

CHIEF EXECUTIVE OFFICER

About Visit Rapid City

Visit Rapid City is at the forefront of a dynamic movement that combines bold strategies, cutting-edge marketing, and impactful sales efforts to draw millions of travelers to the heart of the Black Hills. With a vibrant 53-years history, this Destination Marketing Organization doesn't simply invite visitors—it inspires them. Welcoming more than 4 million annual visitors, the team serves as the voice, vision, and driving force behind the city's flourishing tourism industry. Their mission is to enhance the quality of life in Rapid City by harnessing the power of tourism. From the vibrant Downtown and Main Street Square to the Rapid City Sports Commission, as well as meetings, conferences, and family-friendly adventures, this award-winning DMO is dedicated to bringing to life the long-term vision of a destination that pulses with energy, fueling growth and excitement across the entire region.

Position Summary

Visit Rapid City is seeking a CEO who is a visionary leader, community champion, and active convener. While the area is known for the famous faces of Mount Rushmore, we are looking for an energetic leader to be known for their ability to collaborate with business, cultural, government, and community partners to define and deliver a rich, authentic experience where natural resources, historical heritage, famous landmarks, and urban pleasures collide. The next CEO of VRC will certainly bring a passion for making an impact through the blend of vibrancy and history found in the City of Presidents.

Opportunity

The CEO will lead a talented and committed team of 15 and is responsible for an annual budget of nearly \$5M for Visit Rapid City, a 501(c)(6), not-for-profit. The CEO will advance VRC's mission by creating new possibilities for project initiatives, fostering innovation, leveraging resources, and establishing partnerships. Goals, plans, and priorities will be established in concert with the VRC Board of Directors in partnership with the Hotel Business Improvement District (BID) Board of Directors.

For more information and to be considered, please contact Winner Partners at VisitRapidCity@winnerpartners.net.



Education & Experience:

- Bachelor's Degree required with 7-10 years of senior leadership experiences from another DMO of similar scale and complexity; an advanced degree is preferred. Candidates with industry certification such as a CDME (Certified Destination Management Executive) are a plus.
- Genuine passion for positioning Rapid City as a top destination for visitors and businesses nationally and internationally, and positively influencing the future economic vibrancy of the region.
- Ability to attract, engage, develop, and retain top caliber talent by fostering an inclusive, collaborative, results-oriented work environment that empowers staff to accomplish organizational objectives.
- Flexible and creative with an entrepreneurial spirit and demonstrated history of innovation in action.
- Operates with the highest level of integrity, intellectual agility, vision, and positive attitude to motivate and represent all that VRC has to offer.
- Demonstrated experience working effectively with an influential board to advance the regional priorities and achieve impactful outcomes.
- Proven record of treating people with respect and dignity; promotes equity, diversity, and inclusion in all aspects of business and civic life.
- Strong planning, interpersonal, communications, and networking skills.
- Possess expertise on issues relevant to Visit Rapid City to make well-informed and mission-related decisions which command the confidence and respect of stakeholders.