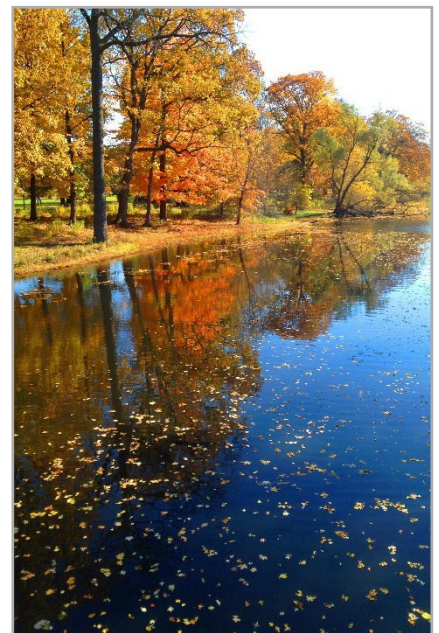
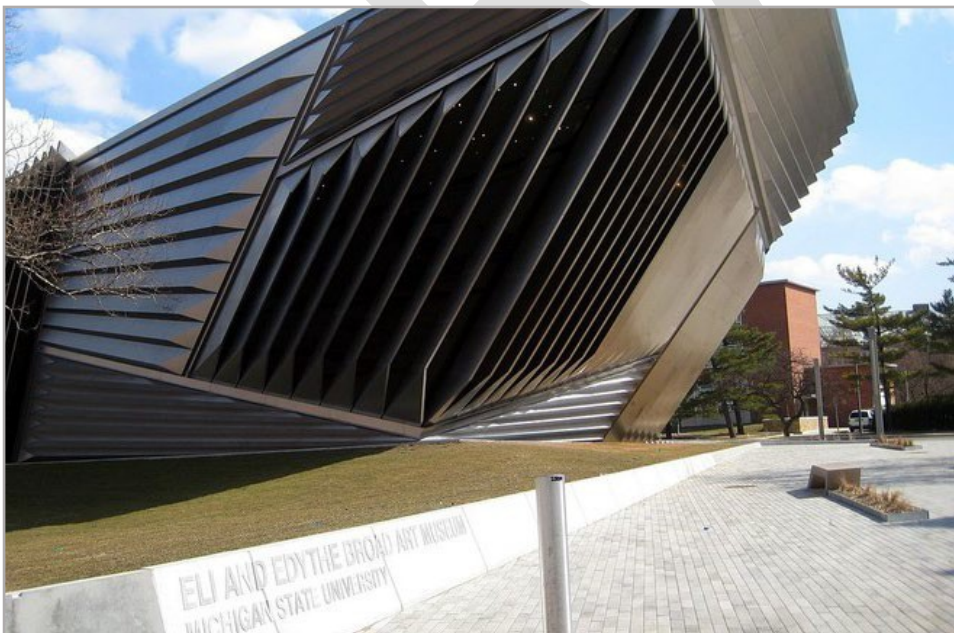




**Greater Lansing
Convention and Visitors Bureau**
President/CEO
Lansing, Michigan



WELCOME TO GREATER LANSING, MICHIGAN

The Greater Lansing area is comprised of Clinton, Eaton and Ingham counties and is located in the heart of Michigan. Our central location in the state makes us an attractive destination for weekend getaways, conventions/meetings and sports tournaments. Home to the State Capitol, mid-Michigan offers world class attractions, dining and lodging. Lansing has a very walkable downtown with a large convention center along the Grand River and dozens of restaurants and attractions within a few block radius. East Lansing is home to Michigan State University and boasts the youthful energy of a University town.



VIBRANT, WELCOMING & DIVERSE

Greater Lansing offers an abundance of big city amenities with small town charm. The area is authentic, family-friendly and welcoming. It is a diverse community of 475,000 residents with nearly 50,000 students at Michigan State University. Residents speak 63 different languages with a multitude of vibrant neighborhoods.

It's an exciting time to be in Michigan's Capital region. Multiple new hotel properties have come online and there is a continued revival of the Michigan Avenue corridor that connects downtown Lansing with East Lansing and Michigan State University.

Strong employment sectors of the community include education, government, healthcare, insurance, manufacturing and technology. The region is also home to two of the newest state-of-the-art automobile plants to be built in North America. One of MSU's newest developments includes the [Facility for Rare Isotope Beams \(FRIB\)](#), a significant community asset attracting scientists from across the globe.

The GLCVB's vision is to inspire visitors to love Lansing as much as we do. Two visitor information centers provide guests with directions, suggestions and a welcoming smile. Plus, with over 500 Certified Tourism Ambassadors throughout the hospitality community, the region is committed to rolling out the red carpet for all visitors.

RESTAURANTS



From fine dining and farm to table to casual breweries and cafés, Greater Lansing offers a diverse dining landscape for any lifestyle and budget. With everything from strong national chains to intimate family owned establishments, the region provides an array of restaurants perfect for any occasion. Numerous local restaurants have been featured on the Food Network and new offerings continue to open throughout mid-Michigan.

ARTS & CULTURE

Michigan State University in East Lansing is home to New York city level entertainment venues with the Wharton Center and the Eli & Edythe Broad Art Museum. But it doesn't stop there. The entire region has a thriving arts scene full of one-of-a-kind galleries, theater troupes and prolific artists showcasing their talent in vibrant murals and sculptures.

SPORTS AND RECREATION

In Greater Lansing – we all love the game! There are few things to match the excitement of a Big Ten athletic contest at [MSU](#). When it comes to seeing a football game, every seat in the 75,005-person capacity Spartan Stadium provides a great view. When the Spartans aren't contending for a Big Ten title in football, you can catch them battling for supremacy in hockey, basketball, and other sports. Summer brings baseball and the [Lansing Lugnuts](#) minor league baseball team offers family friendly entertainment at Cooley Law School Stadium. For those that would rather get in on the action than sit on the sidelines, the region offers premier golf courses, kayaking/canoeing, bike trails, disc golf, footgolf, ice rinks, bowling and so much more!

OLD TOWN LANSING

Old Town is Lansing's original downtown and boutique district. The neighborhood's beautiful Victorian buildings are filled with unique galleries, tasty eateries, quaint boutiques, creative businesses, specialty shops and night life. Voted one of the top places to bring visitors and the winner of IKEA's Main Street Makeover. This arts district hosts festivals, gallery walks and farmers markets throughout the year.



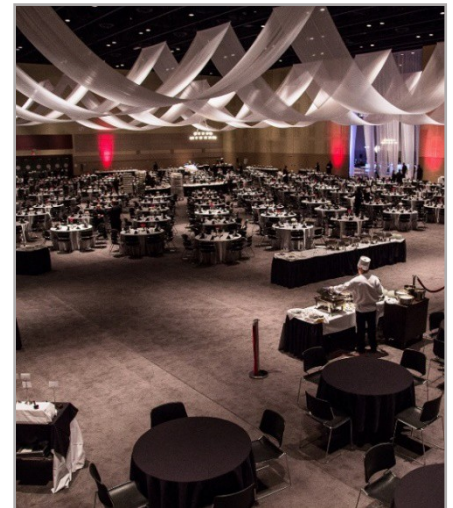
LANSING IS A DESIRABLE CONVENTION/MEETING AND SPORTS TOURNAMENT DESTINATION

The Lansing region boasts a strong sports community and hosts over 100 sports tournaments and events each year. The Greater Lansing Sports Authority, a subdivision of the GLCVB, is dedicated to attracting and retaining tournaments and events of all kinds.

Greater Lansing is 90 minutes away from 90 percent of the state's population, making it easily accessible for attendees, athletes, exhibitors and speakers. Our community is also in the heart of the Midwest, making Michigan's Capital City a prime destination for regional and national events.

Greater Lansing's friendly Midwestern hospitality makes attendees feel right at home. Over 500 Greater Lansing Certified Tourism Ambassadors located throughout the community make it a top priority to offer a welcoming and positive visitor experience.

Diverse and memorable meeting facilities and sports venues are conveniently located near lodging, dining and attractions, allowing event planners to take their events from good to great.



To find out more about the Greater Lansing Sports Authority, click [here](#).

To find out more about the Greater Lansing Convention and Visitors Bureau, click [here](#).

PRESIDENT/CEO POSITION SUMMARY

The Greater Lansing Convention & Visitors Bureau (GLCVB) is seeking a transformational destination marketing President/CEO to lead its innovative, high achieving team. The mission of the GLCVB is to positively impact the area's economy by marketing the region as a travel destination. The GLCVB is the third largest convention and visitor's bureau in the state. It is a regional Destinations International (DI) accredited nonprofit Tier 3 organization focused on bringing visitors to Clinton, Eaton and Ingham counties. It has a 60-year history as an economic catalyst for tourists and residents. GLCVB's budget is \$6M and is, primarily, funded from marketing assessments, occupancy taxes, advertising revenue, and membership dues. There are approximately 28 employees working in a healthy collaborative culture. The position is available, because the current president is retiring.

The GLCVB collaborates with local hospitality partners to promote the region with meetings and convention planners, as well as leisure travelers. The GLCVB has two key affiliated organizations. This includes the Greater Lansing Sports Authority (GLSA) that works to develop local sport tournaments and events and draws athletic events to the region. The other organization is the Team Lansing Foundation (TLF), the charitable arm of the GLCVB with a seven-member independent board of directors charged with being a champion for destination development in Greater Lansing through education, research, and participation with initiatives that enhance and elevate tourism in the region.

GLCVB welcomes over 5.3M visitors each year. These visitors generate more than \$685M in direct spending revenue to the region. It is a partner to the Lansing Regional Chamber of Commerce and the Lansing Economic Area Partnership (a local economic development entity). The GLCVB operates under the supervision of an eleven-member Board and is an equal opportunity employer. For more information visit GLCVB's Website at www.lansing.org.

Under the direction of an eleven-member board of directors, the president is responsible for the overall leadership and vision for the current and future operations of the GLCVB and its other entities (GLSA and TLF). The president is the public representative and spokesperson for the organization and, ultimately, accountable for all actions, deliverables and activities of GLCVB.

KNOWLEDGE AND SKILLS

The ideal candidate should be a transformational destination marketing leader with the vision, commitment and knowledge of principles and best practices of destination marketing and hospitality management, as well as demonstrated accomplishments in positively impacting an area's economy by marketing the region as a travel destination; possess good communication, employee development, administrative and budgeting skills; have a strong knowledge of strategic planning and nonprofit fiscal management. Possess the ability to work well with the board, members, employees, business community, unions, governmental officials, and other stakeholders; be honest, open, trustworthy, and a team player; celebrate diversity and be sensitive to social and societal developments.

EDUCATION AND EXPERIENCE

A bachelor's in business administration, public administration, marketing or related field. Advanced degree preferred. Three to five years senior leadership experience required. A proven track record in the destination marketing or hospitality industry is strongly preferred. Experience working in close collaboration with a volunteer board of directors, major convention center and/or large university is also preferred. Experience in community relations and nonprofit agency administration is desired.

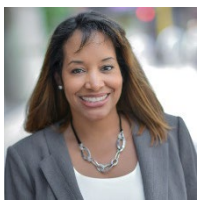
KEY CHARACTERISTICS

- Dynamic
- Advocate
- Visionary
- Consensus builder
- Entrepreneurial
- Collaborator
- Team oriented
- Engaging leader
- Diplomatic
- Politically astute
- Outgoing Influencer
- Change agent

TOP PRIORITIES

1. Evaluate the current funding model. Begin to develop strategies for maximizing the current budget and develop ideas for alternate sources of funding.
2. Immerse in the community and begin to develop strong relationships with all stakeholders including staff, industry leaders, business leaders and elected officials.
3. Review the current master business plan and strategy; assess and enhance where needed, collaborating with the board of directors and all departments within the CVB.

If interested in learning more about this great opportunity, please use the link below to apply or 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.

