

VISIT DENVER
ASSOCIATE VICE PRESIDENT, CONVENTION SALES
(DENVER, CO)



ABOUT VISIT DENVER

VISIT DENVER is a private, nonprofit trade association that is responsible for marketing metro Denver as a convention and leisure destination. The Bureau is contracted by the City and County of Denver to act as the official marketing agency for Denver. It is governed by a board of directors, and employs a staff of more than 60 professionals. VISIT DENVER is funded from both private (membership, advertising, and sponsorship) and public sources (voter-approved lodging tax). In 2008, the Bureau had a budget of \$15.5 million, which was derived from 2.75 percent of the lodger's tax in the City & County of Denver, from advertising and private fundraising and from the membership fees the Bureau collects from its more than 1,300 business members.

The Bureau uses a sophisticated integrated marketing approach to sell Denver as a travel destination, which includes direct sales, sales blitzes and telemarketing, advertising and direct mail, tourism and convention industry trade shows, Internet promotions, e-mail blasts, websites, podcasts and e-newsletters, visitor guides and brochures, public relations and press tours, client familiarization tours and site inspections, and visitor information centers.

In 2008, Denver is firmly entrenched as one of the Top 10 convention destinations in America, according to the new 2008 Watkins and Metropoll studies of meeting planners. The city received the highest rankings it has ever recorded in both studies. Both studies rank the Colorado Convention Center as the third best facility in the nation. In the Watkins study, Denver is one of only three cities to place among the Top 10 *in all eight categories* that they identify as crucial to meeting planners when deciding where to hold their conventions. Some other findings from Watkins:

- 1st – VISIT DENVER ranked #1 when meeting planners were asked: “which ONE convention bureau most impresses you?”
- 3rd – “Greenest” city in America with the ability to deliver a “green” meeting;
- 5th – For hotels.
- 6th – As the city that is generating the most “industry buzz” for currently providing a positive overall experience for major conventions.

- 8th – As “Safe and Secure.” (Safe and secure has now moved up to the 3rd most important factor that meeting planners consider in choosing a destination).
- 8th – As the “most considered” site for a future meeting out of the top 40 cities.
- 9th – As “great all around convention city.”

For additional information about the Denver Metro area & VISIT DENVER, please visit their website at www.visitdenver.com

ABOUT DENVER

With 300 days of sunshine a year, Denver is blessed with an ideal year-round climate, yet the city is only a short drive from the beauty of the Rocky Mountains. More than 200 named peaks can be seen from downtown Denver, including 32 that soar to 13,000 feet and above.

Within an hour and a half of Denver, you can ski at nine of the world’s top ski resorts, visit Rocky Mountain National Park, fly fish in gold medallion streams, tour the Air Force Academy, ride narrow gauge trains, white water raft down scenic canyons, walk the streets of quaint Victorian mountain mining villages; horseback ride over the Continental Divide or hike and mountain bike on thousands of miles of trails. In Denver alone, there are 90 golf courses and 850 miles of paved bike paths. Denver is one of a few cities in America to have seven professional sports teams.

With all that sunshine, Denver has the largest city park system in the nation with 200 parks and 26 formal flower gardens. Denver has the thinnest residents of any city in the nation – and the most highly educated with the highest education level per capita.

Denver is the only city in history to build or open three new sports stadiums in a five year period: 50,000-seat Coors Field; 20,000-seat Pepsi Center and 76,000-seat Invesco Field at Mile High and has a total of six stadiums and nine professional sports teams.

As the largest city in a 600-mile radius, Denver has become the shopping capital of the Rocky Mountain West with the most shopping opportunities between St. Louis and San Francisco. There are 2,000 restaurants in Denver serving all varieties of food, and Denver is the “Napa Valley of beer,” producing more beer than any other city. More than 80 different beers are brewed in Denver.

The [United States Census Bureau](#) estimates that, in 2008, the population of the City and County of Denver was 594,470 with a metro population of 2.8 million, making it the [21st most populous U.S. city](#). The city claims to have the 10th largest downtown in the United States.

Accessibility

Denver is located 340 miles west of the exact center of the Continental United States, closer to the exact center than any other major city our size. Because of this central location, Denver International Airport (DEN) has become the fifth busiest in the nation, tenth busiest air center in the world. DEN is served by 18 airlines with more than 1,600 daily flights offering nonstop service to 150 worldwide destinations. The airport has four-lane highway service direct to downtown Denver. A shuttle to any downtown hotel costs \$18 and takes approximately a half hour.

Accommodations

Downtown Denver now offers more than 8,000 first class hotel rooms within walking distance of the Colorado Convention Center with a total of 42,000 hotel rooms available throughout the seven county metro area. From historic B&Bs to deluxe resort properties, every type of lodging experience can be found in the Denver area.

COLORADO CONVENTION CENTER



The Colorado Convention Center is one of the most practical and "user friendly" meeting facilities ever built, rated as the third best in the nation in the recent Watkins study of meeting professionals. More than 100 professional meeting planners worked with the architects to design every aspect of the building.

A simple, sensible, state-of-the-art facility with easy traffic flow and everything you need...all in a stunningly beautiful building in the heart of exciting downtown Denver. Discover why the 2008 Metropoll study ranked this Convention Center 3rd in the nation.



Colorado Convention Center Stats

- 584,000 sq. ft. exhibit space on one level
- 63 meeting rooms providing 100,000 sq. ft. of meeting space on one level
- 35,000 sq. ft. Four Seasons Ballroom
- 50,000 sq. ft. Korbel Ballroom
- 5,000 fixed-seat Wells Fargo Theatre
- 1,000 parking spaces
- More than 8,000 hotel rooms within walking distance

For additional information about the Colorado Convention Center, please visit their website at www.denverconvention.com.

THE DENVER PERFORMING ARTS CENTER



The Denver Performing Arts Complex (DPAC) is the second largest performing arts center in the nation featuring ten performance spaces connected by an 80 foot tall glass roof. DPAC is a four-block, 12-acre site that is home to a Tony Award-winning theatre company, Broadway touring productions, contemporary dance and ballet, magnificent chorales, a major symphony orchestra, internationally-acclaimed opera and more.

The City & County of Denver's Theatres and Arenas Division owns and operates the three largest theatres in DPAC, the Ellie Caulkins Opera House, Boettcher Concert Hall and the Temple Hoyne Buell Theatre. Denver voters approved \$90 million in 2007 to refurbish the symphony hall. DPAC also encompasses the cabaret-style Garner Galleria Theatre, the Tramway Theatre and the Helen Bonfils Theatre Complex, housing The Stage, Space, Ricketson and Jones theatres as well as the Donald R. Seawell Grand Ballroom - all managed and booked by The Denver Center for the Performing Arts.

The Denver Performing Arts Complex regularly hosts Colorado Ballet, the Colorado Symphony Orchestra, Opera Colorado and The Denver Center for the Performing Arts' theatrical divisions – Denver Center Attractions, the Denver Center Theatre Company and the National Theatre Conservatory. For additional information about the Colorado Convention Center, please visit their website at www.denvercenter.org.



RECREATION

With 300 days of sunshine a year, it is no wonder Denver is a recreation capital. More than 90 golf courses are scattered throughout the area, and more than 143 tennis courts. This, of course, is in addition to the slew of opportunities for skiing, river running, hiking, fishing, camping, horseback riding, sailing and mountain biking all located within a short hour or so drive from town.

Denver's Downtown Aquarium combines the best qualities of aquariums and sea life parks in an exciting, interactive experience that is both fun and educational. Located in Denver's Platte River Valley near Elitch Gardens amusement park, the Pepsi Center and Coors Field, the aquarium is divided into four sections exhibiting water and aquatic life in all its forms, from the seas of the world and the creatures that rely on them to the ocean's headwaters in Colorado's mountains. The new park is linked to Denver's Children's Museum by a historic light rail trolley that follows the banks of the Platte River. The open-air trolley, similar to ones that operated in Denver at the turn of the century, starts at the

REI Flagship Store, passes the Aquarium and the Children's Museum, and continues to INVESCO Field at Mile High.

As far as spectator sports are concerned, Denver has a full range of eight professional sports teams, including the NFL Denver Broncos, the NBA Denver Nuggets, Major League Baseball's Colorado Rockies, and the NHL Colorado Avalanche. Other spectator sports include the world's largest rodeo held each year at the National Western Stock Show in January.

Half of Colorado is public land open to all forms of recreation with two national parks, six national monuments, 11 national forests, three national recreation areas and 30 state parks. In fact, Denver has the nation's largest park system located inside city limits, proving there's no shortage of recreation.

SUMMARY OF POSITION

Working with Vice President of Sales & Services, develop, direct and execute all convention & meeting sales strategies and activities.

Reports to: Vice President of Sales & Services
Total # of direct reports - 7

PRIMARY ESSENTIAL DUTIES & RESPONSIBILITIES

- Support company's vision, mission and values by exhibiting the following behaviors: excellence and competence, collaboration, innovation, respect, personalization, commitment to community, accountability and ownership.
- Develop strong working relations within VISIT DENVER as well as the CCC Sales Staff, member hotels DOS's and hotel Sales Staff.
- Act as liaison between CCC and the VISIT DENVER as it relates to ensuring a consistent flow of information of function space use is maintained efficiently and consistently. Approval of hall sheets and preparation of proposals in a timely manner. Consistent maintenance of calendar.
- Work closely with the Vice President, Convention Sales & Services as it relates to Strategic Planning, Industry Relations, sales plans, forecasts and reporting.
- Establishes and maintains relationships with industry influencers and key strategic partners.
- Meets with key clients, assisting sales manager(s) with maintaining relationships, negotiating and closing deals
- Perform all duties of sales manager for designated key accounts.
- As directed, conduct Sales Meetings in the absence of the Vice President, Convention Sales & Services.

SUPERVISORY RESPONSIBILITIES

- Hire and orient all new employees. Create the job qualifications for the position, interview all qualified applicants and select appropriate individual based upon the applicant's ability to satisfy the position qualifications.
- Instruct and train all employees on the specific responsibilities of their position. Establish on-the-job training activities on the procedures and techniques of the position to allow the employees to become proficient as quickly as possible.
- Establish objectives, coach and counsel direct employees. Assign work to direct employees and develop time schedules that assure timely completion of work. Coordinate all departmental activities and communicate relevant work activities.
- Review performance of all direct employees consistent with the company's Performance Management Program.
- Counsel and discipline all employees who have performance or disciplinary problems.

OUTLINE OF ADDITIONAL PROCESS

Strategic Scheduling – VP & AVP will co-lead weekly meeting. If VP is absent AVP will run weekly meeting.

Proposals – AVP will run all rack rate proposals once group space has been approved at Strategic Scheduling meeting. Any discounts beyond standard will be approved and revised by VP.

Approvals – AVP will approve all hall sheets weekly and send to CCC accordingly. VP will train and oversee this process until AVP is 100% up to speed.

MINIMUM QUALIFICATIONS

Education

High School Diploma or equivalent required; A four-year degree in a relevant field of study is required.

Experience

Minimum 5 years experience in Convention Bureau and/or Hotel Sales with a proven track record of accomplishment.

Knowledge, Skills & Ability

- Broad functional knowledge and experience in areas of convention sales, customer relationship building internally and externally.
- Persuasive sales and negotiation skills
- Ability to work collaboratively
- Ability to read, comprehend and create effective business proposals, reports, presentations and correspondence.
- Ability to create and outline procedures as well as execute processes with appropriate follow up and accountability.

- Strong overall leadership skills including sales management, strategic planning, coaching and counseling.
- Must be able to travel.
- As directed by the Vice President, Convention Sales & Services, act as the lead representative of the sales department.
- Presentation of the following accountabilities: leadership, communication, mentoring, empowerment and resource management.
- Must have strong interpersonal skills, maturity and good judgment and be capable of communicating in a professional manner with a diverse range of individuals.
- Maintain professional presence
- Proficient technology application skills; Advanced MS Office (Word, Excel, PowerPoint & Access), MS Outlook, Client Management Software and Internet Explorer.
- Proven problem analysis and resolution at both a strategic and functional level; exceptional analytical skills
- Ability to prioritize and manage multiple projects/responsibilities simultaneously while meeting stringent deadlines
- Efficient and proven organizational skills; detail oriented
- Ability to take initiative with projects and provide leadership
- Reliable, dependable, flexible and responsive; ability to work outside of normal work schedule as needed/directed.
- Ability to travel locally and domestically

Working Relationships

All levels of management, VISIT DENVER Board Members, employee base, applicants, hotels and convention center, industry associations, current and potential VISIT DENVER members and partners, general public and external vendors.

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

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

