestled between the Potomac River and the Bull Run Mountains, this area makes a great day trip destination or weekend getaway. Noted as an historic and outdoor recreation destination; the area offers a panorama of some of Virginia's most beautiful landscapes.

ABOUT THE PRINCE WILLIAM COUNTY/MANASSAS CONVENTION & VISITORS BUREAU

The Prince William County/Manassas Convention and Visitors Bureau is the destination marketing organization for Prince William County and the City of Manassas, Virginia. Through targeted and strategic marketing efforts, the CVB promotes the region to potential leisure visitors, tour groups, business travelers, sports groups and media representatives for the purpose of increasing tourism, visitor spending and furthering economic growth.

Budget: \$1,347,260 (FY 2010)

Employees: 9

The CVB is an independent, 501c6 not-for-profit organization primarily funded by designated transient occupancy tax (hotel tax) dollars received by Prince William County.

Helping To Achieve Your Visitor Service Goals

The Prince William County/Manassas Convention and Visitors Bureau (CVB) markets the county to potential visitors: those traveling for leisure and/or business; with their family; as part of a pre-formed group (motor coach) tour; or traveling as part of a family reunion, sports group or conference. These and other visitors are all part of the destination's "visitor mix" and this diversity in the "visitor mix" is the key to keeping Prince William County competitive and attractive as a visitor destination for the long-term. Approximately 30-40 percent of our visitors are here for leisure and 60-70 percent of our visitors are here for business.

Critical also to the sustainability of the Prince William County destination product is the quality of service given to the visitor before, during and after their experience in Prince William County. The CVB is your partner in destination marketing and service. The staff members of the CVB are experts in destination marketing and service and can assist your meeting or event with options tailored to make your guest feel confident in their logistics, information and options while a visitor in the community.

Group Tours

The CVB can provide customized services for tour groups, including welcome bags, hotel reservations and other incentives. Additionally, the CVB can provide ongoing leads, detailing groups that have an interest in traveling to Prince William County and Manassas. These leads are obtained from group trade shows and through individual group inquiry to the CVB. The CVB also maintains a database of meeting groups interested in the Northern Virginia/Prince William County area.

Community & Industry Relations

The CVB is dedicated to forming corporate and community alliances with its industry partners. It is a core belief that marketing dollars invested by the CVB and its corporate partners can be maximized with the right partnerships, promotions and advertising opportunities. With a menu of co-branded marketing and sponsorship opportunities available, the CVB can provide detailed information about reaching your target market in a cohesive and effective manner through these partnerships. In addition, there are several collateral materials, events and trade shows that may fit your marketing plan as well.

To learn more about The Prince William County/Manassas Convention and Visitors Bureau, please visit www.visitpwc.com

JOB DESCRIPTION

Qualifications: Minimum four-year degree preferably in a closely related field or equivalent; advanced degree or industry certification preferred. Proven leadership skills with a similar scope of operation. A minimum five years senior management experience with responsibility for leading and supervising a team, and familiarity with the integration of technology and tourism.

Description: The Executive Director, the highest-ranking employee of the Convention & Visitors Bureau, reports to, and works closely with the Board of Directors. This position directs and leads the Convention & Visitors Bureau on its mission and oversees the administrative, operating, and marketing functions. Works directly with the Convention & Visitors Bureau Board of Directors on policy and strategy for the Bureau.

Working with Board of Directors

- Develops and implements comprehensive plans to promote Prince William County and Manassas as a suitable site for conferences, workshops, military and family reunions, sales meetings, etc. of all sizes

- Advises the Chairperson, the Board of Directors, and committees on all matters relating to the Convention & Visitors Bureau
- Attends all meetings of the Convention & Visitors Bureau and committees in an advisory non-voting capacity
- Works with the Board of Directors to develop and maintain long range plans for the Convention & Visitors Bureau
- Performs all activities and duties as assigned by the Board of Directors

Administrative

- Develops and executes a plan for the cataloging and dissemination of information pertaining to tourism opportunities, conference sites, and various lodging, meeting, reception, recreation, and other facilities within Prince William County and Manassas
- Oversees the creation and submission of quarterly and annual reports, annual budgets, and marketing plans to the Board of Directors and the Board of County Supervisors
- Develops and implements a plan for identifying, applying for, receiving, and effective use of external funding such as grants and co-operative marketing programs for the Convention & Visitors Bureau and for the benefit of Prince William County and Manassas

Working with Tourism Industry

- Works closely with the tourism industry, within and beyond Prince William County and Manassas, to integrate the plans and activities of the Convention & Visitors Bureau with those of private industry for the benefit of Prince William County and Manassas' tourism and conference business

Working with County Agencies

- Establishes and maintains a good working relationship with the elected officials and staff of various departments and offices of Prince William County and Manassas governments
- Works closely with all Agencies in Prince William County and Manassas to develop qualified leads and attract tourism entities

Public Image

- Serves as the primary spokesperson for the Convention & Visitors Bureau
- Maintains the public image of Prince William County and Manassas at events, trade shows, functions, receptions, and other opportunities as available, both within and outside Prince William County and Manassas

Destination Image

- Develops and implements a new comprehensive identity to market and promote Prince William County and Manassas as a tourism destination

Working with Staff

- Responsible for the hiring, firing, and directing of all other employees of the Convention & Visitors Bureau within the personnel policy in effect
- Develops and implements effective policies for staff training, orientation, and personnel administration, consistent with the personnel policy in effect

CHARACTERISTICS OF THE IDEAL CANDIDATE

- Visionary; strong leadership, with impeccable credibility
- Excellent communication skills; partners in media, political environment, industry and staff
- Personality; dynamic individual, represent tourism to community and markets
- Excellent public speaker, passion for the county and ability to establish positive relationships

PROFESSIONAL REQUIREMENTS

- A bachelors degree and minimum of five years experience in a leadership role within a tourism related entity is required
- Extensive knowledge in destination marketing with examples of successful campaigns developed and implemented

PRIORITIES

- Increase TOT Revenue, leading to increased hotel occupancies, as well as increased total revenue brought to the area through tourism
- Develop and begin implementation of a professional strategic plan
- Forge partnerships with community associations, attractions, in government relations, neighbors, and industry stakeholders
- Increase awareness of tourism through education in the community
- Staff development, training, recruitment and retention
- Promotion and marketing of major events as they occur such as the Journey Through Hallowed Ground and the Sesquicentennial

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