

destination **madison**

Destination Madison

PRESIDENT & CEO

Madison, WI



SearchWide Global

YOUR PARTNER IN GROWTH | Position Overview

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ABOUT MADISON, WISCONSIN

Madison is a vibrant place. A one-of-a-kind place. Outdoorsy, storied, chic, and down-home. We embrace all four seasons and find many ways to enjoy our five lakes and miles and miles of bike trails and parks all year round. There's never a shortage of ways to explore Madison—the world-class restaurants, live music aplenty, and sporting events galore.

LIFE ON THE LAKE - Madison's five lakes cover more than 15,000 acres and there are so many ways to get on—and in—the water. From [SUP and kayaking](#) in the summer to ice fishing or ice kiting in the winter, no matter your style, there is a way to embrace the lakes!

BLAZE A TRAIL - Madison's [biking and hiking](#) trail system covers more than 200 miles and our city was recently ranked among the [best cycling towns](#) by USA Today. Rent a bike from [BCycle](#), [Machinery Row Bicycles](#) and [Budget Bicycle Center](#) make it quick, easy, and convenient to get around Madison on two wheels.

MADISON STAPLES - Madison is known for spectacular traditions worth revisiting every year. Each spring begins the season for the nationally renowned [Dane County Farmer's Market](#) on the Capitol Square, where locals and visitors spend Saturday mornings. As the nation's largest producers-only market, you'll have the opportunity to talk to the sellers who love to share the stories. Each summer, you will find the Capitol Square covered in picnic blankets for the Wisconsin Chamber Orchestra's [Concerts on the Square](#). Madison is home to the University of Wisconsin, which keeps our community bustling with sporting events, educational series and cultural exhibits and performances.

FIND FAMILY-FRIENDLY FUN - It's easy to find entertainment for kids of all ages in Madison! Stroll through 16 acres of stunning landscapes at [Olbrich Botanical Gardens](#). Dine with the polar bears at the [Henry Vilas Zoo](#). Or, catch a [Madison Mallards](#) baseball game.

THINGS TO DO

- **ATTRACTIONS** – Anchored by the [Wisconsin State Capitol](#), the [University of Wisconsin](#) and [five glittering lakes](#), Madison offers plenty to explore, both indoors and out. Click [here](#) for more attractions and sample itineraries.
- **OUTDOORS AND RECREATION** – All four seasons are fun in Madison. Yes, even winter. Skiing and skating, sailing, swimming and [golf](#). You'll wish you could spend all year here. Click [here](#) for more information.
- **MUSEUMS AND HISTORY** – A human-sized gerbil wheel, thousands of jars of mustard to see (and taste!) and a rooftop sculpture garden are just some of the highlights awaiting in [Madison's marvelous museums](#).
- **SHOPPING** – State Street style. Neighborhood boutiques. [Madison shopping](#) is pretty unique! From the shops that line downtown to neat neighborhood specialty stores, there are treasures to be found for every taste.
- **ARTS AND CULTURE** – Miles of [museums and galleries](#) galore, [performing arts](#) and [live music](#). Ancient history to modern works.
- **FREE THINGS TO DO** – It's easy to find [free, fun things](#) to do. Five sparkling lakes and stunning landscapes mean endless hours of fun. As home to the State Capitol and UW-Madison campus, Madison has amazing amenities.
- **LOCAL SPORTS** – A city where professional and college sports combine. Click [here](#) to discover the perfect sport for you including the University of Wisconsin Badgers, Madison Mallards and Capitols, and Forward Madison FC.



MEETINGS IN MADISON

Seeking a city on the cutting edge? A vibrant blend of culture and award-winning amenities? Where [intellectual capital](#) and [unmatched simplicity](#) collide? Madison is a lively hub of innovation and leadership, where you can connect to world-class academics, spirited startups, and Fortune 1000 and Inc 5000 companies that includes [agriculture](#), [visual and performing arts](#), [biotechnology and life sciences](#), and [education](#).

A premier Midwest meeting destination with more than 780,000 square feet of thoughtful design spread between two unforgettable facilities with 10,000 hotel rooms in the region. And the city? It's a [walkable](#) delight bursting with [exceptional experiences](#), [delicious dining](#) and endless [things to do](#). It's no wonder Madison was named one of the [world's happiest cities](#).

MONONA TERRACE COMMUNITY & CONVENTION CENTER

The [Monona Terrace® Community & Convention Center](#) is a meeting venue you can't find anywhere else. Frank Lloyd Wright design. Stunning water views. Located right in the heart of downtown Madison. Just two blocks from the Wisconsin State Capitol it's located on the shores of Lake Monona.

This spectacular 250,000 square-foot, multi-level facility features public promenades, meeting rooms with striking lake views and the attached [Hilton Madison Monona Terrace](#). Gracing the rooftop is a 68,000 square-foot garden that may be reserved for events.



FACILITY FEATURES AND SERVICES

- 40,000 square-foot exhibition hall
- 14,000 square-foot ballroom
- 310 seat multimedia lecture hall
- 20 additional meeting rooms (28,000 sq. ft)
- Award-winning in-house caterer
- In-house audio-visual team and equipment
- Business center
- Lakeside bike/hike path
- 600-space attached parking garage
- Art/exhibit area and expansive areas for registration/information needs

ALLIANT ENERGY CENTER

The [Alliant Energy Center](#) is a 164-acre campus located at the gateway to downtown Madison. Four versatile venues offer flexibility to secure exactly what you need including pavilions for livestock, and exhibition space for up to 360 8x10 booths.

FACILITY FEATURES AND SERVICES

- Nearly 630,000 total square feet of functional space
- 29 acres of green space
- 5,800 on-site paved parking spaces
- Award-winning in-house catering services
- Event coordinator, decorating service, ushers, and laborers available on-site
- Attached [Clarion Suites Hotel](#) with access to the Exhibition Halls via an enclosed walkway



ABOUT DESTINATION MADISON

At Destination Madison, we are people with a passion. A passion for the amazing community. A city of inquisitive minds, inclusive spirits with an independent vibe. We share Madison's story far and wide. And we welcome others to experience our energy. In short, we inspire a love for Madison.

- Attract new conventions, sporting events, and competitions to the community
- Provide expert service and support to existing and repeat events
- Share comprehensive and easy-to-access information with visitors
- Conduct and analyze tourism research
- Build our local economy!

Destination Madison is dedicated to creating economic impact through tourism. The effects of our "invisible industry" benefit everyone living in Dane County in key areas including jobs, community services and quality of life. The latest economic impact data released by the Wisconsin Department of Tourism indicates the strength of the tourism industry—particularly in Dane County, where we experienced a 3.9% increase in tourism dollars spent compared to the prior year. This exceptional growth reflects the strategic and focused efforts we devote to our local economy.

We recently announced a record \$1.4 billion was spent by tourists in Dane County in 2019, supporting thousands of local people working in the hospitality industry and providing a boost to hundreds of businesses in our community.

- In 2019, visitors contributed \$2.3 billion dollars in total business spending, which supported more than 22,000 full-time equivalent jobs in Dane County. That's 11% of tourism-related jobs in the entire state!
- In the absence of the state and local taxes generated by tourism, each Dane County household would need to pay \$780 to maintain the current level of government services.
- Tourism is often the first impression of our community for potential business investors and innovators who may become residents that, in turn, expand our intellectual capacity and growth. Our efforts help make an impactful impression of the greater Madison area. To read more, [click here](#).

MORE ABOUT DESTINATION MADISON

- [Meet the team](#) – Proud to call Madison home, and can't wait to share it with you.
- [Industry Research](#) – Wisconsin Department of Tourism released results from an annual study by Tourism Economics, an Oxford Economics Company that measures tourism's impact on total business sales, employment, and taxes.
- [Destination Madison Foundation](#) – Focuses its work on creating opportunities that improve our destination, drive visitor volume, and enhance the experiences of people who visit Madison.

POSITION SUMMARY

The Destination Madison (DM) President & CEO is responsible for the overall leadership and vision for the current and future operations of the DM and its other entities: Madison Area Sports Commission (MASC) and Destination Madison Foundation (DMF). The CEO establishes the culture, vision and overall direction for the organization and its related entities. The CEO is the public representative and spokesperson for the organizations and ultimately accountable for all actions, deliverables and activities of the DM, MASC and DMF.

Department: Leadership

Supervisor: Chairman of the DM Board of Directors

Direct Reports: DM Executive VP, VP of Sales & Services, and Executive Assistant; MASC VP

Indirect Reports: All remaining staff

Special Teams: Member of Leadership Team

Special Assignments: Member of DM Board of Directors, Member of DMF Board of Trustees, CEO and Secretary of MASC Board

Job Classification: Exempt, Full-time

Work Site Location: Corporate Office

RESPONSIBILITIES*

- Serve as organization's Chief Executive Officer
- Provide direction and outline expectations for the DM to the Leadership Team and ultimately all staff
- Provide direction, outline expectations, and work with DM Board regarding governance, policy needs, and future objectives and goals
- Provide direction, outline expectations, and work with Destination Madison Foundation Board of Trustees on future objectives and goals
- Provide direction, outline expectations, and work with MASC Advisory Board on future objectives and goals
- Serve as organizations' primary spokesperson
- Provide direction and vision for future business plans and budgets
- Serve as primary contact for DM and MASC with all relevant government officials
- Serve as primary contact for DM and MASC with all relevant non-government stakeholders
- Live the DM and MASC Brands
- Attend all appropriate community meetings relevant to position and issues/opportunities
- Serve as official designee/signee for all DM contracts, legal and government filings

*The above is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements. Below are specific requirements of the position.

EXTERNAL LEADERSHIP/BROKERING

- Establish collaborative relationships with external stakeholders associated with DM and MASC funding sources, DM, and MASC Boards and DMF Trustees.
- Establish collaborative relationships with peers at Greater Madison Chamber of Commerce, MadREP, DMI, BID, etc.
- Model and champion DM brand, organization, and business values.
- Attend external meetings, such as City, County, DMI committee meetings and others.

INTERNAL LEADERSHIP/CHAMPIONING

- Model and champion DM Core and Business values, policies, and procedures.
- Provide inspiration and leadership to all departmental leaders and staff.
- Oversee successful execution of all DM, DMF, and MASC Board, Officer and Committee meetings.

INDUSTRY RELATIONS/MEMBERSHIPS

- Stay abreast of visitor industry trends, best practices, and opportunities; recommend employment of all as appropriate.
- Participate fully in professional societies and activities related to hospitality, visitor, and DMO industry.
- Regularly participate and attend DM and industry meetings, functions, etc. as provided within budget.
- Pursue pertinent professional development opportunities provided within budget.
- Network with other CVB professionals and peers to learn new and unique ideas for organization and destination leadership and administration.

KNOWLEDGE, ABILITIES AND EXPERIENCE REQUIRED

- Minimum of 7 – 10 years in leadership/senior management position with a Destination Management Organization (DMO) or hospitality related business. CDME certification looked upon favorably.
- Minimum of bachelor's degree in Business, Hotel/Hospitality Management, Marketing or, related field.
- Understanding and expertise in use of research and data analytic tools and methods for problem solving, decision-making, goal development and other purposes.

- Experience in senior level position of organization which focused on sales, marketing, branding, or PR/communications.
- Seven years proven, recent experience in budget development and management; experience with managing multiple budgets and revenue sources preferred.
- In-depth understanding and ability to read and report out on financial statements.
- Knowledge of financial investment strategies.
- Ability to effectively use office software and equipment (MS Office Suite, CRM database, etc.).
- Public speaking; primary spokesperson
- Robert's Rule of Order expertise
- Demonstrated ability to influence decision making.
- Experience with not-for-profit board management or serving on not-for-profit board.
- Demonstrated experience in program management, budgeting, strategic business planning, expenditure control and fundraising.
- Ability to lead people and achieve results through others.
- Proven success in working effectively with and managing people.

ACCOUNTABILITIES**

- Lead, motivate, train, direct, and supervise direct reports.
- Perform periodic and annual reviews of all direct reports.
- Pursue pertinent professional development opportunities within the DM budget.
- Build annual organization goals and objectives.
- Establish priorities for DM budget and body of work based on organizational priorities and goals and are effective expenditures of resources.
- Accountable for delivery of successful achievement of all DM Departmental annual goals and contract goals.
- Ensure monitoring and control of all operating and capital expenses within the approved budget as well as ensure financial transactions are conducted within established policies and procedures.
- Provide oversight and guidance for and attend all DM Executive Committee, DM Board, MASC Advisory Board, MASC Officers, and DMF Board meetings.
- Lead all staff meetings when available or unless assigned to another team member.
- Stay abreast of industry trends and best practices; apply these when appropriate to DM/MASC.
- Pursue pertinent professional development opportunities within the DM budget.

** The above is intended to describe the general content of and major accountabilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements. Although the accountabilities are defined to be for the DM, the CEO is responsible for the same for MASC and DMF.

PERSONAL CHARACTERISTICS EXPECTED

- Integrity – Honest and ethical.
- Confidential nature – Ability to maintain complete confidentiality.
- Leadership – Ability to lead and offer opinions and direction while listening to and valuing others' opinions and input.
- Collaborative – Support need for and encourage collaboration with external stakeholders as well as for cross-departmental and organization programs, projects, and activities; willingness to participate as a team leader as well as a team participant.
- Decisive
- Spirit to Serve – A servant leader attitude and spirit.
- Cooperation — Ability to be pleasant with others on the job and displaying a good-natured, cooperative attitude and spirit.

- An aspirational leader with the ability to inspire the team, board and community to think differently and strategically.
- Political acumen
- A natural connector.
- A warm and welcoming personality.
- Charisma

TOP PRIORITIES

1. Evaluate the current research structure, industry trends, and economic impact to develop a strategic research plan for the future, which includes a COVID-19 roadmap to recovery.
2. Build and establish authentic relationships with the key stakeholders, elected and city officials, partners, staff and residents.
3. Explore alternative funding solutions.
4. Ensure that Diversity, Equity and Inclusion is woven into the fabric of the organization and strategic plan.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is required to sit at a desk and computer for long periods of time, is occasionally required to stand; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crawl and/or crouch. May be requested to lift materials of up to 35 lbs. Specific vision abilities required include reading computer screen and written documents; close vision, color vision, and ability to adjust focus. Communicate effectively via verbal, audible, and written means.

WORK ENVIRONMENT

Heated and air-conditioned open office environment. Noise level is usually low to moderate. Will be required to travel and work off site for training, meetings, special projects and events and Bureau supported functions.

REASONABLE ACCOMMODATION

It is the policy of the DM to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

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



Mike Gamble, President & CEO | SearchWide Global

www.searchwideglobal.com | info@searchwideglobal.com

651-275-1370 (direct) | 651-308-1115 (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.