

**Visit Tucson**

**PRESIDENT AND CEO**

**Tucson, AZ**

**(Posted: Nov. 5, 2021)**

**Vision:**

Welcoming the world, while making Tucson a better place to visit, live, work and play.

**Mission:**

To drive economic development by connecting visitors with their ideal travel and meetings experiences in Tucson.

**About Us:**

Visit Tucson is a 501(c)6 nonprofit organization that works to attract leisure visitors, group meetings, sports events, travel media, and films, commercials, and photo shoots to the metro Tucson region.  We are the official destination marketing organization for the City of Tucson, Pima County, and Town of Oro Valley and partner with more than 500 business members throughout the community.

Overnight travel generated from these activities creates direct spending and tax revenue for our community.  Taxes paid by travelers who visit metro Tucson offset our state and local taxes and help pay for public safety initiatives, new infrastructure, and community services. Because of visitor spending in 2019, every Pima County family had its tax burden reduced by $530.  Nearly 25,000 of our neighbors and their families are supported by work in the tourism industry in Pima County.

**Inclusion, Diversity, Equity, Accessibility:**

Metro Tucson is a culturally diverse community. We are a kind and welcoming community to live, work, and visit. It is this diversity and kindness that attracts people from across the globe.

As indicated in our vision statement to welcome the world, Visit Tucson welcomes people of all races and ethnicities, religious beliefs, and physical abilities. We commit to being more inclusive in our representation of the diversity of our community, while also being more inclusive and welcoming to visitors from all walks of life.

We acknowledge this culturally rich landscape is the ancestral homeland of Indigenous Peoples including the Hohokam, Tohono O’odham, Pascua Yaqui (Yoeme), and more who may call this place home. Visit Tucson respects the Indigenous communities who have stewarded this land throughout generations, and we recognize and acknowledge the people, culture, and traditions that make up the fabric of our community.



Visit Tucson condemns all forms of racism and commits to being inclusive in all aspects of our marketing and promotion programs to authentically represent our racially diverse community.

Tucson and Southern Arizona is a welcoming destination for visitors of all abilities. Through community partnerships, Visit Tucson aims to enhance promotion of the variety of accessible attractions, museums, venues, and outdoor experiences to discover.

We are proud of Tucson’s 100% score on the Human Rights Campaign's Municipal Equality Index (MEI) and commit to working with local government to maintain that score. The MEI examines how inclusive municipal laws, policies, and services are of LGBTQ+ people who live and work there.

Fostering inclusion, diversity, and equity among our staff, board of directors, and sales and marketing programs is a priority. We proactively seek opportunities through trainings and community partnerships to instill a stronger sense of inclusion and equity among our staff.

**THINGS TO DO IN TUCSON, ARIZONA**

**Arts & Culture -**

“A mini mecca for the arts" is how one Wall Street Journal reporter described Tucson, marveling at the depth of artistic expression found here. The city has long been a beacon for creatives looking to draw inspiration from the strange beauty of the Sonoran Desert, not to mention the blend of cultures that birthed an aesthetic unlike any other. From visual nomads like Ansel Adams to desert natives like Tucson's own Ted Degrazia, this area has captured the imaginations of artists for as long as anyone can remember.

For visitors, Tucson's vibrant art scene offers exceptional museums, inspiring galleries, mesmerizing public art, a rich filmmaking history, and a trendsetting music scene. This creative culture is shared by passionate locals at classes and workshops where you can create your own masterpieces, indoors and out.

Whether you are perusing the galleries and museums, roaming clubs downtown, or reserving seats at a historic theater, there's a vast lineup of performances, films, and art exhibits to choose from all over the area. Shoppers can also find plenty of treasures handmade by Tucson artists and makers at local shops, fairs, and open studio tours. So, if you are seeking inspiration for your own artistic endeavors or just looking to take it all in (or even take some home), Tucson is the place to set your creative side free.



**Places to Stay (150+ including):**

* Canyon Ranch Tucson
* Miraval Arizona Resort & Spa
* Hacienda Del Sol Guest Ranch Resort
* White Stallion Ranch
* Tanque Verde Ranch
* J.W. Marriott Starr Pass
* El Conquistador Tucson, a Hilton Resort
* AC Hotel Downtown Tucson
* Westward Look Resort & Spa
* Westin La Paloma
* Loews Ventana Canyon

**Key Things to Do**

Tucson Gem, Mineral and Fossil Showcase; Fall Tucson Gem, Mineral and Fossil Showcase; Tucson Rodeo Parade; El Tour de Tucson; All Souls Procession (Dia de los Muertos); Tucson Festival of Books; Arizona Bowl; Cologuard Classic PGA Tour Championship; Tucson Folk Festival; Agave Heritage Festival; Tucson International Mariachi Conference; Tucson Meet Yourself; Tucson Jazz Festival; Tucson Marathon; 4th Ave. Street Fair.

**Outdoor Recreation**

* Five mountain ranges, most of which are protected as parkland, surround Tucson and offer hundreds of miles of trails for hikers to explore. Saguaro National Park [East](https://www.visittucson.org/listing/saguaro-national-park-east/639/) or [West](https://www.visittucson.org/listing/saguaro-national-park-west/638/) offer popular hikes, or travel to Oro Valley and visit [Catalina State Park](https://www.visittucson.org/listing/catalina-state-park/25442/). Landscapes range from sandy desert dotted with cacti to rustling groves of aspen and pine, making hiking an all-season sport in Tucson, Arizona.
* More than 36 golf courses across Pima County challenge any skill level of golfer.
* ["The Loop"](https://www.visittucson.org/things-to-do/outdoors/biking/the-loop/) is an ongoing project of more than 100 car-free miles of trails around Tucson and connecting to our neighboring communities of Marana and Oro Valley. It's great for walking, biking, skating, and even horseback riding. If it's non-motorized, it's good to go on The Loop.
* Amazing opportunities for both [mountain biking](https://www.visittucson.org/things-to-do/outdoors/biking/mountain-biking/) and [road biking](https://www.visittucson.org/things-to-do/outdoors/biking/road-biking/) are around every corner and with hundreds of miles of trails and bike routes, riders of all levels can easily get their fix.
* Saddle up at a [guest ranch](https://www.visittucson.org/places-to-stay/guest-ranches/), a [resort](https://www.visittucson.org/places-to-stay/resorts-and-spas/), one of our public stables, or one of several private stables that specialize in horseback riding.



* Delve deep and explore two spectacular limestone caverns made by nature over eons: [Colossal Cave Mountain Park](https://www.visittucson.org/listing/colossal-cave-mountain-park/1184/) (below the Rincon Mountains near Vail) and [Kartchner Caverns State Park®](https://www.visittucson.org/listing/kartchner-caverns-state-park%C2%AE/6102/) (beneath the Whetstone Mountains near Benson) are both surrounded by scenic wilderness, southeast of central Tucson. Besides tours of their massive underground labyrinths, both offer interpretive science exhibits and above-ground park areas with trail systems for hiking, wildlife watching, stargazing, and picnicking.
* Tucson's [sunny, dry climate](https://www.visittucson.org/plan-your-visit/about-tucson/weather/) and easy access to thousands of traditional and sport climbs make Tucson a mecca for rock climbing in Southern Arizona. The five mountain ranges surrounding Tucson offer endless opportunities for climbers of every skill level, from beginners to seasoned, wall-crawling veterans.

**Film**

* Arizona International Film Festival
* Loft Film Fest
* Visit Tucson’s role in film:
	+ Scouting -- Assistance with location scouting, photography, and contacts.
	+ Liaison — Work with city, county, state and federal agencies as well as institutions and assist with individual property owners to coordinate neighborhood needs.
	+ Production — Provide information on accommodations, equipment, crew and local suppliers. We are available 24 hours a day to troubleshoot issues.

**Food**

Plenty of cities have great places to eat or go out for a drink, but what makes Tucson different is the fusion of cultures found only here in Southern Arizona. Native ingredients grown by indigenous peoples in the region for thousands of years led us to be designated as the first [UNESCO City of Gastronomy](https://www.visittucson.org/restaurants-and-nightlife/city-of-gastronomy/) in the country. Mexican culture is at the core of the local art and music scene and has allowed Tucson to become the undisputed [Mexican Food](https://www.visittucson.org/restaurants-and-nightlife/city-of-gastronomy/mexican-food/) capital of the United States.

**MEETINGS & CONVENTIONS**

[Tucson International Airport](http://www.flytucson.com/) has nearly 60 flights a day arriving from 17 major U.S. airports and is just a one-stop connection away from more than 325 destinations around the world. For guests traveling by car or coach, Interstate-10 passes right through the [heart of town](https://www.visittucson.org/visit/around-tucson/district/downtown-tucson).

We have top-rated destination resorts and [full-service meeting properties](https://www.visittucson.org/visit/accommodations/hotels-resorts/hotels-motels) and a wide range of other event venues to choose from (including new and renovated properties).



See why Visit Tucson is among Cvent's Top 50 U.S. Meetings Destinations, was again a recipient of the prestigious [Successful Meetings Pinnacle Award](https://www.visittucson.org/meetings/testimonials) (our 2015 win was our 20th) and was presented the [Meetings & Conventions Gold Service Award](https://www.visittucson.org/meetings/testimonials) in 2015, marking our 25th consecutive win (we are also in M&C's Hall of Fame).

MAJOR EVENT VENUES

* Tucson Convention Center
* El Conquistador Tucson, a Hilton Resort
* Arizona Stadium
* McKale Center
* Casino Del Sol
* The J.W. Marriott Starr Pass
* Kino Sports Complex
* The Westin La Paloma
* Tanque Verde Guest Ranch

SPORTS DEPARTMENT

Incredible [weather](https://www.visittucson.org/plan-your-visit/about-tucson/weather/) coupled with a variety of multipurpose facilities and bolstered by an award-winning customer support team make Tucson the perfect destination for any high-profile sporting event, amateur or professional. It's no small wonder that Tucson is home to these winning, annual sporting events including:

* VAMOS A TUCSON MEXICAN BASEBALL FIESTA - The Vamos a Tucson Mexican Baseball Fiesta completed its 10th season in October 2021. This annual event includes four Mexican Pacific League (Liga Mexicana Del Pacifico) teams such as: Naranjeros de Hermosillo, Yaquis de Obregon, Aguilas de Mexicali, and Mayos de Navojoa.

* MOUNT LEMMON GRAVEL GRINDER - The 5th Annual Mount Lemmon Gravel Grinder was held on October 30, 2021. This annual event includes a 60/50/40 Grind course, a 40 Grind E-bike option, an 8k Trail run & foot race, and other fun rides and run options.

* TUCSON INVITATIONAL GAMES - The postponed 20th anniversary of the Annual Tucson Invitational Games (TIG) will resume in 2022. Softball will be at Lincoln Regional Park, February 27-March 27, 2022.  Baseball will be at Kino Sports Complex, February 27-April 3, 2022.

* EL TOUR DE TUCSON - El Tour de Tucson, one of the largest cycling events in America, is held annually the Saturday before Thanksgiving, attracting over 6,000 cyclists of all ages and abilities from around the United States and beyond.



**MEXICO MARKETING**

Visit Tucson is one of a handful of U.S. DMOs with a Mexico marketing department.  Mexico marketing manages visitor centers in two Sonoran cities—Hermosillo and Ciudad Obregon—under the Vamos a Tucson brand and markets metro Tucson and southern Arizona directly to Mexican consumers via digital, social and print advertising.

The department also works with metro Tucson businesses to ensure they are “Mexico ready.”  Through this program, Visit Tucson trains area businesses about Mexican consumer culture, in addition to encouraging companies to hire bilingual staff.  Mexico marketing also promotes Tucson and the surrounding region to Spanish-speaking U.S. residents who are seeking shopping, dining, events, entertainment and other leisure pursuits.

**POSITION SUMMARY**

Responsible for the leadership and management of all daily operations of the organization in its mission to brand, market, and to sell Tucson, AZ as a must-experience destination for meetings, events, sports and leisure travelers.

This position reports directly to the Board of Directors and is accountable to the Board.

Responsible for carrying out the long-range strategic plan and direction set forth by the Board of Directors and ensuring that the organization meets or exceeds established goals.

Visit Tucson is a 501c6 organization. Current government partners include the City of Tucson, Pima County and the Town of Oro Valley.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following: Compliance with employee handbook also required. Other duties may be assigned.

***ORGANIZATION LEADERSHIP***

* Manage the business functions of the organization's to include group sales, marketing and communications, partnership, and administrative functions.
* Develop and implement a work program and annual strategic plan aimed at maximizing the organization’s effectiveness through goals, including room nights and other industry benchmark measures.
* Provide motivational leadership for the Visit Tucson team.



* Provide vision, direction, coaching, counseling, and development opportunities.
* Ensure strategic investment in research and analytical tools to assist the organization with identifying trends, new and developing markets, measuring success, and developing strategies that evaluate return on investment.
* Assure a workplace culture that is innovative, supportive, rewarding, and where performance is regularly evaluated, feedback and development opportunities provided, improvement measures identified, and achievement is recognized.
* Collaborate with the board to drive greater accountability for legal compliance, Visit Tucson goal setting, and administrative efficiencies.
* Collaborate with the key partners on sales and booking parameters for potential groups/events visiting the metro Tucson region.
* Treat people fairly and equally and regularly measure the workplace culture.
* Include and promote the vision of equity and diversity in personnel, including leadership.

***FINANCIAL OVERSIGHT AND DEVELOPMENT***

* Ensure that the expenditures of public funds follow federal, state and local laws and the organization’s obligations as a custodian of public funds.
* Ensure required reporting and communication to all funding sources and municipalities.
* Responsible for providing overall budget guidance, financial and human resource management and regularly report upon Visit Tucson’s financial condition to the Board as required.
* With the Board and staff, develop the annual operating budget and staffing requirements.
* Prepare budget and revenue estimates ensuring the financial integrity of Visit Tucson.
* Ensure sound internal controls, segregation of duties, and development of policies and procedures to ensure prudent and transparent management of organization resources, including public funding.



* Participate in annual audit and ensure all regulatory filings are reviewed and completed in a timely manner.
* Work with the Executive Committee to properly craft team and individual incentives that align with the established quotas to meet the overall needs of the destination.
* Ensure all organization activities are implemented and in compliance within established policies and procedures, bylaws, guidelines, laws, and ethical standards. Ensure enforcement of policies and corrective measures as required.

***ADVOCACY AND COMMUNICATION***

* Maintain active involvement in the community and with key stakeholders to enhance visibility and reputation of Visit Tucson.
* Implement advocacy programs and educate and enlist the support of community leaders in the promotion of convention and tourism initiatives in the region.
* Serve as primary spokesperson for the organization.
* Develop and nurture media relationships; provide interviews and media appearances as required.
* Strengthen working relationship with the City of Tucson, Pima County, Town of Oro Valley leadership and Visit Tucson’s Board of Directors.
* Establish effective communication networks throughout southern Arizona and within the industry.
* Develop relationships with state and local government officials and political representatives to advance the mission of Visit Tucson and advocate for the tourism industry.
* Regularly attend advocacy events at the state, local and federal level.
* Stay current on state and federal policy issues that impact travel and tourism; advocate and lobby on issues as directed by the Board.
* Guide Visit Tucson personnel in the creation/maintaining of an effective marketing and sales programs.



* Maintain cooperative relationships with other agencies having common interest in promoting Southern Arizona.
* Foster ongoing and open communications and encourage innovation and creativity.
* Promote a high quality of customer service, employee empowerment and principles.
* Present locally and within the industry.
* Serve as an active member in all relevant industry organizations, including US Travel, Destinations International (DI), Arizona Lodging & Tourism Association.
* Participate in stakeholder Board and Committees as requested or appointed.

***BOARD AND GOVERNMENT EFFECTIVENESS***

* Working with the Board Chair, ensure recruitment and development of a diverse Visit Tucson Board of Directors that is representative of the tourism industry and key community stakeholders.
* Ensure the Board of Directors are oriented to the mission of Visit Tucson.
* The President is a catalyst for interagency cooperation within the Southern Arizona Government. Take a lead role in representing practices, annual goals and objectives and long-range plans to the Board of Directors.
* Work with the Board to develop the organization’s long-range strategic plan.
* Work with the Board Chair to develop Board and committee agendas.
* Ensure sound governance, business ethics and fiduciary oversight of the Board of Directors and organization by working with the Board to develop bylaws, policies, and procedures in accordance with all relevant regulatory requirements and non-profit best practices, as well as compliance with applicable federal and state laws.
* Ensure transparency to the Board of Directors, partners, and community.
* Serve in an advisory capacity as an ex-officio non-voting member of the Visit Tucson Board of Directors.



***QUALIFICATION REQUIREMENTS***

* 7-10 years of senior management experience within a convention hotel or destination marketing organization.
* 7-10 years of experience working with International travel policy is required - Mexico experience is preferred.
* Convention sales leadership experience is preferred.
* Relevant industry certifications a plus (CAE, CDME, CMP, etc.).
* Prior experience within complex jurisdictional and political settings is essential.
* Extensive experience with public information, advertising and public funding mechanisms is needed.
* A Bachelor’s degree is preferred.
* Current experience managing a large budget and having financial responsibilities.
* A background leading a board and dealing in community relations, contract management, capital and strategic business planning must be demonstrated.
* Experience complying with multi jurisdictional legal requirements is preferred.
* Pima County residency is required.

***SUPERVISORY RESPONSIBILITIES AND LICENSES***

Direct reports: Sales, Sports & Events, Marketing & Communications, Mexico Marketing, Film, Community Relations, Research, and Finance & Administration. Possession of a valid Arizona Driver's License, Class C. Travel is required and may require overnight stays.



***IDEAL TOP CHARACTERISTICS***

* Approachable
* Outgoing/Motivator
* High likeability
* Political Acumen
* Empathetic
* Visionary
* Great Listener
* Collaborator
* Authentic
* Team Builder
* Inclusive
* Integrity

***TOP PRIORITIES FOR THE NEW CEO***

1. Begin to develop strong and meaningful relationships with customers, board, city officials, hospitality leaders, partners, and vendors.
2. Focus on the internal team and develop a culture of trust, accountability, credibility, and teamwork.
3. Develop the next strategic plan for Visit Tucson.
4. Develop a cooperative effort to brand the destination toward leisure, group, sports and events by involving, selling and marketing all assets that can drive travelers to the destination.
5. Understand past and future capital developments within the city, understand the future vision.
6. Ensure that Diversity, Equity, Accessibility and Inclusion is woven into the fabric of the organization and strategic plan.