

POSITION OVERVIEW

VISIT MILWAUKEE – PRESIDENT AND CEO POSITION (MILWAUKEE, WI)



THE CITY AND DESTINATION

Milwaukee, Wisconsin's largest city, lies on the shores of Lake Michigan. Even though the city is an international seaport and the state's primary commercial and manufacturing center, it has managed to maintain a small-town atmosphere.

Facts & Fundamentals: Milwaukee has a population of 604,477, and an area covering nearly 96 square miles. It's the 23rd largest city in the country. The four-county metropolitan area (Milwaukee, Ozaukee, Washington, and Waukesha counties) has a population of 1.6 million. The city has a high proportion of college students, with two major universities (Marquette and the University of Wisconsin-Milwaukee), and several smaller colleges and institutes. The metro area is home to 13 Fortune 500 company headquarters, making it the sixth highest in the nation. It is also a hub of manufacturing due to its proximity to Lake Michigan and the Menominee River.

Although once known for its breweries, today Milwaukee has only one major brewer, MillerCoors. Microbrewers Sprecher and Lakefront Brewery are other brewers of note, although the city does have several brewpubs. Milwaukee also has a number of notable performing arts groups, including opera and ballet companies, a professional symphony, and several theater troupes. Art, history and science museums attract large numbers of locals and visitors, as do the city's professional sports teams and public parks.

Milwaukee is an affordable destination, including everything from transportation to ticket prices. The city also gets high marks on accessibility. According to the Las Vegas Review-Journal-Sun, Milwaukee is a far better air travel value than its neighbor to the south, Chicago, and has readily available taxi service, limo service and public transportation. Milwaukee's warm hospitality further sets it apart from its competition.

To find out more on living and working in Milwaukee please visit the following links:
www.choosemilwaukee.com and www.city.milwaukee.gov



DESTINATION ATTRACTIONS

Home to Summerfest, the world's largest music festival, and a host of ethnic and cultural events, Milwaukee is a true American city. Old and new worlds blend across the urban landscape from busy downtown corridors to ethnic neighborhoods filled with small shops and eateries. And while Milwaukee still maintains a strong German heritage, it has also embraced the other diverse communities that have come to call it home. Visitors have a chance to explore this eclectic blend of cultures through food, entertainment and a wealth of seasonal events. Recent projects like the expansion of the Milwaukee Art Museum have put the city known mostly for industries like Harley Davidson and Miller Brewing Co. on the national radar.

Harley-Davidson USA Museum: Nearly 105 years in the making, the Harley-Davidson Museum, located near downtown Milwaukee, opened its doors to the public on Saturday, July 12, 2008. The 130,000 square-foot museum adds a whole new dimension to the Harley-Davidson experience. Within the walls of the Harley-Davidson Museum you will find motorcycles and artifacts that tell the story of the Motor Company's rich history and heritage. Every gallery and exhibit inside is an astonishing testimony to the legendary bikes, the people who built them and, of course, every individual who ever felt their powerful rumble on a long stretch of asphalt.

Milwaukee Art Museum: The addition of the Quadracci Pavilion completed in 2001, made the Milwaukee Art Museum one of the architectural jewels of the new millennium. The awe-inspiring design was created by internationally-renowned architect Santiago Calatrava and is the first of his buildings to be completed in the United States. The futuristic construction houses a portion of the museum's collection and is topped by the Burke Brise Soleil, a pair of moveable wings that span 217 feet and are used to help control temperature and lighting inside the building.

Discovery World: The newest jewel on Milwaukee's lakefront directly adjacent to the Milwaukee Art Museum is a spectacular 120,000 foot museum complex that features exhibits, live shows, aquariums and interactive activities combining innovation, science and technology, exploration, environment and fun. Public grounds include a 200 foot dock, park, promenade and café.

Miller Park: Home of the Milwaukee Brewers, Miller Park is a state of the art ballpark. The fan-shaped roof opens and closes to keep fans from the cold, and the Smartvision color video scoreboard is considered one of the best in the country. In addition, there are four levels of front row seating to choose from.



Potawatomi Bingo Casino: Wisconsin's largest tourist destination offering the best bingo, slots and Las Vegas style table games in a stylish Native American decor. Now that Potawatomi Bingo Casino's \$240 million expansion is complete visitors can expect to find more even more excitement in this world-class gaming facility. Award-winning dining options and the Northern Lights Theater round out the entertainment offerings.

Milwaukee Public Museum: Considered one of the best of its kind in the country, the Milwaukee Public Museum houses a vast collection of natural and cultural history. Notably, the museum was the first to create total habitat dioramas; a technique that would later be mimicked in museums across the country, where animals are displayed in their natural environment. The Muskrat Group, the first display of this kind created in 1890, is still on display in the museum. Modeled after the rich landscapes of Costa Rica, the rainforest exhibit features two stories of sights and sounds from the tropics including both animal and plant species, while the Streets of Old Milwaukee exhibit transports visitors back to life in the city at the turn of the century, complete with small storefronts, brick roads and wooden sidewalks illuminated by gas lights.

Captain Frederick Pabst Mansion: In 1892, the Flemish Renaissance Revival Mansion of Captain Frederick Pabst, world famous beer baron, accomplished sea captain, real estate developer, philanthropist and patron of the arts, was completed. The Pabst Mansion represents the epitome of America's Gilded Age Splendor in Milwaukee and is a testament to Pabst's success, his love of life and his German heritage. Boasting stunning interiors, elegant original furnishings, elaborate wall coverings, the finest wood craftsmanship, intricate iron work, brilliant stained glass, and rare art, the Mansion helped make the 1890's the "Pabst Decade" in Milwaukee.

Milwaukee County Zoo: Milwaukee County Zoo has far exceeded its humble beginnings in Milwaukee's Washington Park. Relocating in 1958, it now spans 200 wooded acres and is home to more than 2,500 animals representing 300 species. Creatures from across the globe are represented in both outdoor and indoor exhibits. The Stackner Heritage Farm gives young visitors a chance to get close to animals and see a fully functioning dairy.

Old World Third Street: Originally a German neighborhood, the area is now an eclectic blend of boutiques, specialty shops and restaurants. Its German roots continue to thrive however, and if you're looking for an authentic taste of the Old World, try visiting Mader's German Restaurant, a popular place amongst locals, where you can get your fill of sauerbraten and schnitzel while sitting amidst a sizeable collection of medieval armor, weaponry and stained glass. Pick up treats to take home from world-famous Usinger's Sausage or The Spice House, where hard to find spices are aplenty. Housed in an old savings bank built in 1913, history buffs can learn more about the city's past at the Milwaukee County Historical Society. Escape the buzz of the streets by settling down in Pere Marquette Park where you might even be able to catch a free concert.



Historic Third Ward: The revitalization of this turn-of-the-century warehouse and manufacturing district has earned it comparisons to New York's trendy SoHo neighborhood. This approximately six square block area is located directly south of downtown, along the Milwaukee River. The Ward contains the city's highest concentration of art galleries, as well as a selection of exclusive boutiques, specialty stores and antique shops rivaling those found in cities twice our size. It's also home to a burgeoning restaurant and nightlife scene.

RiverWalk: In the heart of downtown, the two-mile long RiverWalk winds along the Milwaukee River with access to some of the city's best restaurants, brewpubs, shops and waterfront nightlife. Eye-catching public art gives the RiverWalk the feel of an outdoor gallery and colorful, user-friendly directional signs elaborate on the city's history. It's the site of many Milwaukee events, including Riversplash! River Rhythms, River Challenge and more

City Festival/Summerfest and Ethnic Festivals: Located in a 75-acre festival park along the shores of Lake Michigan, Summerfest is Milwaukee's star-studded celebration of summer and music. Recognized as the World's Largest Music Festival, Summerfest features over 700 entertainers on 11 stages during its annual 11-day run in late June/early July. The festival features national and regional musical entertainment and comedians, over 45 food vendors, water sports shows, children's activities, fun in the sun and much much more!

Other festivals celebrated at the lakefront grounds are Irish Fest (the largest Irish festival in the world), German Fest (largest German festival in North America), Festa Italiana, Fiesta Mexicana, Polish Fest, Indian Summer, African World Festival and Pride Fest. Bastille Days and Oktoberfest are celebrated at other venues in the city.

Mitchell Park Horticultural Conservatory (The Domes): A trio of 85-foot, beehive-shaped domes make up the Mitchell Park Horticultural Conservatory, where plants from around the world are cultivated in a naturalistic setting. Two of the glass domes have distinct climates that feature plant life specific to their environments. The Arid Dome is home to a large variety of desert vegetation found in the hot, dry regions of North and South America, as well as Africa. Most notable is the collection of plant life from Madagascar, one of the largest collections in the country. The Tropical Dome replicates a small-scale rainforest, complete with birds and iguanas in addition to a large collection of lush plants. Not to be missed is the Floral Show Dome a true inspiration for any gardener that features rotating themes with a historical or cultural motif.

Milwaukee Public Market (Historic Third Ward): For more than 100 years, Milwaukee's Historic Third Ward served as a hub for a bustling procession of grocery commission houses that provided the bulk of the city's fruit and vegetable produce. Today, the year-round Milwaukee Public Market is putting a fresh new twist on the area's longstanding marketplace tradition. New in 2005, the focus is on Wisconsin-grown products, but the market also includes a world produce section featuring unusual, hard-to-find items, sushi, poultry and meat vendors, an area devoted to organic foods and a demonstration kitchen where Milwaukee's finest chefs share their secrets.



HOTEL INVENTORY AND CONVENTION FACILITIES

Greater Milwaukee is home to some of the Midwest's finest hotels, as well as a delightful cross section of other accommodations from campgrounds to bed & breakfasts, motor lodges to full-service resorts. Choose the property that best fits your needs and experience Milwaukee's hospitality.

Midwest Airlines Center: This primary venue of Milwaukee's convention center campus opened in July 1998, the center has 189,000 square feet of contiguous exhibit space and a 37,500 square-foot grand ballroom capable of accommodating 3,150 diners at one time. An additional 40,000 square feet of meeting space can be partitioned into as many as 28 meeting and breakout rooms ranging from 825 to 8,350 gross square feet. The building is a technological marvel designed with maximum efficiency in mind. Cutting-edge developments include an ATM DS 3 Internet connection and T-3 data transfer capabilities that allow for sending presentations via computer to meetings inside the center or around the world. Brilliant colors, shapes and patterns define the space and \$1.4 million in integrated artwork makes a trip through the building feel like a day at a museum. This artwork represents Wisconsin's fascinating history, geography, and culture and makes the Midwest Airlines Center one of the most striking convention facilities in the country.

Milwaukee Theatre: In November 2003, the city welcomed the new \$42 million Milwaukee Theatre to its convention center campus. The theatre, a renovation and reconfiguration of the former Milwaukee Auditorium, added 38,000 gross square feet of meeting space for convention general assemblies, as well as for concerts and theatrical productions. The 4,100-seat theater has two sloped tiers of seats offering superior sight lines, luxury and comfort. Built-in flexibility can reduce the space to a more intimate theater setting with a full house of 2,500 seats. The signature feature of the Milwaukee Theatre is the half-domed rotunda lobby, ringed by three levels of gallery walkways, with a mirrored wall creating the illusion of an enormous, circular rotunda. This space is ideal for receptions, dinners and assembly breaks. Additional elegant meeting and reception areas add to the theater's appeal as a venue for convention events.

U. S. Cellular Arena: Adjacent to the Milwaukee Theatre is the U.S. Cellular Arena. This Milwaukee mainstay received a \$10.5 million "makeover" in 1998. The Arena serves as a 12,700 seat home for sports, entertainment and assemblies. The building can accommodate 1,800 diners or provide 24,000 square feet of exhibit booth or trade show space. A system of skywalks links the Midwest Airlines Center to dining, retail and more than 1,500 hotel rooms. An additional 700 hotel rooms are available within four blocks of our convention campus. The entire complex is a quick, ten-minute drive from Mitchell International Airport.

ABOUT VISIT MILWAUKEE

Visit Milwaukee was established in 1967 as a private, non-profit business association that serves as the area's official marketing organization.

Budget: \$6 Million

Staff: 31

Website: www.visitmilwaukee.org

Its mission is to lead the effort to market Milwaukee as a premier destination for conventions, trade shows and leisure travel through the development of internal organizational excellence and external strategic partners, thereby creating positive economic impact, and to help each Milwaukee guest experience our brand promise. **Brand Promise:** Entertainment, Celebration and Fun are the essence of Milwaukee's rich cultural experience. This jewel of the Great Lakes is a joy to discover, an easy city with a warm brand of hospitality that will surprise and delight.

SUMMARY OF POSITION

The President and CEO for VISIT Milwaukee serves in the capacity of the chief executive officer responsible for the management of all daily operations of the Bureau and implementation of the policies and procedures set forth by the Board of Directors. The President and CEO is accountable to the Board of Directors on all aspects of the performance of his/her duties and responsibilities. This position ensures that the CVB meets or exceeds the goals established.

DUTIES AND RESPONSIBILITIES

Essential duties and responsibilities included but are not limited to the following:

- Work closely with staff and other key stakeholders, develop and implement a comprehensive work program and marketing plan aimed at maximizing the organization's effectiveness through the alignment and agreement on room night and other priority success measures.
- As VISIT Milwaukee's President/CEO, offer professional guidance and recommendations to the Board and its committees to grow the local tourism economy.
- Manage the business functions of VISIT Milwaukee. Organize and provide vigorous motivational leadership for VISIT Milwaukee's professional and support staff, assuring these individuals are developed into a cohesive, responsive and results-driven sales and service team. Assure a work climate that is challenging, motivational, supportive and rewarding, and where performance is regularly evaluated, improvement measures taken when needed, and achievement is recognized.
- Collaborate with and nurture existing and potential funding sources to ensure a stable, adequate and continuous funding base in support of VISIT Milwaukee and its marketing strategies and initiate development strategies to increase and further stabilize funding base.
- Work with the Board Chair, coordinate VISIT Milwaukee's relationship with the Executive Committee and its Board of Directors; encourage Board members to serve on committees, participate in developing and assigning projects for Board and Committee

execution, promote and encourage active Board involvement in the achievement of VISIT Milwaukee's goals.

- Establish effective communication networks within VISIT Milwaukee's professional and volunteer constituencies throughout the community and within the industry to ensure a consistent and regular flow of information.

Maintain active involvement in the community to:

- Establish effective communication networks within VISIT Milwaukee's professional and volunteer constituencies throughout the community and within the industry to ensure a consistent and regular flow of information.
- Enhance the visibility and reputation of VISIT Milwaukee as the official convention and tourism development agency for the area and its crucial economic development role.
- Implement advocacy programs and educate and enlist the support of community leadership and members in the promotion of convention and tourism initiatives in the region.
- Perpetuate existing funding sources, financial and in-kind services, and pursue new sources of revenue or services which would assist VISIT Milwaukee in carrying out its mission.
- Serve as VISIT Milwaukee's chief liaison among the private, public and regional tourism bodies with which VISIT Milwaukee interacts to promote tourism and convention business in the Greater Milwaukee area.
- Strengthen bonds and working relationship with the Wisconsin Center District, our major funding source.

ACCOUNTABILITIES FOR SUPERVISION

The President and CEO has full responsibility and ultimate authority for supervisory decision making not only for direct reports but for all employee team members within the organization.

1. Makes decisions related to the selection, promotion, transfer, compensation and discipline of all employee team members.
2. Assures appropriate training is facilitated for new employees, personally participating as necessary, to ensure established procedures are clearly understood and followed.
3. Answers employee questions, resolves work-related issues and interpret CVB policies to staff to improve the quality and quantity of work performed within accountable areas.
4. Administers company policies in a fair and equitable manner and fully documents all incidents and actions taken.

CORE COMPETENCIES AND CHARACTERISTICS NEEDED

1. Communication Skills:

- Must be an exceptional listener
- Ability to develop and maintain strong relationships of all levels and with all stakeholders
- Extensive media and public speaking experience

2. Marketing Expertise:

- Brand enhancement, management and leveraging experience
- Thorough understanding of optimizing distribution channels

- E-commerce fluent
 - Proven experience with media and public relations
 - Understanding of cooperative marketing
 - Strong understanding of social networking tools and viral marketing
- 3. Sales Leadership:**
- Skilled in the areas of market analysis, deployment and research
 - Proven success with sales team recruitment, retention, and overall development
 - Experience with setting goals and measuring success
 - Significant large convention sales experience
- 4. Critical Characteristics Needed:**
- Exceptional communication skills
 - Passionate and inspirational leader
 - Exceptional consensus builder
 - High Energy
 - Demonstrates high integrity at all times
 - Charisma
 - Strong presentation skills
 - Impeccable work ethic and passion for the task at hand
 - Entrepreneurial spirit

IDEAL BACKGROUND AND SKILL SET DESIRED

- Previous hospitality/travel industry experience in a leadership role is very important.
- Prior DMO / CVB experience preferred but not mandatory.
- Significant experience in the area of convention sales and marketing.
- Volunteer or direct experience with Boards of not-for-profit membership organizations that utilize public funds.

EDUCATION

Bachelor of Science Degree required, Master’s of Science Degree or Masters of Business Administration preferred.

KEY PRIORITIES FOR THE FIRST 12-18 MONTHS

- Stay focused on the core mission of the organization.
- Develop strong and meaningful relationships with all stakeholder groups.
- Increase convention sales activity for both short term and long term.
- Develop a long range strategic plan to include additional funding for the organization.

If you are interested in this position please respond via e-mail with cover letter, resume, and compensation information to Mike Gamble, President/CEO, SearchWide™

Email: gamble@searchwide.com or Phone: 888-386-6390