

## POSITION OVERVIEW

### ST. LOUIS CONVENTION & VISITORS COMMISSION SENIOR VICE PRESIDENT OF FACILITIES POSITION (ST. LOUIS, MO)



#### ABOUT ST. LOUIS

With five Fortune 500 companies headquartered in the city of St. Louis and eight total in the metro area, the city thrives on a national reputation for being a corporate stronghold. Not only have the big companies grown, but the number of small businesses has increased. The largest increase has been in the service sector, followed by finance, insurance and real estate. St. Louis retains a low cost of living and was recently named by Money Magazine as one of the Top 10 places to live.

More than 22 million people visit St. Louis each year for vacations, weekend getaways, family reunions, conventions, meetings, tradeshow and on small business trips. They spend \$4 billion in the community each year. Metropolitan St. Louis has a population of 2.8 million people.

**Multicultural St. Louis:** As a young country expanded westward people of all origins traveled to St. Louis seeking the opportunities that the western frontier offered. Today St. Louis is a melting pot of cultures located on the bank of the Mississippi River.



**Rainbow Resources:** To quote St. Louis Mayor Francis Slay, one element central to St. Louis' renaissance is "our willingness to celebrate our diversity." Our revitalized downtown is an exciting addition to our destination's numerous amenities, including myriad parks, neighborhoods, galleries, museums, music venues, sports facilities, universities, events and activities.



St. Louis is proud to be selected as one of the entries in the new book, 50 Fabulous Gay-Friendly Places to Live. Author Gregory A. Kompes conducted extensive research into 400 American cities for the project. "St. Louis has been chosen one of America's gay-friendliest places to live," writes Kompes.

***St. Louis - Home of American Brewing:*** It almost seems that St. Louis was pre-destined to become a major beer brewing locale. In the 1800s, a lot of things just seemed to fall into place that would help make St. Louis the epicenter of American beers.

As large numbers of immigrants from Germany and Bohemia found their way to St. Louis beginning around 1830, a substantial portion of these newly-minted Americans settled in Soulard, the city's oldest neighborhood. The immigrants' principal skills lay in making bricks and beer, so a number of breweries began to open in the city. And it helps explain the number of red brick buildings throughout the area. This area was home to a number of breweries over the years, including Eberhard Anheuser's Bavarian Brewery, which eventually became Anheuser-Busch. In addition to the modern day brewing powerhouse, St. Louis had a hand in more than 40 breweries, including Adam Lemp's Western Brewery, Falstaff Brewing Corporation, Griesedieck Beverage Company, the Arsenal Brewery, Anthony and Kuhn's, Excelsior, Green Tree and English breweries.



Location and resources also spurred the growth of brewing in St. Louis. In addition to the large German and Irish population, there was plenty of water, rail connections, limestone caves, and an entrepreneurial spirit provided the foundation for the city's beer business. Today, the tradition continues as St. Louis is home to a number of microbreweries and brewpubs. Explore the history of St. Louis' beer barons and find out how some of America's favorite brands have roots in St. Louis.

### **HOTEL INVENTORY & CONVENTION FACILITIES**

A multi-million dollar building boom has resulted in a host of new and renewed properties.

- Nearly 8,000 downtown hotel rooms
- More than 38,000 rooms available area-wide
- New and newly renovated properties including Four Seasons, HoteLumière, Hilton St. Louis at the Ballpark, Hyatt Regency St. Louis Riverfront, St. Louis Union Station Marriott, Drury Inn & Suites Forest Park, Crowne Plaza Clayton and Moonrise Hotel
- Renaissance St. Louis Grand & Suites headquarters hotel adjacent to America's Center
- More than 25 hotels each offering 10,000 square feet of meeting space



**The St. Louis America's Center Convention Complex:**  
*Located in the heart of downtown St. Louis*

Whether your meeting is large, small or somewhere in between, the America's Center convention complex offers a unique combination of flexible facilities and services for any event. In addition to the 502,000-square feet of exhibit space, first-class catering options, and easy access, St. Louis offers one stop shopping for meeting planners. Our professional staff includes the marketing, sales, services and convention center staff all under one roof. Literally.

The St. Louis Convention & Visitors Commission manages and operates the America's Center® convention complex, which includes six contiguous exhibit halls, 83 meeting rooms, the 66,000-seat Edward Jones Dome (Hall 6), 1,411-seat Ferrara Theatre, 28,000 square-foot ballroom and the St. Louis Executive Conference Center. America's Center also employs a full-time labor relations manager who works to establish a mutually beneficial relationship between the center's clients and the local trade unions. One building + one staff = fewer problems. Just another way St. Louis brings your next great meeting all within reach.



*Edward Jones Dome*

The \$280 million facility opened on November 12, 1995. The Dome is a part of the America's Center® complex, which allows it to be utilized in a stand alone configuration or directly connected with convention center exhibit halls. Located in the heart of downtown St. Louis, the Dome is the home of the St. Louis Rams. In its short history, the Dome has hosted the Big 12 Conference Football Championship, NCAA Men's Basketball Regionals, the Saint Louis University vs. University of Illinois Men's Basketball Classic, the Gateway Football Classic, AMA Supercross, U2, the Rolling Stones and the pastoral visit of Pope John Paul II. The Dome also hosts several annual state high school football games and motor sports events. In 2005, the facility hosted the NCAA Men's Final Four basketball championship that attracted 54,000 fans to St. Louis and created an economic impact of \$71.9 million.

*St. Louis Executive Conference Center*



With state-of-the-art amenities, the International Association of Conference Centers (IACC) approved St. Louis Executive Conference Center as the perfect place to meet. Fully appointed conference suites are designed for productive meetings. It's everything you want in a conference center – professional, private, intimate, motivating and beautiful. Best of all, meeting at the St. Louis Executive Conference Center is cost-effective.

The Conference Center, located on the third floor, is tailored to small meetings of up to 150 people and follows the exacting standards of the International Association of Conference Centers. With acoustically sound meeting room suites and superior catering service, the St. Louis Executive Conference Center provides the atmosphere and personalized service small meetings deserve. At the St. Louis Executive Conference Center, spaces are designed for privacy and productivity with each room arranged to encourage participation and interaction and stimulate innovative thinking

### [New Cardinal Ballpark](#)



On April 10, 2006, the Cardinals opened their new 46,000 seat retro-style downtown ballpark with a 6-4 win over the Milwaukee Brewers. The Cardinals also became the first team in almost 100 years to win a World Series Championship in the inaugural season of a new ballpark. The new Busch Stadium will also serve as host for the 80th MLB All-Star Game, in July 2009

*To learn more about the St. Louis area and the St. Louis CVC, please visit [www.slvc.com](http://www.slvc.com)*

### ATTRACTIONS

St. Louis offers so many unique attractions, historic sites, charming neighborhoods and entertainment options that no matter what your meeting and convention attendees are interested in, they can definitely find it here. From museums that celebrate art and culture to those that concentrate on the unusual, St. Louis moves to the beat of many different drummers. Enjoy thrill rides and water parks one day, and catch a Cardinals, Rams or Blues game the next. Discover the world of birds and other gentle creatures or explore the regions historic past – either way, you're sure to find something exciting.

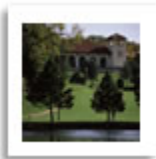
### 25 THINGS TO DO IN ST. LOUIS



1.) Ride to the top of the [Gateway Arch](#), towering 630-feet over the Mississippi River.



2.) Follow the footsteps of explorers Lewis & Clark at various historic attractions.



3.) Explore [Forest Park](#)'s 1,300 acres of lakes, walking paths & attractions.



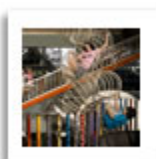
4.) Drive Old Route 66 and visit some of the “Mother Road’s” most fascinating stops.



5.) Enjoy world-class free attractions, including the [Art Museum](#), [Zoo](#), [Science Center](#), [Anheuser-Busch Brewery](#), [Grant’s Farm](#), and the [Missouri History Museum](#).



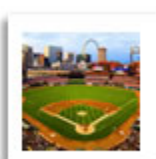
6.) Marvel at the [Missouri Botanical Garden](#), one of the world’s top public gardens.



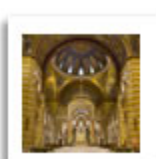
7.) Free your inner child at the [Magic House](#), [City Museum](#) and other kid-friendly attractions.



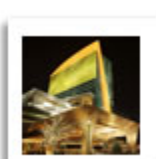
8.) Visit an ancient Indian civilization at [Cahokia Mounds](#).



9.) Cheer for the MLB’s [Cardinals](#), NFL’s [Rams](#) and NHL’s [Blues](#).



10.) Count the mosaics at the breathtakingly beautiful [Cathedral Basilica](#) of Saint Louis.



11.) Flirt with Lady Luck at one of the area’s six casinos.



12.) Experience [\*live blues\*](#) music in one of the dozens of area clubs and taverns.



13.) Get your motor running at the [\*Museum of Transportation\*](#) or [\*Gateway International Raceway\*](#).



14.) Visit the heart of St. Louis through our friendly and charming neighborhoods.



15.) Take in the art at [\*Laumeier Sculpture Park\*](#), the [\*Contemporary Art Museum\*](#), the [\*Pulitzer Foundation for the Arts\*](#) and [\*The Sheldon Concert Hall, Ballroom & Art Galleries\*](#).



16.) Re-discover your heritage at the [\*Old Courthouse\*](#), [\*Black World History Museum\*](#) and [\*Faust Historic Village\*](#).



17.) Visit the world-famous Budweiser Clydesdales at the [\*Anheuser-Busch Brewery\*](#).



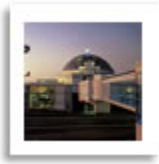
18.) Satisfy your taste buds at any of our hundreds of one-of-a-kind restaurants.



19.) Fill an extra suitcase during a shopping trip through major malls and antique and collectible stores.



20.) Attend one of the area's unique fairs or festivals.



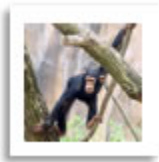
21.) Explore the final frontier at the [Science Center's Space Sciences Center](#) or the [Challenger Learning Center](#).



22.) Get an adrenaline rush on the world-class roller coasters and thrill rides at [Six Flags St. Louis](#).



23.) Play Scott Joplin's ragtime tunes at the [composer's historic home](#).



24.) Talk to the animals at [Purina Farms](#), the [Wild Canid Survival Center](#), the [World Bird Sanctuary](#) and the [St. Louis Zoo](#).



25.) Cruise the mighty Mississippi River on the [Tom Sawyer or Becky Thatcher](#) paddle wheeler.

### **ABOUT THE ST. LOUIS CONVENTION & VISITORS COMMISSION**

**Budget:** Combined CVC budget of \$35 million. Facilities budget of \$17.7 million operating and \$5 million capital.

**Staff:** Responsible for the supervision of the Directors of Events Management, Security, Operations, Design and Construction and Executive Conference Center. Supervises Administrative Assistant.

The St. Louis Convention & Visitors Commission (CVC) is the sales and marketing organization responsible for selling St. Louis City and St. Louis County as a convention and meeting site and as a leisure travel destination. In addition, the CVC manages and operates the America's Center® convention complex which includes 502,000 square feet of prime exhibit space, 83 meeting rooms, the Edward Jones Dome at America's Center, the 1,411-seat Ferrara Theatre, a 28,000 square-foot ballroom and the St. Louis Executive Conference Center.

The organization's mission statement is: "To increase visitor demand and spending."

The CVC works to bring citywide conventions, one hotel meetings, group tours and individual leisure travelers to St. Louis. The Commission also books sporting and special events into the Edward Jones Dome at America's Center and other venues throughout St. Louis, and works closely with the St. Louis Sports Commission to bring special amateur and professional sports events to St. Louis.

*To learn more about the St. Louis Convention & Visitors Commission, please visit [www.explorestlouis.com](http://www.explorestlouis.com)*

### **SUMMARY OF POSITION**

**Function:** Responsible for directing and coordinating activities of America's Center complex which includes the Cervantes Convention Center, Edward Jones Dome stadium and the Executive Conference Center.

**Scope:** In conjunction with the President, develops policy for the Facilities Division. Directs and coordinates operational activities within the facility to include events, security and capital improvements.

**Decision-Making Authority:** With the review of the President, makes decisions regarding operations and events within the facility.

**Supervisory Responsibility:** Responsible for the supervision of the Directors of Events Management, Security, Operations, Design and Construction and Executive Conference Center. Supervises Administrative Assistant.

This position reports to the President of the St. Louis Convention & Visitors Commission

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

- Approves lease agreements as determined necessary and in the best interests of the Commission
- Approves contracts and agreements with event organizers, hosts, managers and vendors
- Assure the coordination, implementation and administration of specific plans and assurance; energy efficiency; safety/emergency procedures, crowd control and management procedures, or other areas as needed
- Provide final approval of all contracts and agreements with suppliers and promoters for necessary activities and services at the facility
- Participates in formulating and administering CVC policies and developing long range goals and objectives.
- Directs and coordinates activities of America's Center and Dome Stadium to further attainment of goals and objectives.
- Reviews analyses of activities, costs, operations, and forecast data to determine department progress toward stated yearly goals and objectives.

- Confers with President and other administrative personnel to review achievements and discuss required changes in goals or objectives resulting from current status and conditions.
- Serves as member of management committees on special studies/projects.
- Reviews and approves all annual operating plans to include budgeted capital improvements.
- Manages subordinate Directors who supervise employees in Events Management, Building Operations, Security, Conference Center and Design & Construction.
- Responsible for the overall direction, coordination, and evaluation of these units.
- Carries out supervisory responsibilities in accordance with America's Center policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
- Manages all Facility Contractors.
- Participates in negotiations with all unions operating within the Facility.
- Serves as primary liaison with the Regional Sports Authority and the St. Louis Rams.

#### **CORE COMPETENCIES AND CHARACTERISTICS NEEDED**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

***Education and/or Experience:*** Bachelor's degree or equivalent; or ten to fifteen years related experience and/or training; or equivalent combination of education and experience. Experience with Labor negotiating is desirable. Certified Facility Manager Credential (CFM) a plus.

***Language Skills:*** Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or board of commissioners.

***Mathematical Skills:*** Ability to apply advanced mathematical concepts such as exponents, logarithms, quadratic equations, and permutations. Ability to apply mathematical operations to such tasks as frequency distribution, determination of test reliability and validity, analysis of variance, correlation techniques, sampling theory, and factor analysis.

**Reasoning Ability:** Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands and fingers, handle paper, talk and hear. The employee frequently is required to sit. The employee is frequently required to walk, climb stairs, and spend periods of time standing. Specific vision abilities required by this job include close vision and distance vision.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually low.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be an exhaustive list of responsibilities, duties and skills required of personnel so assigned.

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

1. Create a new vision and strategic plan complete with metrics to monitor success
2. Understand upcoming renovation projects/bonds that total \$45m for convention center. Renovation to be complete by ASAE in 2011
3. Develop a strong and positive working relationship with all levels of the CVC, the America's Center, the Edward Jones Dome, the St. Louis Rams and the unions
4. Work closely with the President of the CVC to reduce operating deficit which will include plans and actions on up keep and maintenance of capital items

***If you are interested in this position please respond via e-mail with cover letter, resume, and compensation information to Mark Gnatovic, Vice President, SearchWide™***

***[gnatovic@searchwide.com](mailto:gnatovic@searchwide.com) or call 972-906-9118***

***[www.searchwide.com](http://www.searchwide.com)***