



CITY OF
ELK GROVE
PROUD HERITAGE. BRIGHT FUTURE.

POSITION OVERVIEW

**VISIT ELK GROVE
EXECUTIVE DIRECTOR**

Elk Grove, CA



THE BRIDGE BETWEEN PROFESSIONALS | SearchWide Position Overview
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ABOUT ELK GROVE, CALIFORNIA

Elk Grove is a high quality suburban community of approximately 171,000 people and growing, located 14 miles south of the California State Capitol in the State's affordable Central Valley. We are a young, ethnically diverse, modern city that was incorporated in 2000. Elk Grove is family and business friendly, with low crime, excellent schools, over 95 community parks, outstanding dining and shopping options, numerous annual events and festivals, and over 270 sunny days per year. Median Household Income is \$79,500, the average home value is \$350,300, and 62% of adults over age 25 are college educated. Major corporations like Apple, ALLDATA, California Northstate University, and the State of California call Elk Grove home.

Elk Grove is governed by a five-member City Council consisting of four members elected of-district, and a City-wide elected Mayor. We operate our own Development Services, Public Works, Finance, Transit, and Police Departments, and are served by the high quality Elk Grove Unified School District and Cosumnes Community Services District (providing Fire and Parks and Recreation services).

Experience Elk Grove hospitality for your next meeting, conference, or event. Whether you are looking for a small and intimate setting or a large scale facility, Elk Grove has the venue to cater to your specific needs. Elk Grove has many lodging options and accommodations for every style, occasion and budget. Relax with your family in a budget-friendly setting, or indulge in a weekend retreat suited to every taste.

LOCAL ATTRACTIONS

- Craft Breweries – Elk Grove is part of the growing craft brewery scene with four local breweries now open for business. The City has created a Brewery and Winery Incentive Program to attract these businesses to Elk Grove, in hopes of adding more entertainment amenities for local residents and visitors.
- [Elk Grove Trail System](#) – Home to more than 27 miles of trails for walkers, runners and bicyclists. The City's unique and extensive trail system meanders throughout open space, green belts, creeks and wildlife habitats, while connecting to award-winning parks, schools, neighborhoods and retail shopping centers. The interconnected trail system, maintained by the City and CSD, also promotes access to a network of bike lanes, providing alternative transportation opportunities in Elk Grove and throughout the region.
- Family Events – With over 60 events occurring throughout the year, Elk Grove has a variety of activities for local residents and visitors to attend. Everything from the monthly [Food Truck Mania](#) to the annual [Elk Grove Multicultural Festival](#), there are activities all year-round.
- [Stone Lakes Refuge](#) is on the western edge of Elk Grove, a narrow stretch of floodplain, and was recently dedicated as a National Wildlife Refuge comprised of 3,000 acres along the Pacific Flyway.



REGIONAL CULTURE / ENTERTAINMENT / ATTRACTIONS

[Sacramento Ballet](#)

[Sacramento Philharmonic & Opera](#)

[B Street Theatre](#)

[Mondavi Center for the Performing Arts](#)

[Sacramento Kings](#)

[Sacramento Rivercats](#)

[California International Marathon](#)

[Lake Tahoe](#) ski resorts nearby

[Yosemite National Park](#) nearby

[American River Parkway](#)

[FC Republic](#)

Click [here](#) for more information on the City of Elk Grove.

POSITION SUMMARY

Job Location: Elk Grove, California
Reports to: Visit Elk Grove Board of Directors
Classification: Independent Contractor
Initial Contract Term: Negotiable

Visit Elk Grove (VEG) is a young destination marketing organization that manages the Elk Grove Tourism Marketing District, and is funded through self-assessment on the six hotels within the district's borders. VEG is a private, not-for-profit, 501(c)6 organization, with a seven-member board of directors and no staff, nor physical or digital presence.

VEG is seeking a full-time contractor to serve as its Executive Director and carry out its mission to increase overnight stays in Elk Grove through destination development and brand management.

The Executive Director will be charged with building a new destination brand through research, strategic insights, and creative development, and then promoting that brand with community and industry stakeholders to generate positive brand awareness and interest in Elk Grove.

The Executive Director will also be responsible for creation of the organization's infrastructure and operations, including finding permanent office space and soliciting and selecting operational support vendors.

This is a unique opportunity for an entrepreneurial-minded, self-starter individual to get in on the ground floor to build a new destination marketing organization and its brand.

MAJOR RESPONSIBILITIES

- As Executive Director, ensure that these key organizational goals are being met:
 - Generate visitor-related economic impact for the region.
 - Foster positive relationships with our community stakeholders.
 - Support citywide and regional economic development efforts.
 - Regional presence, outreach and leadership (best practices).
 - Promote the long-term development of the destination.
 - Create/maintain a positive brand identity for Elk Grove.
- Administration/Operations
 - Oversee day-to-day operations and activities of VEG.
 - Formulate and monitor a budget and practice fiscal responsibility to carry out VEG's program of work.
 - Work with the Board to plan and conduct Board meetings, including preparation, distribution, storage, and management of agendas, minutes, and other meeting materials.
 - Keep Board apprised of VEG's activities and business matters.
 - Solicit and manage all contracted vendors, including research firms, creative agencies, accounting, bookkeeping, legal, and other business-related entities.
- Sales & Marketing
 - Act as business, industry and media spokesperson for VEG.
 - Oversee the development and implementation of a short/long-range strategic marketing plan.
 - Conduct relevant research related to travel industry/Elk Grove.
 - Manage and measure a comprehensive tourism branding and marketing program for Elk Grove.
 - Monitor and report the performance of VEG's tourism, marketing, and business solicitation programs through outreach and communication efforts.

- Build beneficial business relationships through attendance at key functions, on-going communication, and education efforts.
- Work with industry stakeholders and partners to develop programs to successfully solicit and secure meetings, events, and tourism for the city of Elk Grove.
- Maintain current in the field by continually enhancing skills and knowledge through research, information exchange with stakeholders and peers, and education event attendance.
- Other duties as assigned by the Board.

SKILL SET & REQUIREMENTS

- Experienced, dynamic, and successful destination marketing organization industry professional with proven leadership experience.
- Experience working with boards and/or multiple stakeholder groups.
- Familiarity with the Open Meeting Act and Brown Act requirements.
- Creative marketing expertise with brand enhancement, proven experience with media and public relations, and an understanding of marketing initiatives and tactics.
- Respected as an influential, strategic thinker within the industry.
- Impeccable work ethic and passion for the task at hand.
- Knowledge of marketing, business theories, practices, and procedures.
- Knowledge of budget development and possess the skills to administer the budget and allocate limited resources in a cost-effective manner.
- Excellent verbal, written, and presentation skills.
- Strong interpersonal and leadership skills.
- Familiarity with and knowledge of Elk Grove and surrounding region.
- Possess and maintain personal automobile.
- Temporary home office space with Internet connectivity until permanent office space is secured, laptop with relevant business software, and cell phone.
- Technologically savvy, and proficient in Microsoft Word, Excel and PowerPoint.
- Ability to travel regionally on a frequent basis.
- Travel outside of the region on a limited basis.
- Possess and maintain valid California driver's license with clean DMV record.

EDUCATION & EXPERIENCE

- A Bachelor's degree from a four-year college or university in Business Administration, Marketing, Public Relations, Communications, Tourism, or related field.
- A minimum of five (5) years of tourism industry experience. Previous DMO leadership experience, especially in a destination with a TBID/TMD, is preferred.

CHARACTERISTICS

Strong Communicator	Self-motivated	Strategic	Politically Savvy
Driven	Entrepreneurial	Professional	Organized
Team player	Open / Transparent / Honest	Inclusive / Equitable / Fair	Collaborative

TOP PRIORITIES

1. Build relationships, and collaborate, with the City of Elk Grove and community stakeholders.
2. Seek out, create and/or develop new events for Elk Grove to attract new visitors.
3. Refresh and update VEG's strategic plan and marketing plan.
4. Work with City to evaluate existing physical or capital assets for visitation; identify resources to plan, develop, and fund new assets that enhance visitation in Elk Grove.
5. Build awareness for Elk Grove through branding, marketing, advertising, events and sponsorships.
6. Work with hotel partners to increase room nights in all market segments.
7. Complete the branding process with the Augustine Group to launch a new VEG brand, website and digital presence.
8. Identify permanent VEG branded office space at appropriate location, which may include a Visitor Center.

If this could be a great opportunity to extend your professional reach, please respond through the [SearchWide](#) website or email your resume to the following SearchWide Executive:



Nicole Newman, Vice President | SearchWide

www.searchwide.com | newman@searchwide.com

480-264-7675 (direct) | 951-640-3745 (mobile)

About SearchWide

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