

## **POSITION OVERVIEW**

### **PRESIDENT & CEO - VISIT AURORA**

*(AURORA, COLORADO)*



### **ABOUT AURORA**

With the towering Rocky Mountains to the west and the vast expanse of the high plains to the east, no wonder anything's possible in Aurora. The city's pro-business attitude, ample land, cost-effective lease rates, extensive infrastructure, and educated workforce fuel a dynamic economy.

The city of Aurora is a place that celebrates diversity, supports healthy commerce, honors history and protects the environment. Long-known as the Gateway to the Rockies, this All-America City boasts spectacular views of the Front Range spanning from Pikes Peak in Colorado Springs to Longs Peak in the Rocky Mountain National Park. More than 314,000 residents choose to live in Aurora, making it the third largest city in Colorado and the 58th largest in the United States. More and more people are moving to Aurora for a quality of life that promotes good health, education and success. It is predicted that Aurora will eventually surpass Denver in future population through a controlled pace of growth that is both smart and efficient.

Here aerospace industries and bioscience firms rub shoulders with business, services, suppliers, and retail trade companies. These local businesses serve regional, national, and international markets by virtue of Aurora's location in the center of the United States.

Already Colorado's third most populated city, Aurora's reasonable cost of doing business and low tax rates are attracting more enterprises to set up shop on its 144 square miles of opportunity.

The city of Aurora comprises the eastern portion of the Denver / Aurora metropolitan area, which covers a total of 4,531 square miles and is home to 2.6 million people. As the medical, financial, and governmental center of the Rocky Mountain region, metro Denver is a hub for businesses serving the United States, as well as Mexico and Canada. The population is younger, better educated and more affluent than most other large cities.

Founded in 1891, the city of Aurora was originally named Fletcher by its founder, former Chicago resident Donald Fletcher. In 1907, the town changed its name to Aurora.

***Climate:***

Aurora's climate is mild and dry with more than 300 days of sunshine annually offering ample opportunity to participate in outside activities year-round.

- Semi-arid – mild and dry
- Warmest Month: July (Average High, 90°F; Average Low, 55°F)
- Coolest Month: January (Average High, 45°F; Average Low, 16°F)
- Most Precipitation: May (Average, 2.85 inches)
- Least Precipitation: January (Average, 0.49 inches)

***Population:***

- Estimated 2009: 314,000
- Estimated Average Annual Growth Rate (1990-2008): 1.55%
- Median Age (2008): 34.5

***Growth and Neighborhoods – Aurora, Colorado:***

The city of Aurora strives to create an urban area that embraces expansion while enacting policies that produce balanced housing types, quality development and managed infrastructures and services. At the same time, preserving the beauty of Colorado remains a top priority in Aurora, where you'll find more than 100 parks, seven municipal golf courses and more than 6,000 acres of natural open space. Several years ago, Aurora adopted a leadership role in Metro Vision 2020, a regional planning process addressing issues related to defining urban growth. In fact, Aurora was the first municipality to adopt Metro Vision 2020's urban growth boundary into its comprehensive plan. The city's 2009 Comprehensive Plan emphasizes the formation of livable, full-service neighborhoods. Progressive policies address growth issues and environmental sustainability supported with design guidelines and master planning requirements that establish new, high standards for today's neighborhoods. The average annual growth rate for Aurora from 1990 to 2008 was 1.55 percent.

Aurora, has more than 450 neighborhoods, from the historic Victorian and all-brick single-story homes in Original Aurora to the newest of developments in southeast Aurora. Developed park land includes 108 parks on 1,800 acres, including the Aurora Sports Park, Wheel Park and Grandview Dog Park. Overall more than 60 miles of off-street trails.

***Education:***

Most of the community is served by 2 public school districts—the Cherry Creek School District and Aurora Public Schools. More than half of Aurora's students attend schools in the Cherry Creek District which is one of the top performing school districts in the country. In addition, Aurora Public Schools has been making improvements to every school building due to a voter-approved \$225 million bond program. There is also one other public school district that serves some Aurora students.

Aurora has the following 8 campuses of higher education: University of Colorado Medical School; Anthem College; Columbia College; Regis University; Platt College; Pickens Technical College; Concorde Career College; and Community College of Aurora.

### ***Commerce and Industry:***

***Fitzsimons Campus*** – with the closing of the Fitzsimons Army Hospital by the federal government in 1995, Aurora partnered with the University of Colorado Health Sciences Center and the University of Colorado Medical School to create the Fitzsimons Redevelopment Authority. The result has been the establishment of the Fitzsimons Campus that in combination with the adjacent Anschutz Medical Campus has created a 578-acre site with 18,000 employees dedicated to bioscience, healthcare, medical education, and advanced research. This is the largest bioscience development in Colorado and one of the largest in the country.

There are still 184 acres at the Fitzsimons Campus yet to be developed. When completed, the total public and private investment in the Fitzsimons Campus will be \$4.2 billion, and the Campus will be home to 40,000 employees. The Campus currently has two hospitals--University of Colorado Medical School and The Children's Hospital. In addition, a \$98 million Veteran's Administration Hospital is currently being constructed and will be opened in 2011.

### ***Campus includes:***

- ***Fitzsimons Life Science District*** (the center of Colorado's bioscience community and one of the largest bioscience developments in the country featuring more than 25 companies conducting research and business in biotechnology, pharmaceuticals, and medical devices)
- ***Anschutz Medical Campus***
- ***The Children's Hospital*** (ranked among top in U.S. News & World Report's "America's Best Children's Hospitals" for the last four years)
- ***The University of Colorado Hospital*** (ranked in the top 25 in the nation in six of 16 medical specialties, according to the latest "America's Best Hospitals" survey by U.S. News and World Report)
- ***The University of Colorado at Denver and Health Sciences Center***
- ***Future state-of-the-art Veterans Hospital***
- ***Urban village center*** includes student center and library, 400 to 600 multifamily housing units, retail and recreational facilities

### ***Buckley Air Force Base:***

- Key link in the U.S. Air Force Space Command satellite tracking system
- Supports about 16,600 personnel
- Home to the 460th Space Wing, Buckley provides global surveillance, worldwide missile warning, expeditionary forces and support to Homeland Defense missions
- Spent nearly \$78 million on construction activities in 2005, which included the addition of a base chapel, control tower, civil engineer complex, and a second child development center

### ***Other Major Employers:***

- ***Raytheon Company*** (Aurora's largest private employer with more than 2,400 employees develops and deploys information and data management systems that command and control satellites, manage space based assets and facilitate global communication)
- ***Northrop Grumman*** (Northrop Grumman Mission Systems applies the latest technology to complex information processing and management challenges, specializing in the systems development, engineering, integration, operations and maintenance. The sector's capabilities span web-based systems, networking, database management, data warehousing and geographic information systems)
- ***The Boeing Company*** (develops and implements networks and communications systems, digital information storage systems, and enterprise management systems)
- ***Lockheed Martin Space Systems Company*** (a major operating unit of Lockheed Martin Corporation that designs, develops, tests, manufactures and operates a variety of advanced technology systems for military, civil and commercial customers including

products for space launch and ground systems, remote sensing and communications satellites for commercial and government customers, advanced space observatories and interplanetary spacecraft, fleet ballistic missiles and missile defense systems)

- **Merrick & Company** (an engineering and architectural firm active nationally and internationally with headquarters in Aurora)
- **ADT Security Services, Staples, Dex Media, TransFirst and ADP** (all featuring large administrative support and customer service operations)

### ***It's all within your reach***

- ✓ Close proximity to DIA and downtown Denver
- ✓ Easy access to major highways
- ✓ Quality affordable hotels
- ✓ Conference and meeting facilities
- ✓ Parks, trails and open space
- ✓ Award-winning golf courses
- ✓ Reservoirs for fishing and boating
- ✓ Sports and recreation
- ✓ Shopping and dining
- ✓ Entertainment and nightlife
- ✓ Arts and culture
- ✓ Great neighborhoods and schools



Centered between the Front Range of the Rocky Mountains and the eastern Colorado plains, it's a short trip from Aurora to all Colorado has to offer.

- Hit the slopes in less than two hours
- Visit zoos, museums and historical sites
- Spend a day at a theme or water park
- Tour wineries, breweries and brew pubs
- Take in a major league sporting event
- Enjoy an evening concert under the stars
- Dance the night away at local clubs
- Take a drive through the mountains
- Hang glide in the foothills
- Ride a bike, a horse, an ATV, a snowmobile or a narrow-gauge train
- Hike the tallest mountains and deepest canyons...do whatever your heart desires
- [Day Trips Link](#)

### ***Major Trail Corridors:***



The **Cherry Creek Spillway** serves as the connecting trail between the Toll Gate system and Cherry Creek State Park and Greenway. The trail is accessed on the east end from Chambers Road at Yale Avenue, west of Olympic Park/Wheel Park. The west access point is at the Parker Road underpass for Hampden Avenue.

The 67-mile **High Line Canal** trail enters the city at Havana Street and Exposition Avenue; presently ends at Colfax Avenue and Tower Road. It is part of a much larger trail system owned and operated by Denver Water. Access the trail at Expo Park, Highline Park, Aurora Municipal Center, DeLaney Farm, and Norfolk Glen Park. Horses are welcome on the High Line Canal in Aurora. [\[See Map\]](#)

The 14-mile **Sand Creek Regional Greenway** travels from Colfax Avenue just east of Airport Boulevard to the South Platte Greenway. In Aurora, access is available at Sand Creek Park and Star K Ranch [\[See Map\]](#). Visit [www.sandcreekgreenway.org](http://www.sandcreekgreenway.org) to learn more. Horses are welcome along the Sand Creek Greenway in Aurora. Sand Creek is part of the [Front Range Trail \[Map\]](#).

The **Toll Gate Creek** portion of the system connects the UnNamed Creek, Summer Valley Channel, Meadowood Channel, and Cherry Creek Spillway at Horseshoe Park. [\[Map \(south\)\]](#) The trail then continues north to DeLaney Farm. [\[Map \(north\)\]](#)

The 3.5-mile **Westerly Creek** trail travels north and south, connecting Cherry Creek State Park with the High Line Canal at Expo Park. Access to the trail and parking can be found at Expo Park and Utah Park. [\[See Map\]](#)

Aurora's trail system is comprised of a series of **on-street bike lanes** and sidewalks and off-street trails.

### **MEETING FACILITIES, ENTERTAINMENT & ATTRACTIONS**

Aurora, Colorado's third-largest city, is a friendly and vibrant community with quality, affordable hotels, unique dining experiences, conference and meeting facilities, superb golf courses, boating, fishing, cultural activities, shopping and nightlife. Visit Aurora and do whatever your heart desires...*it's all within your reach.*

Recreational enthusiast can take a dive, hop aboard or sink a line at the 820-acre Aurora Reservoir, featuring a marina village, swim beach and an 8.5 mile bike trail. Fishing, hiking and jogging opportunities also lay ahead at Quincy Reservoir, situated adjacent to a 5 acre fenced park designed solely for canine companions.

And for die-hard professional sports team fans, the Broncos, the Avalanche, the Rockies, and the Nuggets battle on their home turf just down the road.

#### ***Golf Courses:***

Supreme greens await golf aficionados at Aurora's several award-winning courses (Aurora Hills, Centre Hills Par 3, Meadow Hills, Murphy Creek, Saddle Rock, Springhill and Fitzsimons as well as privately owned Blackstone Country Club, CommonGround Golf Course, Heather Ridge Country Club, Heritage Eagle Bend Golf and Country Club, John F. Kennedy Golf Course and Valley Country Club) located through the city, including a tree-lined former country club, a course once favored by President Dwight D Eisenhower and challenging high plains and prairie-links courses.

- [\*Aurora Hills Golf Course\*](#)
- [\*Centre Hills \(Par 3 Course\)\*](#)
- [\*Fitzsimons Golf Course\*](#)
- [\*Heritage Eagle Bend Golf Course\*](#)
- [\*Meadow Hills Golf Course\*](#)
- [\*Mira Vista\*](#)
- [\*Murphy Creek Golf Course\*](#)
- [\*Springhill Golf Course\*](#)
- [\*Saddle Rock Golf Course\*](#)



### ***Tournaments:***

The new 212-acre Aurora Sports Park, Site of numerous major and minor sports tournaments annually, including softball, soccer and rugby opened in 2003, features 22 multi-use field game areas, one champions ship soccer field and a dozen youth baseball /full size softball fields for use by regional and national softball and soccer tournament.

### ***Aurora Events and Attractions:***

Aurora has a wide variety of special events to entertain, educate and recreate the metro area's residents. From festivals and events to diversity celebrations Aurora has it all, take the opportunity to enjoy something new with the family.

- [Music & Theatre](#)
- [Museum](#)
- [History & Heritage](#)
- [Festival & Special Events](#)

### ***Conventions and Conferences:***

From initial concept to flawless execution, your meeting is about far more than hotel, event and convention center; it's about collaborating with an organization committed to creativity, excellence and innovation.

*Two locations within Aurora maintain specific convention space:*

#### ***The Summit Conference and Events Center:***



Summit's convenient location is one minute from the freeway. Meeting and event space for groups ranges from 15 to 500; see the link below for more details.

[Click here for Summit's facility layout and chart »](#)

#### ***The JQ Hammons Convention Center:***



Denver's most convenient accommodations-located just 7 minutes from Denver International Airport!

[Click here for Holiday Inn DIA's facility layout and chart »](#)

### ***Shopping, Dining and Nightlife***

***Town Center at Aurora:*** With over 125 specialty stores, Town Center at Aurora fulfills all your shopping desires. Indulge in Town Center at Aurora's entertainment venues and eateries.



***Southlands:*** A great place to be has arrived in southeast Denver, Colorado, bringing area residents from the surrounding communities a convenient, comfortable, charming atmosphere for shopping, dining and entertainment. With more than 100 retailers and restaurants, a

United States post office and Southlands Stadium 16 Cinema, Southlands is home to all of the places you need and want to visit.

- [Aurora Hotels](#)
- [Aurora Restaurants](#)
- [Night Clubs](#)

#### ***Other Attractions and Amenities – Aurora, Colorado***

- ***Arapahoe County Fairgrounds and Regional Park:*** Located adjacent to Aurora Reservoir in unincorporated Arapahoe County, the Arapahoe County Fairgrounds and Regional Park is home to the Arapahoe County Fair, and features a 45,000-square-foot events/exhibition center. Future additions are planned for the 236-acre site, including an indoor arena, outdoor area and horse barn, as well as open space, parks and trails.
- ***Art in Public Places:*** Two hundred and forty artworks situated throughout the city and ranging from traditional to whimsical; funded through a 1993 city ordinance requiring 1 percent of city construction and remodeling projects with budgets over \$100,000 to be used to fund public art.
- ***Aurora History Museum:*** A community-based cultural center featuring a permanent exhibit on Aurora history and two changing exhibit galleries touching on topics related to history and decorative arts. Educational programs, tours, workshops and family events are offered for all ages throughout the year.
- ***Aurora Fox Arts Center:*** An historic landmark and 245-seat performing arts facility in Aurora's East End Arts District, home of the Aurora Fox Theatre Company and the Aurora Fox Children's Theatre Company, and one of the metro area's only professional Equity theaters.
- ***Aurora Symphony Orchestra:*** Community orchestra established more than 30 years ago, and offering season of full orchestra concerts annually as well as smaller chamber ensemble performances.
- ***Aurora Wheel Park:*** Includes a bicycle moto-cross dirt racetrack, three full-size in-line hockey rinks and an 18,000-square-foot skateboard bowl with a street skating freestyle course.
- ***DeLaney Farm:*** Site of Aurora's famous historic round barn, and featuring 130 acres of open space, trails with access to the High Line Canal, a historic farm with two structures on the National Register of Historic Places, and an organic public garden.
- ***Dining:*** More than 100 ethnically diverse eateries situated throughout Aurora, from wine bistros and sushi bars to authentic Mexican and fast casual.
- ***East End Arts District:*** A 16-block area located along the historic commercial corridor from Clinton to Geneva streets on East Colfax Avenue that features art galleries and arts-related venues.
- ***Festivals and Special Events:*** Year-round events for all ages, including *KidSpree*, Colorado's largest outdoor festival just for kids; *Jack-OLaunch* at *PumpkinFest*, a fall festival with a pumpkin launching competition; the *Fourth of July Spectacular*, with the largest fireworks display in the metro area; and *Banks in Harmony* summer concerts in the park.
- ***Historic Sites:*** Twenty-two historic sites and landmarks are managed by the city of Aurora, including the Gully Homestead of 1870, the Victorian-style Centennial House of 1890, the privately owned American War Mothers National Memorial Home, the Art Deco-style KOA Building of 1934, the DeLaney Round Barn of 1902, and Lowry Building 800, the interim headquarters for the U.S. Air Force Academy from 1955 to 1958.
- ***Jewell Wetland:*** A 50-acre wooded wetland featuring more than a mile of soft and hard surface trails, a boardwalk/deck access into the wetland and a butterfly garden.
- ***Plains Conservation Center:*** Preservation space for 1,100 acres of native shortgrass prairie. Open to the public with a variety of educational programs.

- **Reservoirs:** Aurora Reservoir features a swim beach, fishing, an 8-mile loop trail, a certified 5K soft-surface trail, and canoe, kayak, paddle boat and aqua cycle rentals. It also serves as the host site for races and triathlons.
- **Quincy Reservoir:** offers a 3.5-mile soft-surface trail, shoreline and dock fishing, boat launch and rental.
- **Shadow Theatre Company:** One of the nation's premier African-American theater organizations.
- **Star K Ranch/Morrison Nature Center:** Star K Ranch provides important habitat for wildlife and has several trails for nature exploration.

*To learn more about Aurora, Colorado and what it has to offer, please visit*

[www.visitaurora.com](http://www.visitaurora.com)

[www.aurorachamber.org](http://www.aurorachamber.org)

[www.auroragov.org](http://www.auroragov.org)

[www.auroraedc.com](http://www.auroraedc.com)

### **POSITION SUMMARY**

The City of Aurora, Colorado with a population over 300,000 people is currently developing a new Destination Marketing Organization, "Visit Aurora", with the primary responsibility of promoting and selling the destination. The President/CEO will have a demonstrated record of success leading a highly visible public organization, with significant destination marketing and hospitality sales experience. The selected person will direct and lead Visit Aurora, initially in the development and implementation of its mission and continued formation of the DMO. Working directly with the Board of Directors on policy making and strategy for the organization, along with the development and implementation of the marketing and sales plans that will lead to significant growth for Visit Aurora as a conference destination. A minimum of 5-10 years of senior management experience in the hospitality/tourism industry is very important. Previous CVB/DMO experience would be viewed as a plus, but not mandatory. Demonstrated experience and proven track record of developing non-traditional funding resources a must and previous sales experience in amateur sports, small to mid size medical conferences, government and corporate meeting experience is essential. The position will report to a Board of Directors.

### **IDEAL BACKGROUND, CORE CHARACTERISTICS AND TRAITS REQUIRED**

- Several years of related experience (previous experience at a Destination Marketing Organization preferred)
- Knowledge of marketing, business theories, practices, and procedures
- Knowledge of budget development
- Knowledge of and experience in Destination / Tourism Marketing and the Amateur Sports Tournament Market
- Experience in supervision with proven ability to recruit, train, and develop staff
- Excellent verbal, written, and presentation skills
- Strong interpersonal skills and an ability to provide leadership

### **DEGREE REQUIREMENT**

- Four-year degree from an academic institution; marketing, sales or business major preferred

### **ESSENTIAL DUTIES & RESPONSIBILITIES**

- Oversees all administrative, operating and marketing functions of the organization.
- Advises the Chairman of the Board, the Board of Directors and such other committees as designated.

- Oversees the creation of financial reports and annual audit reports in accordance with procedures approved by the Board. Oversee the financial management of the organization.
- Develops and supervises the implementation of an annual operating and marketing plan, in order to promote the city to local, state, regional, national and international audiences.
- Directs the preparation of the annual budget that supports these activities and presents it to the Board for approval.
- Attends all meetings of the Board and other designated committees in an advisory, non-voting capacity.
- Establishes and maintains ongoing effective communications with members, government leaders, business and cultural institution leaders, convention and event planners, and the local tourism industry.
- Represents the Bureau at selected local, state, regional and national conventions that serve to foster the betterment of the Bureau's mission.
- Develops and maintains effective organizational policies and ensures all Bureau activities are implemented within these established policies, guidelines, laws and ethical standards.
- Selects, trains, supervises and evaluates assigned personnel; coordinates staff training; oversees implementation of discipline and termination procedures for all staff members.
- Establishes goals for individual departments and assists staff in order to meet those goals.
- Prepares and submits applications for funding.

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

1. Reach out to all stakeholder groups and begin to develop strong and meaningful relationships in order to build trust, confidence and credibility in the community. Understand meeting potential from the city's existing infrastructure (medical campus', government (air-force base), amateur sport tournaments and capacities/style/identity of all hotels and work to develop short term "wins" from low hanging fruit.
2. Ensure that the new organization is structured properly and begin to develop a comprehensive short and long term strategic plan. Including, but not limited to, staffing, deployment and current programs
3. Create an identity for Visit Aurora with the development of a web site, sales and overall marketing plan.
4. Begin to identify and develop new funding sources to supplement money provided by the city.

*If interested in this position please respond to the following SearchWide™ Executive:*

**Mark Gnatovic, Vice President, SearchWide™**

**Email: [gmatovic@searchwide.com](mailto:gmatovic@searchwide.com) or Phone: 972-906-9118**

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