

# PRESIDENT & CEO

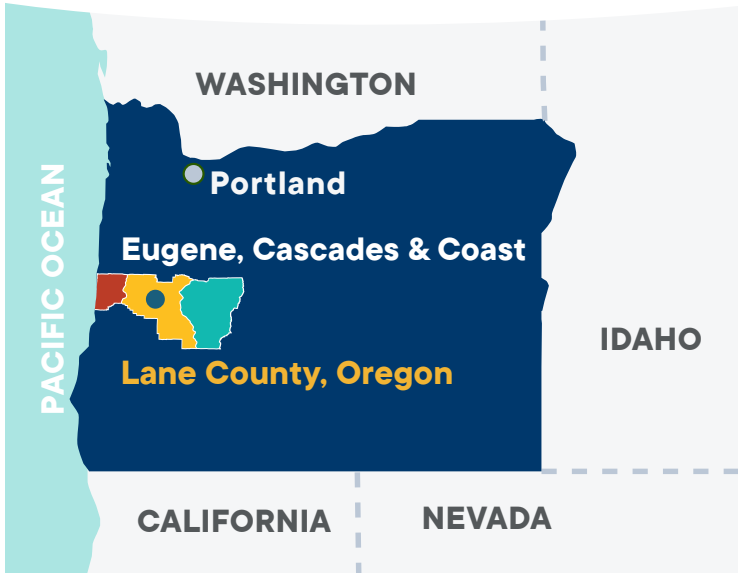
## TRAVEL LANE COUNTY

### LANE COUNTY, OREGON



**EUGENE  
CASCADES  
AND COAST**

# OUR REGION



## Area Population:

383,958 in 2022

Coburg	1,316
Cottage Grove	10,729
Creswell	5,662
Dunes City	1,450
Eugene	178,259
Florence	9,561
Junction City	7,006
Lowell	1,235
Oakridge	3,224
Springfield	62,189
Veneta	5,211
Westfir	264

Marketed as Eugene, Cascades & Coast, this unique county spans 4,700 square miles from the top of South Sister in the Cascade Mountains to Florence and the Oregon Dunes National Recreation Area on the Oregon Coast. In between are rivers running cold and clear, the bustling, culturally vibrant small metro area comprised of Eugene and Springfield, farmland to the north and south,

the largest collection of historic covered bridges west of the Mississippi, and charming, distinct, and engaging small communities throughout.

Outdoor recreation, clean air and water, and fresh, local food are core values shared throughout the county, with a range of perspectives from social activism to independence and self-reliance stewarding this very special place.

## REGIONAL CLIMATE

### Oregon Coast

#### January

High: 51° F 11° C  
Low: 36° F 2° C  
Rainfall: 10.38" 27.51 cm

#### July

High: 69° F 21° C  
Low: 50° F 10° C  
Rainfall: 0.92" 2.34 cm

#### April

High: 59° F 15° C  
Low: 41° F 5° C  
Rainfall: 5.24" 13.31 cm

#### October

High: 63° F 17° C  
Low: 45° F 7° C  
Rainfall: 5.34" 13.56 cm

### Willamette Valley

#### January

High: 47° F 9° C  
Low: 33° F 1° C  
Rainfall: 12.16" 17.99 cm

#### July

High: 81° F 27° C  
Low: 57° F 14° C  
Rainfall: 0.62" 1.58 cm

#### April

High: 62° F 17° C  
Low: 39° F 4° C  
Rainfall: 3.83" 9.73 cm

#### October

High: 65° F 18° C  
Low: 41° F 5° C  
Rainfall: 3.29" 8.35 cm

### Cascade Mountains

#### January

High: 46° F 8° C  
Low: 31° F 0° C  
Rainfall: 9.06" 23.01 cm

#### July

High: 84° F 29° C  
Low: 51° F 11° C  
Rainfall: 0.93" 2.36 cm

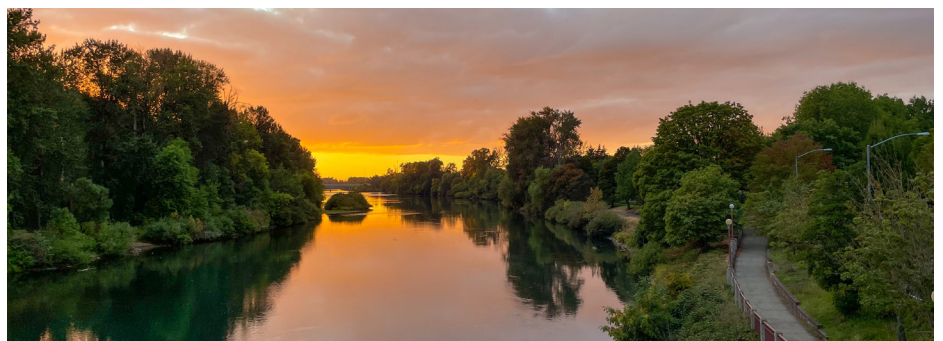
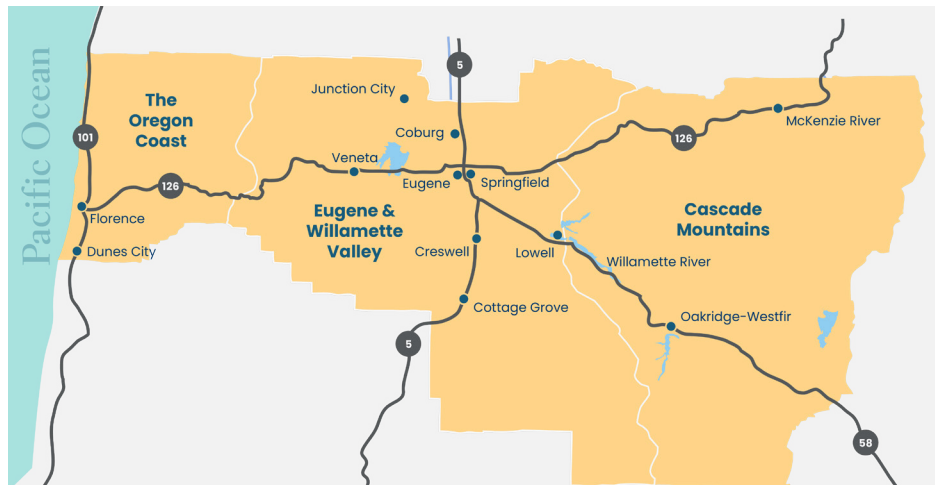
#### April

High: 62° F 17° C  
Low: 38° F 3° C  
Rainfall: 5.56" 14.12 cm

#### October

High: 62° F 17° C  
Low: 40° F 4° C  
Rainfall: 4.96" 12.60 cm

## EUGENE, CASCADES & COAST OREGON





# TRAVEL LANE COUNTY

Formed in 1979, Travel Lane County is a 501(c)(6) nonprofit funded by 2.1 points of countywide Transient Lodging Tax and governed by a board of 30 voting members and 10 advisors that represent the breadth of the hospitality industry and our large destination. The current CEO is the organization's fourth and longest-serving, with a 28-year tenure.

With a budget of \$4 million annually, Travel Lane County has a staff of 23 committed professionals, including internal creative services, teams focused on the target markets of leisure tourism, conventions, and sports, and a robust stakeholder engagement and destination development program. A long-tenured Executive Vice President is in place. The work culture is healthy and productive with a collaborative staff and strong internal communication. Most staff work on-site with two full-time remote employees who use fly-in space as needed.

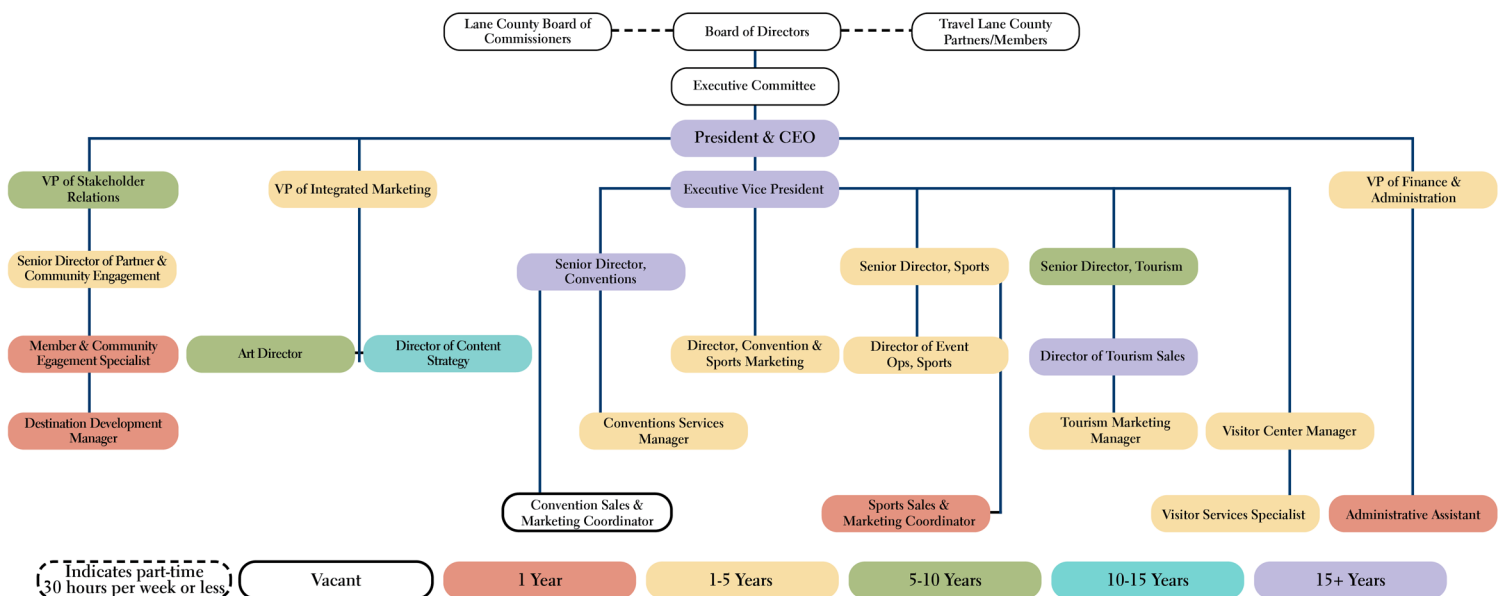
The visitor center is on-site and performs a dual reception role for the office and project work as relevant.

The organization has strong cash reserves, contracts for an annual financial audit, and provides two formal reports a year to the Lane County Board of Commissioners on industry health and program outcomes. City Council updates are proactively provided along with a robust slate of business and civic group updates and engagement. Relationships with chambers of commerce and economic development groups are strong and collaborative. Travel Lane County works in service to both industry and community, with a strong sense of stewardship to both the private and public sectors.

The Travel Lane County Charitable Fund is a 501(c)(3) not-for-profit established to provide a tax deductible pathway for funding facilities and programs that serve both residents and visitors.



## Travel Lane County Organizational Chart





# ORGANIZATIONAL VALUES



## Our Values

- We provide **Leadership** in developing a healthy year-round tourism economy
- We are proud **Brand Ambassadors** who know our destination from one border to the other
- We are **Invested** in our staff, partners, and destination stakeholders as we maximize visitor experiences aligned with community values
- We are **Professionals** who provide informed, friendly, prompt, and respectful service
- We are **Stewards** of limited resources, prioritizing investment using these filters:
  - Leverage current strengths to generate overnight stays
  - Focus resources on projects that have a direct economic impact
  - Improve the visitor/client experience at all stages of the visitor lifecycle
  - Build our destination and organization reputation through efficient and effective use of paid, owned, and earned communication channels
  - Embrace a triple-bottom-line economic, environmental, and social outcomes focus
- We **Celebrate Diversity** and work to ensure a welcoming and Inclusive destination experience. We oppose discrimination of any kind.

## Our Work

We are focused on positioning Eugene, Cascades & Coast as one of the most preferred travel destinations in the Pacific Northwest:

- We market Eugene, Cascades & Coast as a year-round destination for leisure travel, conventions, and sports.
- We create and share content that is inspiring and valuable.
- We provide valuable programs that benefit our partners, visitors, and communities.

Working for Travel Lane County is about sharing the best of where we live while working to maximize the positive impact of tourism on the local economy by matching visitors with authentic, high-quality Eugene, Cascades & Coast experiences.





# CEO POSITION SUMMARY

## President & CEO Position Summary

The President & CEO serves under contract to the Board of Directors. The CEO is responsible for ensuring Travel Lane County's destination marketing and management programs achieve excellence in growing overnight stays for a vibrant, year-round, countywide economy in alignment with community values.

This position has traditionally assumed a strong community, regional, and statewide leadership role on a variety of boards and committees relevant to Travel Lane County's mission.

### This position is responsible for:

- Ensuring an informed and strategically engaged Board of Directors
- Developing and maintaining an effective working relationship with board members
- Securing an approved current multi-year strategic plan
- Staffing all board activities
- Overseeing all operating issues, including organizational and program procedures
- Supervising budget preparation, implementation, and management
- Overseeing financial systems and reporting, assuring legal and policy compliance
- Proposing, implementing, and supervising the annual work plan
- Ensuring the annual work plan aligns with the strategic plan
- Leading and directing all program areas
- Supervising the development of all collateral and advertising
- Assuring robust HR systems and practices, hiring, supervising and evaluating of all staff
- Ensuring a highly skilled, innovative, engaged, and effective staff
- Overseeing membership sales and member relations
- Ensuring an approved current stakeholder relations and advocacy plan is in place and implemented
- Developing and maintaining positive relationships with city, county, state, and federal elected officials, and community leaders
- Developing and maintaining effective relationships with Travel Oregon, Willamette Valley Visitors Association, Oregon Coast Visitors Association, other destination marketing and management organizations, and area economic development organizations



- Overseeing media relations and serving as Travel Lane County's official spokesperson
- Providing and/or overseeing public testimony when and where appropriate
- Ensuring fulfillment of, and adherence to, the rolling Lane County Grant Agreement
- Personally presenting semi-annual reports (oral and written) to Lane County

### The search committee is seeking candidates with the following:

- 1. Knowledge of and experience in the tourism and hospitality industry sector.**
- 2. Individual Characteristics** – including effective judgment, continuous improvement, professionalism, integrity responsiveness, creativity, decisiveness, initiative, and political awareness.
- 3. Interactive Skills** – including team building, consensus building, communication, networking, liaison role, cooperation, persuasion/negotiation, listening ability, and customer service.
- 4. Leadership** – including inspiring, visionary, trusted, accountable.
- 5. Work Output** – including efficiency, quality, quantity, and effectiveness.
- 6. Management** – including directing, motivating, work habits, personal ownership and accountability.

### Compensation/Hours:

- This is a full-time salaried Executive Exempt position and may require evening or weekend work
- This position reports to the Board of Directors

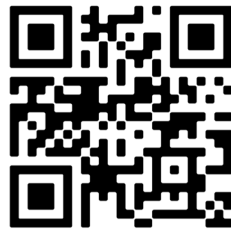


# APPLICATION INSTRUCTIONS

**Recruitment opens April 2024**

**Start date is Fall 2024**

For more information, scan below or visit  
**[EugeneCascadesCoast.org/Careers](https://EugeneCascadesCoast.org/Careers)**



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