

Executive Search

Executive Director – Visit Concord

About Concord, CA:

Concord is a true Northern California original. This unique city has a vibe that's all its own. From diversity in dining to vibrant music and nightlife, an exciting craft beer culture and proximity to infamous wine destinations, the outdoors beckon – a hike to the Summit of Mt. Diablo, or that brilliant sunset over the Bay awaits. Visitors find a singular sense of harmony around every corner.

Just 29 miles east of San Francisco, Concord overlooks the East Bay. Concord is home to 9 properties representing 1,300 hotel rooms with accommodations ranging from budget friendly to moderate properties.

Concord is remarkably accessible with four airports—Oakland International (OAK), San Francisco International (SFO), and San Jose International (SJC), and Buchanan Field.

Attractions

Concord Pavilion:

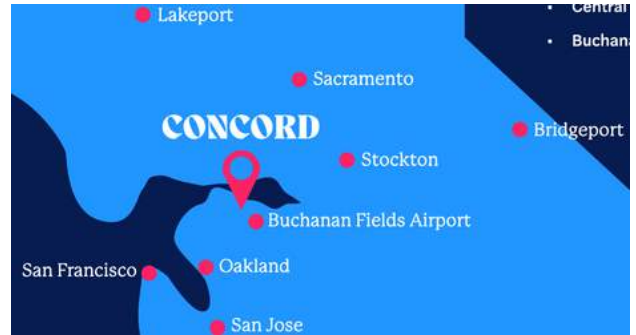
This Frank Gehry designed premiere music amphitheater managed by Live Nation features top acts from Spring through Fall. This is where music and comedy fans step out to see their favorite performers take center stage. The genres include Classic Rock, Comedy, R&B and Soul and Country.

Six Flags Hurricane Harbor:

Exciting water rides, slides, a relaxing lazy river, and a wave pool – the most thrilling and largest waterpark in Northern California. Open from Memorial Weekend to Labor Day.

Pixeland Amusement Park:

Designed especially for young children. The *Dragon Roller Coaster*, *Frog Hopper*, *Red Baron Airplanes*, and other rides all are customized for little riders giving them the experience they can't get in the bigger theme parks.



Concord is within 14 miles of Pleasant Hill, Walnut Creek, Martinez, Clayton, Lafayette, Benicia, Pittsburg, Alamo, Orinda, Danville, Moraga, Antioch, San Ramon, Hercules, and Bay Point, CA.

Distances to Concord from other nearby Northern California destinations include:

- Oakland: 21 mi. / 34 km
- San Francisco: 29 mi. / 47 km
- Napa Valley: 32 mi. / 51 km
- Sonoma: 43 mi. / 68 km
- Livermore Valley: 21 mi. / 34 km
- San Jose: 56 mi. / 90 km



Markham Nature Park & Arboretum:

A 17-acre island of natural beauty near the heart of downtown Concord. The Markham is unique among local parks as the emphasis is on quiet discovery.

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Downtown:

Todos Santos Plaza, a historic 2.5-acre downtown plaza, is the community gathering place of Concord and heart of the city. In 2018, the plaza was named one of three Great Places in California by the American Planning Association. Todos Santos Plaza hosts a number of events, such as summer concerts, a farmer's market, and others throughout the year. It is the perfect place to enjoy an outdoor concert with the family or just enjoy a lunchtime stroll in the California sun.



Dining:

More than 350 restaurants and 27 different cuisine choices are available. From fancy to funky, eclectic to ethnic, a friendly and relaxed environment abounds. Highlights include the Taco Trail featuring nearly 40 deliciously authentic, family-owned taquerias and restaurants. Concord's renowned Beer Trail boasts stellar provisioners for craft beer lovers.



Wine Country:

Contra Costa County boasts a burgeoning wine scene, with more than two dozen wineries and tasting rooms in and around the Concord area. Explore beyond and discover Napa, Sonoma, and the Livermore Valley wine regions.



Arts, Culture & Entertainment:

Concord brings to the table an intimate, authentically local scene that puts Bay Area musicians, artists, and foodies front and center. As home to the Concord Jazz Festival since 1969 Concord has long been a center for live music. Fans enjoy Music and Market every Thursday night at the Farmers Market - the series features an eclectic mix of local bands from all over the Bay Area.

Shopping:

Concord has three shopping centers with stores and restaurants highlighting the essentials - Sunvalley Shopping Center, The Veranda, and The Willows.



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Outdoors & Nature:

Concord's parks and outdoor space are scattered throughout the city, offering an experience all their own. At Concord parks, visitors can discover hidden treasures, unique vantage points, or even a new urban retreat.

Mt. Diablo State Park:

Discover one of the most beautiful views of Concord. Explore the park's many hiking trails that will lead you to creeks, waterfalls and valleys while enjoying the mountain air - choosing from 50 picnic spots.



Brazil Quarry Park:

4 acres of open, turfed play area, a natural creek, and a butterfly garden.

Limeridge Open Space:

Over 1,200 acres of pristine open space and 25 miles of trails.

For more information: <https://www.visitconcordca.com/>

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About Visit Concord:

Visit Concord is the brand identity created for the Concord Tourism Improvement District (TID) located in San Francisco's East Bay.

Established on June 1, 2013, the 501(c)6 agency is funded by the 3 percent collection of an assessment paid by guests on all room bookings from participating hotels in Concord.

The TID aims to improve economic growth by building awareness and consideration of Concord as a destination for travelers and meeting and event planners.

The TID's total budget is approximately \$1 million.

Mission:

To promote Concord by increasing awareness and enhancing the image of the city's distinct assets and amenities.

Vision:

To be a premier destination recognized for its accessible outdoor adventure, local spirit, and flavorful fare.

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Visit Concord Executive Director Job Description

Position Overview:

The position of Executive Director is primarily responsible for helping the organization achieve its mission and vision and is accountable for the management of the Visit Concord Office, Concord Visitor Center, and Film Office – a staff of four individuals. This role oversees the administrative, financial, HR, operational, marketing, sales, and public relations functions of the business under the direction of the Board of Directors (7 members.) The ED serves as lead liaison for the agency within the local community and advocates for the tourism industry locally, regionally, and nationally.

Key Priorities:

- Assessing all aspects of the organization's short and long-term plans and programs accommodating future budgets and growth indicators enhancing the long-term health of Visit Concord.
- Maintaining and securing increased in visitor spending and community revenues creating maximum economic impact – driving leisure demand.
- Cultivating and strengthening relationships and partnerships with customers, board, industry leaders, business leader, City, County and State elected officials.
- Providing expertise and professionalism in leading the Visit Concord staff – consistently focused on values identified of being progressive, exacting teamwork, being relatable and sincere.
- Developing proactive ways to continue to leverage the Concord brand – telling a story of Concord as an exciting leisure destination that offers natural beauty, outdoor recreation, and an eclectic dining scene.

Core Competencies:

- Oral/Written and Public Communications
- Strategic Planning
- Leadership/Relationship Development
- Policy Development
- Budget & Fiscal Management
- Grants & Contract Management
- Human Resources Management
- Performance Management
- Personal Effectiveness

Qualifications:

Individual should have proven track record with skills in the following areas:

- Demonstrated knowledge of the tourism industry including destination marketing, hotel management or travel-related discipline.
- Thorough understanding of non-profits, public agencies, and business management.
- Prior budget and operational oversight experience.
- Political savvy with community leaders and stakeholders.
- Diplomatic and collaborative approach to consensus building.
- Exceptional public speaking and presentation skills.
- Key decision-making and critical thinking skills.
- Commitment to professionalism.

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Specific Duties and Responsibilities:

- Ensures alignment of Visit Concord initiatives/goals to the strategic direction stated in the mission and vision of the organization as well as to the goals of the City of Concord and Contra Costa County.
- Consistently demonstrates ROI on the use of lodging tax dollars to the Concord lodging partners, City of Concord, Contra Costa County, industry stakeholders and the community through tourism industry standard performance measurements.
- Develops and maintains effective organization policies and ensures all Visit Concord activities are implemented with these established policies, guidelines, laws, and ethical standards.
- Advises the Chairman of the Board, Board of Directors, and other committees/task forces.
- Assists in organization of and attendance of all meetings of the Visit Concord Board of Directors and other designated committees in an advisory non-voting capacity.
- Provides direction and works with Visit Concord staff and Financial Committee in the preparation of the annual budget and presents it to the Board for approval.
- Overall leadership and implementation of the strategic sales and marketing plan with input from the Board and staff.
- Develops and maintains ongoing effective communications with community stakeholders, partners, City and County government leaders, the media, business leaders, meeting and event planners, and the local industry.
- Accountable for building and leading a high-performance team, ensuring alignment and collaboration to achieve organizational results.
- Directly supervises key positions and establishes goals for individual staff and supports staff to achieve those goals and professional development.
- Develops, oversees, and approves all contractual agreements with vendors, including lease agreements and contracts for services.
- Represents Visit Concord at selected local, state, regional and national meetings including acting as the media spokesperson and giving public/legislative testimony when appropriate.
- Performs additional duties as assigned by the Board of Directors.

Education and Experience:

Bachelor's degree in Business Administration or related field. Five to seven+ years of experience in a senior managerial role in tourism, hospitality, Chamber, government agency, non-profit or similar field equivalent. Experience with TID, TBID or TMD is preferable. This position is an excellent opportunity for a senior level director ready to step into an executive role.

Requirements:

Ability to work flexible hours including occasional nights/weekends and travel out of area to represent the organization at various industry meetings. Must have reliable transportation with adequate insurance. Must be able to lift 25 lbs.

Compensation:

Salary from \$115,000 - \$125,000 with full benefits package.

Visit Concord is an Equal Opportunity Employer.

Send your **resume** and **cover letter** to Alignment Advising contact listed **on next page**.

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Alignment Advising is a business consulting and professional development practice supporting organizations in achieving their vision and goals with greater ease.

<https://www.alignmentadvising.com>