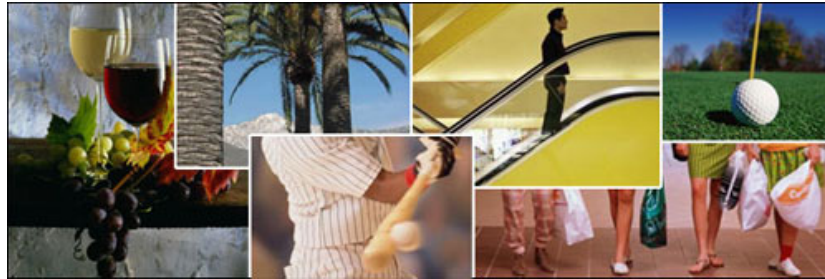


## **POSITION OVERVIEW**

### **ONTARIO CONVENTION & VISITORS BUREAU NATIONAL SALES MANAGER, CORPORATE / ASSOCIATION MARKET POSITION (ONTARIO, CALIFORNIA)**



### **THE CITY AND DESTINATION**

Located just 35 miles east of Los Angeles, Ontario is widely considered as the inland region's population and job growth center. With growing logistics and high technology sectors, Ontario is quickly becoming Southern California's Next Urban Center - with high quality office development, urban housing and lifestyle amenities that are attracting large professional firms and corporate headquarters. Ontario offers an exceptional pro-business environment with a highly skilled labor force, lifestyle amenities, reasonable lease rates, and modern workspaces with the technical amenities necessary to compete in a global economy.

Like many cities in California, Ontario has a long history in agriculture. For generations, Ontario has been home to dairies, orange and olive groves and vineyards. The Greater Ontario area is home to California's oldest winery, established in 1839, with the Cucamonga Valley's earliest vines being planted in 1838.

Today, Ontario is a growing city with more than 170,000 residents in one of the largest and fastest growing counties in the nation. Greater Ontario anticipated growth by 2020: 1.8 million people, which is greater than 47 of the 50 U.S. states (fourth only after California, Texas & Florida). The city is well on its way to being the Global Gateway in Southern California with 3.8 million square feet of office space under development, and Ontario is home to the 15th largest cargo airport in North America.

The convenience of LA/Ontario International Airport (ONT), superior transportation and access to local, regional, national and global markets makes Ontario the perfect Southern California location. Named one of the nation's five best alternate airports for travelers by Forbes.com with over 250 daily flights provide service to every major city in the U.S., including 36 non-stop destinations. In 2008, 6.1 million passengers visited ONT. To make things even more convenient, there are close to 4,000 hotel rooms within minutes of the airport.

The Ontario area is also the apex of four major freeways, making access to other popular Southern California attractions easy to reach. Under an hour from Ontario are mountain ski resorts, fresh-water fishing lakes, Pacific beaches, wineries, day spas, desert cities, world-class golfing, Disneyland and Hollywood; truly making Ontario the center of it all!

With a Mediterranean-like climate: moderate temperatures & low humidity year-round, an average of 312 days of sunshine and average temperature of 83° F, Ontario is a great place to be.

*RETAIL DEVELOPMENT OPPORTUNITIES:*

- Superior convenience within Southern California enables local businesses to capture taxable sales from residents of surrounding communities
- Resident customer base within a 10 mile radius: more than 800,000 people
- 2005 total taxable sales: \$5.2 billion (highest in San Bernardino & Riverside Counties)
- Per capita taxable sales: \$30,336 (largest of the region's cities of over 100,000 residents)

*DEMOGRAPHICS AND WORK FORCE:*

- Median age: 29.1 years
- Proportion of population over age 55: less than 13.6%
- Households (largest proportion): 31.6% married couples with minor children at home
- Occupation (largest proportion): 20.8% logistics sector

*LARGEST EMPLOYERS:*

- LA/ONT Airport 7,690
- United Parcel Service (UPS) 3,500
- Pro & Sons Inc. 1,575
- Cardenas Markets 1,275
- Mag Instrument, Inc 900
- CVB Financial Corp. 719
- McC Development Corp. 718
- ICEE Company 700
- ALFA Leisure Inc. 680
- Burns International Security 650
- Marriott International Hotel 624
- Mitsubishi Cement Corp. 619
- DPI West 576
- Pharris, CL Sand & Gravel Inc. 560
- Toyota North America 530
- SafariLand Ltd., Inc. 520
- Skechers USA 500
- Superior Building Products 500
- US Merchants Financial Group Inc. 500

## HOTEL INVENTORY

### *Full Service Hotels:*

▪ Doubletree Hotel Ontario	484 guestrooms	24,584 sq. ft. of meeting space
▪ Ontario Airport Marriott	299 guestrooms	22,284 sq. ft of meeting space
▪ Ayres Suites – OCC	167 suites	4,728 sq. ft of meeting space
▪ Hilton Ontario Airport	309 guestrooms	14,817 sq. ft of meeting space
▪ Sheraton Ontario Airport	164 guestrooms	2,745 sq. ft of meeting space
▪ Holiday Inn Ontario Airport	180 guestrooms	5,100 sq. ft. of meeting space

Limited Service Hotels range in brand from Hyatt Place to Hampton Inn.

Economy class hotels range from Best Western to Red Roof Inn.

Hotel ADR as of April 2009: \$88.68 (Based on fiscal year beginning 7/1/08)

April 2008: \$100.63

Hotel Occupancy as of April 2009: 64.0% (Based on fiscal year beginning 7/1/08)

April 2008: 68.9%

## LOCAL ATTRACTIONS

[Ontario Mills Mall](#) is Southern California's largest outlet mall and entertainment center. Complete with the thrills of Vans Skate Park – largest indoor/outdoor skate park in the United States, AMC 30 Movie Theater, Edwards 22 Cinema and IMAX theater, as well as GameWorks and Improv Comedy Club. The mall is the State of California's No. 1 tourist attraction, with 24 million visitors in 2005.

[Graber Olive House](#) After purchasing land in Ontario in 1892, C. C. Graber discovered olives, as cured by the earlier ranchers, to be one of the finest food delicacies of California. Thus began Ontario's oldest existing business. And now, since 1894, Graber Olives, fully tree-ripened with delicate rich flavor and succulent texture, continue to be enjoyed by generations of families not only in California but throughout the world.

[Joseph Filippi Winery & Vineyards](#) 2007 was the Filippi family's 85th Anniversary and with Joseph "J.P." and his son Jared (age 26, 5th generation), farming 80 plus acres. Filippi Winery visitors can learn the history of winemaking, take a tour of the winery, and taste some one-of-a-kind vintages produced exclusively by the Filippi family. The gift shop and wine tasting room are open daily.

[Ontario Museum of History and Art](#): The purpose of the Museum of History and Art, Ontario is to promote knowledge and understanding of the history, art, and cultural traditions of the greater Ontario area in a broad context.

The Museum serves and enriches the community by collecting, preserving, and interpreting the history of Ontario and its region through exhibitions, educational programs, lectures, publications and other community events.

**Victoria Gardens and Cultural Center:** Victoria Gardens, located north of Foothill Boulevard between Day Creek Boulevard and Etiwanda Avenue by the **Interstate 15** freeway, is a pedestrian-oriented, open-air, mixed-use town center in **Rancho Cucamonga, California**. The 147 acre project consists of residential areas, office space, retail stores, public plazas, a movie theater, and a civic cultural arts center. It officially opened October 28, 2004.

The **Victoria Gardens Cultural Center**, which features the **Rancho Cucamonga Public Library**, a performing arts center, and a multi-use reception hall, is owned and operated by the city of Rancho Cucamonga.

In about an hour, you can also find these major attractions easy to access from the Ontario Area:

**Disneyland**  
**Disney's California Adventure**  
**Downtown Disney**  
**The annual Tournament of Roses Parade**  
**Knott's Berry Farm**  
**San Manuel Indian Bingo & Casino**  
**Huntington Botanical Gardens**  
**San Bernardino County Museum**  
**LifeHouse Theater**  
**Palm Springs Aerial Tramway**  
**Big Bear Lake**  
**Newport Beach**

**Los Angeles**  
**Hollywood**  
**Universal Studios**  
**Lake Arrowhead**  
**Oak Glen Apple Country**  
**Temecula Valley Wine Country**  
**Speed Zone**  
**Los Angeles Zoo & Griffith Park**  
**Calico Ghost Town**  
**The Queen Mary**  
**Aquarium of the Pacific**  
**Ferry to Catalina Island**



## **ONTARIO CONVENTION CENTER**

The Ontario Convention Center is contemporary in design and equipped with the latest in technology. The Convention Center boasts over 225,000 total square feet of space; 70,000 square feet of column-free exhibit space, 20,000 square feet of ballroom space divisible into 3 sections, show manager office – overlooking the exhibit hall, and meeting room set up for 24 rooms occupying 24,000 square feet of space. The Center's full range of high tech services is linked through 30 miles of fiber optics cabling which include multiple Internet capabilities, Wi-Fi, DS3, VOIP, video conferencing, webinars and webcasting.

SMG maintains the exclusive right to provide all food and beverage, including catered events and concession outlets in the facilities and offer a complete range of services to meet your food and beverage needs. No event is too small or too big for their experienced catering and kitchen staff, from a continental breakfast service to a sit-down dinner for 4,000 people.

The Center's Express Café is open seven days a week serving a variety of food selections. Breakfast choices include breakfast burritos, fresh pastries and cold cereals. Lunch selections include fresh salads, sandwiches, pizza, nachos and fresh-baked cookies.

Outside the convention center, SMG also operates the Page One Café. Located in the Ontario City Library, the Page One Café presents a unique, casual dining experience with all the warmth you'd expect from a neighborhood café including comfortable seating, an outdoor patio and a delicious menu. From easy grab & go items to homemade soup and hot paninis, the café offers a relaxed atmosphere for everyone.

*To learn more about the Ontario Convention Center, go to [www.ontariocc.com](http://www.ontariocc.com).*

## **ONTARIO CONVENTION & VISITORS BUREAU**

Budget: \$1,068,062

Staff: 8

Non-Membership Bureau

The purpose of the Ontario Convention & Visitors Bureau (Ontario CVB) is to provide the meeting planner with "one-stop shopping" when booking business within the city. Whether the group business is hotel-only, a citywide, convention center only with minimal room nights, special events or sporting events, the Ontario CVB will provide the assistance the meeting planner needs to have a successful event. The Ontario CVB's sales team is housed inside the Ontario Convention Center; this provides the meeting planner with immediate answers for date availability and detailed information about the Convention Center.

The Center has been bringing conventions and tradeshow to the City of Ontario for 10 years. The Convention Center is considered a regional center due to its size and capacity. It is an ideal venue for mid-size conventions representing 250 to 950 hotel rooms on a peak night, with up to 10,000 delegates.

*To learn more about the Ontario Convention & Visitors Bureau, go to [www.ontariocvb.com](http://www.ontariocvb.com).*



the leader in privately managed public assembly facilities has an excellent and immediate opening for a National Sales Manager – Corporate/Association Markets at the Ontario Convention & Visitors Bureau. The National Sales Manager promotes and sells the destination as a convention and meeting destination in the Corporate/Association segments on a local, regional and national level, while achieving specific room night sales and rental revenue goals as assigned and reviewed quarterly.

**SUMMARY:**

**POSITION:**            **National Sales Manager – Corporate / Association Market**  
**REPORTS TO:**       **Director of Sales**

**MAJOR RESPONSIBILITIES:**

- Generates convention center and hotel bookings for the Corporate/Association market segments, which may be revised quarterly.
- Creates and maintains client base in the Corporate/Association markets; assigned an annual room night and rental revenue goal, to be achieved from definite bookings within this market.
- Develops and maintains professional relationships with clients; consults daily newspapers, business journals and other sources to uncover new Corporate/Association business.
- Telephones for prospects, writes, and/or makes presentations to local, regional, and national corporations to confirm their business.
- Makes written or personal presentations to boards of directors, convention delegates, or site selection committees across the United States as needed in order to book an organization at the destination's convention site.
- Solicits and coordinates hotel and convention center revenue projections, and organizes facilities packages for meeting planners' consideration.
- Attends tradeshow, sales missions, networking meetings and local meetings to solicit convention business; responsible for pre-planning, target marketing, pre and post mailers and all booth arrangements for tradeshow in which incumbent participates.
- Coordinates and conducts site tours for meeting planners, highlighting facilities and attractions in the city.
- Maintains contact with executive meeting planner during convention/meeting; upon completion of the convention have immediate contact with individual(s) responsible for decision of returning to the destination in future year(s). Maintains research on competition regarding their marketing and sales strategies.

## QUALIFICATIONS:

- Qualified candidates should have a minimum of three years experience in hospitality sales; specifically group sales with a proven track record or closely related field. Must possess strong MS Word/Excel/PowerPoint skills, have the ability to prepare and deliver sales presentations, determine the quality of business and best suited business opportunities for the community and be able to implement the sales plan. Delphi experiences a plus.

## EDUCATION:

Bachelor's or graduate degree from accredited institution in sales, business or hospitality preferred.

## KEY PRIORITIES FOR THE FIRST 12-18 MONTHS:

- 1) Gain trust and confidence from hotel partners
- 2) Become familiar with the local area and attractions
- 3) Work with the Director of Sales to define markets that are a good fit for the city and what's best for the OCVB
- 4) Generate quality leads and demonstrate good follow up

*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 Jim Carra, Executive Vice President, SearchWide™  
[carra@searchwide.com](mailto:carra@searchwide.com) or call 231-995-0567 [www.searchwide.com](http://www.searchwide.com)*



## Ontario Convention Center/SMG Sales Department

