

## **Visit Cheyenne President & Chief Executive Officer Job Description & Board Posting (2025 Update)**

### **About Visit Cheyenne**

Visit Cheyenne is the official destination marketing and management organization for Cheyenne and Laramie County, Wyoming. Visit Cheyenne develops, promotes, and protects the Cheyenne area travel industry, creating memorable visitor experiences while enhancing the quality of life for residents. The organization is known statewide and nationally for delivering bold ideas and real-world results.

### **Position Overview**

The President & CEO provides strategic leadership for all tourism promotion, sales, public relations, community engagement, and destination development activities of Visit Cheyenne. The CEO ensures alignment with Board vision and strategic priorities while championing collaborative partnerships that elevate Cheyenne's competitiveness and long-term tourism impact.

The CEO reports to the Laramie County Tourism Joint Powers Board and serves in a highly visible capacity engaging elected officials, stakeholders, media, and residents to advance the organization's goals and protect the 2 percent local lodging tax.

### **Primary Responsibilities**

#### **Strategic Leadership & Governance**

- Lead development, implementation, and regular refinement of Visit Cheyenne's strategic plan and annual business plan
- Ensure continuous improvement in brand performance, group sales, visitor experience, public relations, and organizational culture
- Provide strategic counsel to the Board and support committee activities
- Maintain DMAP or other professional accreditation standards for excellence

#### **Fiscal Stewardship**

- Develop and manage the annual operating budget, ensuring responsible financial performance and accountability
- Strengthen revenue diversification and pursue appropriate grants, partnerships, and sponsorships
- Oversee annual audits, financial reports, and transparent reporting to the Board and public

## **Advocacy & Lodging Tax Leadership**

- Lead strategic coordination of the lodging tax renewal campaign, leveraging data and partner coalitions
- Navigate lobbying boundaries responsibly by equipping authorized partners, including the Board, to advocate effectively
- Cultivate strong relationships with elected officials and civic leadership to reinforce tourism value and community pride

## **Community Engagement & Economic Impact**

- Serve as the leading public voice for tourism in Cheyenne and Laramie County
- Promote business vitality, resident quality of life, and community alignment through tourism initiatives
- Represent Visit Cheyenne at public meetings, media appearances, and partner events

## **Marketing, Brand, & Communications**

- Oversee marketing strategy, brand positioning, and community storytelling
- Ensure effective research-driven targeting, digital innovation, PR, and earned media strategy execution
- Protect and elevate Cheyenne's brand assets and reputation

## **Destination Development & Visitor Experience**

- Strengthen signature events, transportation programs, and experiential offerings
- Ensure sustainable operations of the trolley fleet, including budgeting, reporting, maintenance strategy, and program oversight
- Identify and support infrastructure enhancements that improve the visitor economy

## **Organizational Excellence & Team Empowerment**

- Lead, mentor, and inspire staff to achieve high performance, collaboration, and innovation
- Implement clear leadership pathways, professional development, and succession readiness
- Maintain a healthy culture of trust, accountability, inclusion, and recognition

## **Desired Qualifications**

- Minimum 7 years executive tourism or hospitality industry leadership (or equivalent economic development, chamber, or public-sector experience)
- Bachelor's degree in marketing, business, communications, hospitality, or related field
- Proven record of strategic planning, advocacy, budget leadership, and stakeholder engagement
- Strong communication, public speaking, and relationship-building skills with diverse audiences
- Demonstrated ability to lead teams, manage performance, and deliver measurable results
- Expertise in destination marketing, group sales, brand activation, and community-first leadership
- Commitment to residency in Laramie County and participation in community civic life

## **Preferred:**

- Advanced certifications such as CDME or CMP
- Advanced Degree
- Experience with destination development, transportation programs, and events portfolio management
- Familiarity with lodging tax structures, political environments, and tourism research-driven decision making

## **Benefits:**

- Health Insurance/HSA Plan
- Wyoming Pension
- Sick Leave & Vacation Time
- Paid Holidays (14 Holidays per year)

## **Compensation:**

\$140,000-\$180,000

**Interested candidates, please email resume to [anthony.ortiz.r6sr@statefarm.com](mailto:anthony.ortiz.r6sr@statefarm.com) for consideration.**