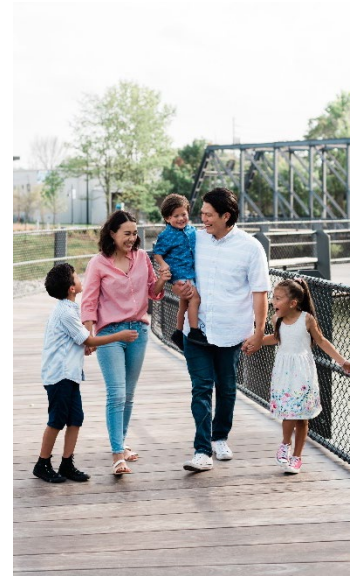




Visit Fort Wayne
PRESIDENT / CEO
Fort Wayne, IN



YOUR PARTNER IN GROWTH | Position Overview
www.searchwideglobal.com © 2021 SearchWide Global

ABOUT FORT WAYNE, INDIANA

Fort Wayne is Indiana's second-largest city, home to over 265,000 residents, with a MSA population of 430,000. It is located in Northeast Indiana, 2 hours north of Indianapolis and 3 hours from Chicago, Cincinnati, and Detroit.

Fort Wayne is a four-time All-America City Award winner and is consistently cited for its high quality of life and low cost of living. *US News & World Report* ranks it as the 40th best place to live. *Fiscal Times* magazine rated it first for job creation in the US. *InsuranceProviders.com* rated it the fifth safest city in the United States. A *Readers Digest* article reported Fort Wayne as one of the best 15 places to move to in the US. Click [here](#) to see more accolades.

Fort Wayne has been called a 'just the right size' metropolitan area. It maintains a small town feel but offers many of the amenities of a larger city including a thriving arts scene, professional sports teams and events, and a robust lake life.

- [Downtown Fort Wayne](#) is the heart of the city. It is the home to Parkview Field, ranked the #1 minor ballpark in the US, and home to the award-winning Grand Wayne Convention Center.
- New in downtown Fort Wayne is [Promenade Park](#), a \$100 million riverfront development project featuring new river recreation including kayaking, boating, paddle boards and 'tree-top canopy trail.'
- [Attractions](#) – Fort Wayne promotes itself as a family destination due to its award-winning attractions including one of the nation's top ten zoos, the #1 minor league baseball experiences and parks in the U.S., a large, hands-on science center, and a vibrant downtown filled with street fairs, festivals and family-oriented special events. Other attractions include an art museum, history center, dozens of festivals and music venues.
- [Outdoor Activities](#) – Fort Wayne has an award-winning parks system offering 90 parks and over 100 miles of dedicated bike and walking trails throughout the city connecting neighborhoods to the downtown core. Over 100 lakes are located within 50 miles of Fort Wayne.
- [Convention and Tournament Destination](#) – Fort Wayne is a very successful convention and meetings destination with two major venues: the Grand Wayne Convention Center, and Allen County War Memorial Coliseum and Expo Center.
- [Grand Wayne Convention Center](#) – The Grand Wayne Center is the heart of our city's downtown convention package. It spans two city blocks, offers 225,000 square feet of meeting space, and is attached to three convention hotels.
- [Allen County War Memorial Coliseum](#) – The Memorial Coliseum offers a sports and entertainment arena that holds up to 13,000, multi-purpose exhibit space totaling 175,000 square feet, more than 50,000 square feet of meeting space.
- [Youth Sports](#) – The combination of facilities, affordable accommodations and a Midwest location make Fort Wayne a youth sports destination too. Over 100,000 people compete annually at 9 indoor and outdoor sports venues.





For additional resources about relocating to Fort Wayne please visit:

- [Transplants Tell Why They Relocated to Fort Wayne](#)
- [Living in NE Indiana](#)
- [Educational Opportunities](#)
- [Fort Wayne Visitors Guide](#)

ABOUT VISIT FORT WAYNE

MISSION

Visit Fort Wayne conducts marketing and sales programs to attract visitors to Fort Wayne/Allen County’s convention and tourism facilities, so our community can derive the economic and social benefits of a prosperous tourism industry.



VISION

Fort Wayne is the best destination in the Midwest for conventions, trade shows, sports tournaments and family trips. Visitors enjoy their stay because of the famous “Hoosier Hospitality” they experience during their visit to Fort Wayne.

GOALS

- Conduct effective sales and marketing programs to attract conventions, meetings and tournaments
- Produce effective advertising campaigns to attract leisure visitors and travel media attention
- Provide friendly visitor information services to promote our community and industry partners
- Provide leadership to grow our community’s tourism industry

THE IMPACT OF VISITORS ON FORT WAYNE'S ECONOMY

Fort Wayne and Allen County welcome more than **6.5 million** visitors annually to our attractions, festivals, arts and events. Visitors directly spend **\$741 million** in food, lodging, retail and entertainment purchases, generating **\$94.3 million** in local tax revenue. Tourism is the 7th largest industry in Allen County, and the 4th largest in Indiana counties in tourism spending.

The tourism industry affects economic development and job creation. Tourism employment in Fort Wayne and Allen County sustains and retains **14,198 jobs** with over **\$247 million** in paid wages and salaries and wages to tourism industry employees.



Click [here](#) for more information on Visit Fort Wayne.

POSITION SUMMARY

Job Title: President / CEO
Reports To: Executive Committee and Board of Directors
Oversee: Staff of Administration, Group Sales, Information Services, Special Projects and Marketing

The President / CEO is responsible for leading and managing all operations of the destination marketing organization (DMO). Plans, coordinates and directs activities to accomplish the mission. Responsible for Board activities, finances, strategic plan development, program implementation and staff management. Advocates for destination development for tourism to elected, business and industry leaders. Serves as leader and spokesperson for the DMO and community's convention & tourism industry.

DUTIES AND RESPONSIBILITIES

- Oversees all administrative, sales and marketing functions of the DMO.
- Advises the Chairman of the Board, the Board and other committees of the DMO, City or County.
- Oversees the creation of financial reports, annual audits and fiscal procedures with the Board Treasurer.
- Develops and supervises the implementation of an annual operating budget and marketing plan, to promote the destination for conventions, tourism and tournaments to local, state, regional, and national audiences.
- Implements a public relations program to educate civic leaders and public on the value of tourism.
- Establishes and maintains ongoing effective communications and collaboration with members, government leaders, business and cultural institution leaders, convention and event planners and the local tourism industry.
- Represents Fort Wayne at local, state, regional and national gatherings further the city and DMO's image.
- Recommend and administer effective organizational policies, procedures, policies and standards.
- Set measurable goals and performance standards that correlate with long-range strategic plans.
- Hires, trains, supervises and evaluates all staff.
- Coordinates professional development and training of staff.
- Assigns work activities, projects and programs, and ensures all programs are conducted in an efficient manner.

IDEAL CANDIDATE WILL POSSESS THE FOLLOWING CHARACTERISTICS

- Highest level of integrity as the foundation for all other attributes
- Visionary leader with a demonstrated ability to inspire others, to build effective teams, and to meet established organizational goals.
- Strong negotiation, interpersonal and communication skills.
- An effective communicator, skilled in consensus building.
- Ability to analyze and interpret economic, financial and marketing data.
- Highly organized with the ability to meet schedules and deadlines.
- Ability to forge alliances with other entities and agencies in pursuit of DMO's goals, objective and mission.
- Exceptional interpersonal skills
- Ability to establish and maintain effective working relationships with others.
- Nonpartisan and nonpolitical, but skilled and sensitive to working with political figures and issues.
- Ability to exercise judgment and diplomacy in a wide variety of public contact situations.
- High energy level with passion and enthusiasm for improving the travel and tourism industry.

REQUIREMENTS

- Minimum 3-5 years of experience as CEO of a DMO or similar hospitality or not-for-profit organization.
- Prior experience managing a DMO preferred.
- Bachelor's degree in marketing, communications, public or business administration preferred.
- Experience in developing and implementing long-range strategic plans.



- Experience in fiscal management and budget development for DMO or not-for-profit organization.
- Experience and proven ability to recruit, manage and develop staff.
- Strong track record in Board management, Group sales, team building and community leadership.
- Must have leadership skills, media savvy and prepared to respond to the demands of a CEO job
- Knowledgeable of tour and travel industry, groups sales, destination marketing as well as services programs.
- Knowledgeable of digital marketing, travel promotion, advertising and public relations.
- Knowledgeable of DMO financing methods.
- Excellent writing and public speaking and presentation skills.

BENEFITS

- Medical insurance program.
- Short term and long-term disability insurance.
- Dental Insurance program.
- Life and accidental death and dismemberment insurance.
- Paid parking, cell phone and professional development.
- Automobile allowance.

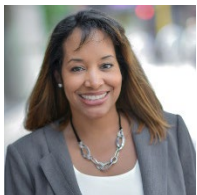
KEY CHARACTERISTICS

- | | | | |
|-----------------|------------|------------|-------------|
| • Collaborative | • Nimble | • Listener | • Warm |
| • Enthusiastic | • Creative | • Dynamic | • Connector |

TOP PRIORITIES

1. Begin to form strong and meaningful relationships with all stakeholder groups and evaluate their input and concerns. This includes political leaders as well as hospitality industry and local business leaders.
2. Be a good listener; get to know the staff, build credibility and form strong and meaningful relationships including an evaluation of their input.
3. Evaluate and review the internal organization and strategic plan; work with the Board and key stakeholders, gaining buy-in to develop and implement potential enhancements to update the company's strategic plan.
4. Ensure that Diversity, Equity, and Inclusion is woven into the fabric of the organization and strategic plan.

If interested in learning more about this great opportunity, please respond send your resume to the SearchWide Global Executive listed below.



Kellie Henderson, Senior Vice President | SearchWide Global

www.searchwideglobal.com | info@searchwideglobal.com

703-912-7247 (direct) | 703-463-7042 (mobile)

About SearchWide Global

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.

