

# **FW** VISIT **FORT WORTH**

Vice President  
Meeting Sales & Services



## ABOUT FORT WORTH, TEXAS

Fort Worth is the 12<sup>th</sup> largest city in the U.S. with a population of 918,915 (2020 census) and is the youngest major city in Texas with an average age of 31.5. It's known for Texas hospitality and a dozen remarkable districts full of culture and fun. The Stockyards features the world's only [twice-daily cattle drive](#), [Billy Bob's Texas](#), and a new \$175 million expansion of historic western properties, including [Mule Alley](#). The incredibly connected downtown comprises the 35-block [Sundance Square](#) entertainment district and the adjacent Convention District, where the City has just announced a \$500,000,000 expansion of the Convention Center and a \$350,000,000 Texas A&M University Tier 1 research campus. The [Cultural District](#) includes five stunning museums, the [Botanic Garden](#) and nearby [Fort Worth Zoo, ranked #2 in the nation](#).



Fort Worth welcomes visitors from around the world to experience the [Modern West](#) and rich [arts](#) and [culinary](#) treasures. There are more than 92 attractions in a 10-mile radius of downtown. The city's [No. 1 downtown](#) is located minutes from [DFW International Airport](#), the fourth busiest in the world and the first carbon-neutral airport. As one travel writer has said, Fort Worth is "unpretentious, laid-back, and charismatic in all the right ways."

[Museums](#) - In Fort Worth, you can explore five adjacent museums world-famous for their art and architecture. The Kimbell Art Museum includes Michelangelo's first painting in Louis Kahn's stunning building, ranked among the most important of the 20<sup>th</sup> century.

[Restaurants](#) - Fort Worth cuisine is as flavorful as the city's rich Western heritage and world-class artistic masterpieces. In addition to traditional favorites, you can explore offerings from a new generation of chefs re-inventing fine dining, internationally-inspired bistro and barbecue, ranked #1 in the state by [Texas Monthly](#).

[Sports](#) - It doesn't matter if you are looking on from the final hole of Colonial's Horrible Horseshoe, the 50-yard line of majestic [AT&T Stadium](#) or turn four at the spectacular [Texas Motor Speedway](#), Fort Worth is a sports town. From December 2020 through June 2021, the city hosted dozens of events worth more than \$100 million in economic impact, including National Finals Rodeo, U.S. Gymnastics Championship and Olympic trials.



- [Stockyards National Historic District](#)
- [Near Southside District](#)
- [West 7th District](#)
- [Camp Bowie](#)
- [Clearfork](#)
- [Sundance Square/Downtown](#)
- [TCU/Zoo](#)
- [TMS/Alliance](#)
- [Fort Worth Cultural District](#)

## **HOSPITALITY AND TOURISM**

- Estimated number of out-of-town visitors: 9.4 million annually
- Economic impact of visitors to Fort Worth: \$2.6 billion annually
- Tourism employs over 24,000 industry workers
- Total hotel rooms: 13,477
- Total rooms downtown: 2,622
- Hotel tax: 15%
- Tourism PID assessment: 2%
- Sales tax: 8.25%



## **ABOUT VISIT FORT WORTH**

### **VISION**

Sharing the Fort Worth Welcome with All

### **MISSION**

To enhance Fort Worth's image, economy and quality of life through business, sports and leisure tourism.

### **VISIT FORT WORTH**

[Visit Fort Worth](#) is a 501(c)(6) independent non-profit contracted by the City of Fort Worth to promote economic development through tourism. The organization employs 40 employees in Sales & Services, Marketing, Sports, Administration and the Fort Worth Herd. Visit Fort Worth is governed by a Board of Directors, with 19 voting members and as many ex officio members. Fort Worth operates a Tourism Public Improvement District, which is administered by Visit Fort Worth and governed by a separate Board of Directors made up of area hoteliers.

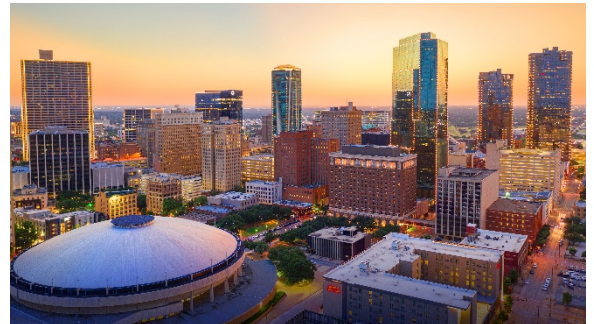
### **FORT WORTH PUBLIC EVENTS**

Visit Fort Worth reports to the City of Fort Worth's Public Events Department, which oversees operations of downtown's Fort Worth Convention Center and Will Rogers Memorial Center in the Cultural District. The two event facilities welcome over three million visitors each year from conventions, sporting events, national equestrian competitions, consumer shows and corporate and social events. Click [here](#) for more information.

### **FORT WORTH CONVENTION CENTER**

The [Fort Worth Convention Center](#) provides an outstanding customer experience to more than 750,000 guests and hosts approximately 150+ revenue-producing events, including national, regional and state conventions, conferences, concerts, trade shows, and family attractions each year.

The Convention Center offers more than 250,000 square feet of exhibit space, nearly 60,000 square feet of flexible meeting space and an impressive 28,160 square-foot ballroom. In early 2023, [a major expansion/transformation](#) will begin, including a new space, a new ballroom, new kitchen and replacing the arena with modern, flexible space.



The Center is adjacent to the Fort Worth Central Station, with connections to Dallas, DFW Airport and Amtrak's north-south line. Also nearby, Texas A&M University has announced a \$350,000,000 expansion of its nationally ranked law school to include Tier 1 research facilities.

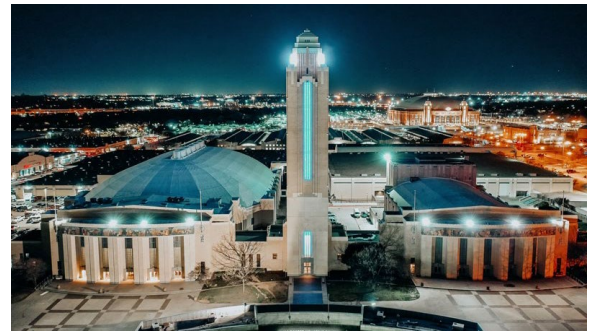
### **FORT WORTH SPORTS COMMISSION**

The Fort Worth Sports Commission, a division of Visit Fort Worth, is focused on enhancing the image, economy and quality of life for the community through the power of sports. The team pursues high-profile events that bring national exposure to Fort Worth while driving thousands of athletes, coaches and fans to visit. Click [here](#) for more information on what they do and the impact those events are having.



## **WILL ROGERS MEMORIAL CENTER**

Constructed for the Texas centennial in 1936, the 120-acre Will Rogers Memorial Center hosts international equestrian competitions, the 125-year-old Fort Worth Stock Show & Rodeo as well as corporate, educational, agricultural and sports events. See why this top meeting venue attracts more than 2 million visitors each year to the [Cultural District](#).



## **MEETING SALES AND SERVICES HIGHLIGHTS**

Visit Fort Worth's trajectory points to a decade of exciting growth and destination development opportunities.

- \$500,000,000 expansion of the Fort Worth Convention Center, backed by City commitment.
- Emergence of historic Stockyards as a secondary meeting district with new hotels and \$175 million makeover.
- Visit Fort Worth FY 2022 budget: \$12 million operating + \$4 million in Tourism PID.
- 16-member team, largest commitment of resources and staffing in organization.
- Integrated organization with culture of collaboration among Sales, Marketing, Sports as well as with key hotels and Convention Center teams.
- War chest available to market expanded Convention Center.
- New Visit Fort Worth office, including hospitality space, opening next to Convention Center in summer 2022.
- \$250 million expansion of Texas A&M campus next to Convention Center.

## **POSITION SUMMARY**

Lead the Sales and Services team to achieve economic impact goals by booking meetings and conventions. Create sales strategy, including deployment of staff, analysis of leads and marketing the destination. Work with customers, hotels, the Convention Center and others who play a role in the sales process. Support a collaborative culture across Visit Fort Worth as a member of the Leadership Team.

Reports directly to the Chief Operating Officer.

## **DUTIES AND RESPONSIBILITIES**

- Identify market opportunities and develop long and short-term sales strategies for the destination.
- Develop a data-based approach to identifying best meeting leads and competitive analysis.
- Rally hospitality partners behind sales strategies, leveraging relationships, strong communications and trust.
- Develop and manage department budget, annual sales plan, staff and goal setting to ensure progress toward goals through management and support of sales team.
- Support team with training and team building.
- Collaborate with Visit Fort Worth Marketing team to identify and recommend strategies and tactics to sell the destination.
- Coordinate Sales strategies and customer space/date needs with Visit Fort Worth Sports team.
- Report results in an engaging way at monthly meetings of the Board's Executive Committee, quarterly Board Meetings, monthly Sales Committee meetings. This includes quarterly meetings of the Tourism Public Improvement District Board.
- Carry out leadership responsibilities including recruitment, on-boarding, mentoring, assigning and directing work, appraising performance, rewarding and disciplining employees and addressing conflicts and resolving problems.
- Ensure site visits and customer engagement opportunities are engaging, creative and competitive as needed to win customer's business.

## DUTIES AND RESPONSIBILITIES (continued)

- Establish accountable revenue management practices.
- Act as a liaison between the convention center, hotels, attractions, and meeting professionals
- Maintain the integrity of customer relationship management (CRM) system

## POSITION QUALIFICATIONS:

<b>Education</b>	Bachelor's degree required. Course work in hospitality industry-related field is a plus.
<b>Experience</b>	Minimum 7 years' experience leading a convention sales team for a large convention hotel or DMO.
<b>Special Skills</b>	Knowledge of meeting solicitation and meeting services programs. Strong verbal and written communications and interpersonal skills

## CHARACTERISTICS

Imaginative	Inclusive	Collaborative	Strategic Hunter
Forward Thinker	Accountable	Partner	No Ego
Genuine	Confident	Trusting	Inspirational
Team Oriented	Entrepreneur	Courageous	Strategic

## WORKING CONDITIONS:

The position of Vice President, Meeting Sales and Services requires the ability to work independently toward the strategic goals of the team and organization, while working cooperatively with the Leadership Team. This role also requires meeting schedules and deadlines, planning and organizing work, and communicating effectively both orally and in writing. The work condition involves irregular hours, subject to many interruptions, varying and unpredictable situations. There is regular travel to conventions, meetings, and trade shows.

## TOP PRIORITIES

1. Charter a forward-thinking sales strategy for the destination, bringing the right meetings at the right time.
2. Guide the Sales & Services team, along with destination partners, through various phases of Convention Center expansion.
3. Meet with the hospitality leaders, community, and city leaders within Fort Worth to ensure a proactive and collaborative relationship.
4. Evaluate current sales goals, strategies & booking mechanisms, and incentives.
5. Develop revenue management practices when evaluating business specific to convention center and in-house hotel opportunities.
6. Ensure that Diversity, Equity, and Inclusion are woven into the fabric of the organization and strategic plan.

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



**Mark Gnatovic**, Executive Vice President | SearchWide Global

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## 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.