



**Experience Olympia & Beyond**  
**CHIEF EXECUTIVE OFFICER**  
Olympia, WA





## ABOUT OLYMPIA, WA & BEYOND

The Olympia region, located in beautiful, evergreen Washington state, is unlike other destinations. Here, "handcrafted" is a way of life. People are intentional and passionate for their craft. [Local makers](#) create one-of-a-kind experiences for visitors to enjoy. Visit our [talented chefs](#), [skilled roasters of fair trade coffee](#), [brewers of handcrafted ales](#) and makers of some very [fine wine](#).



Journey through the historic falls and brewing culture of [Tumwater](#), relax in the sparkling lakes and densely-forested parklands of [Lacey](#) or stroll the boardwalk and waterfront in downtown [Olympia](#). Hop on the [Thurston Bountiful Byway](#), a 60-mile scenic route through rural [Thurston County](#) and take in the sites as you travel through our smaller communities—[Yelm](#), [Rainier](#), [Tenino](#), [Bucoda](#), [Grand Mound](#) and [Rochester](#). Leave the cars behind and explore our region's [invigorating bike trails](#) or take in the sites at our [top attractions](#).



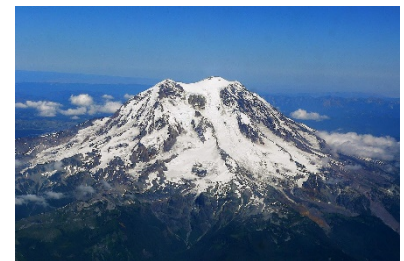
## THINGS TO DO IN THE OLYMPIA AREA

Go at your own pace as you explore area attractions ranging from bountiful [farmer's market](#) and waterfront boardwalks to nature preserves and cascading falls. Of course, there's also the [Capitol Building](#) boasting the tallest freestanding masonry dome in North America and the world's largest Tiffany chandelier.

Get rejuvenated by nature on a [hike](#) or, for the more adventurous, [paddle boarding](#) in the bay. Then take in the creativity and culture that exudes through not only our [shops](#), [entertainment](#) and [nightlife](#), but also the people.



[Attractions](#) - Looking for the [top activities](#), [family fun](#) and guides to our locally made treasures like local [coffee](#), [farms](#), [breweries](#) and [wineries](#)? Look no further. You'll love exploring your way through Thurston County. The Thurston Bountiful Byway is for those eager for an authentic cultural and culinary experience. Perfect for an ideal bike ride or weekend adventure—the 60-mile scenic Byway offers a bounty of experiences.



[Mount Rainier](#) - Standing large to the east, rising from the prairie like a glaciated giant, Mount Rainier is part of the soul and spirit of the Olympia region. Known simply as "The Mountain" or "Rainier," the massive mountain stands just 55 miles as the crow flies from Olympia, giving residents and visitors amazing views, incredible sunrises and sunsets and a constant reminder that we are surrounded by breathtaking scenery.



Download a copy of the [Thurston Bountiful Byway Map](#) and meet the locals at [specific Byway stops](#). Check back often (especially during the late summer and fall) for all kinds of [special events and happenings](#) along the route. If you have any questions, check our [Visitor Information](#) page for additional resources.

[Culture](#) – Thurston County embraces its passionate community both past and present. Explore what has, and continues to make us decidedly different through our brilliant [cultural attractions](#) and [history](#).

[Entertainment](#) – The region’s hot spots inspire visitors and performers alike to aim for the extraordinary. Take in cultural experiences ranging from [music and dance](#) to comedy and lectures or try your hand at a [lucky gaming](#) experience.

[Parks & Recreation](#) – Stroll [Tumwater Falls](#), one the many boardwalks, explore the phenomena of [Mima Mounds](#) or visit one of the numerous [beaches or lakes](#). Avid [golfers](#) can tee off and you can gain a sense of adventure at indoor and outdoor sporting [playgrounds](#).

[Shopping](#) – [Local boutique](#) with one-of-a-kind items? Check. [Shopping mall](#) perfect for a spree? Check. Shopping is an adventure all its own, and we’re here to help you find exactly what you’re looking for.

[Biking](#) – Whether you are looking for a nice, paved trail for a family outing or are a more experienced rider and want to hit the mountain bike trails—the bike trails are beyond aplenty. Scroll down for biking resources and maps as well as to read up on our region's two featured trails—the [Chehalis-Western Trail](#) and the [Yelm-Tenino Trail](#).

Click [here](#) for the official Experience Olympia & Beyond Visitor Guide.

## MEETINGS

[Handcrafted Meetings – Meetings and Events Guide](#). Nestled at the foot of the Puget Sound, Thurston County is conveniently located between Seattle and Portland. We are here to help you transform ordinary events into memorable experiences.

- [Facilities](#) - Whether you are planning an intimate event for two or a banquet for 800, choose from an extensive variety of unique meeting and conference facilities. Conveniently located off Interstate-5 between Portland and Seattle, these facilities are the perfect place to gather, learn and celebrate.
- [Conference Services](#) - Save time and money. Take advantage of the services provided by the team at Experience Olympia and Beyond and let us do the heavy lifting. We’ll help you handcraft a one-of-a-kind meeting.
- [Conference Centers](#) - You’ve got choices. If you are looking for a conference center that’s just a little different, we have options. The region’s educational institutions and conference centers stand ready to inspire, educate and connect your attendees.
- [Group Transportation](#) - Movers and shakers will enjoy the journey as much as they’ll delight in the destination as shuttles, taxis and trains get them to where they need to go.
- [Catering](#) - Make your next event stand out from the rest with local, award-winning, catering options with menus for every occasion.
- [Contact Us](#) - Connect with our sales team for expert and friendly advice on planning a meeting in Thurston County.



## SPORTS

[Sports - Play it Different](#). Plan your next sporting event in Thurston County. The 100-acre Regional Athletic Complex features spectacular views of Mt. Rainier with baseball (or softball) and soccer (or rugby) fields. The destination’s additional parks, gyms and natural beauty make this destination an all-around recreation paradise.



## ABOUT EXPERIENCE OLYMPIA & BEYOND

The Olympia-Lacey-Tumwater Visitor & Convention Bureau is the official destination marketing organization for Thurston County. Passionate about tourism, economic development, and enhancing our local community, our destination marketing team works tirelessly to inspire, inform, and influence travelers to visit the remarkable region we call home.



The Experience Olympia & Beyond destination is made up of all communities in Thurston County including Bucoda, Grand Mound, Lacey, Littlerock, Olympia, Rainier, Rochester, Tenino, Tumwater, Yelm, and unincorporated Thurston County.

- **MISSION** - *We strengthen the region's economy by developing meaningful experiences and promoting travel to vibrant Thurston County.*
- **VISION** - *Travel to Thurston County offers treasured moments that leave visitors and residents feeling inspired and fulfilled.*
- **VALUES** - *Regionalism—We are better together. Our product is more compelling, marketing is more effective, and investments are better made when we work together to serve the whole.*

Everyday Thurston County welcomes visitors from around the world to our destination. While Experience Olympia & Beyond is the external face of Thurston County, the Olympia-Lacey-Tumwater Visitor & Convention Bureau will remain the title of our official destination marketing organization. OLTVCB will be the internal name, while Experience Olympia & Beyond will capture visitor's attention in external promotional and marketing materials for Thurston County.

## BRAND PLATFORM

- Position: How We're Distinct - Never conventional
- Promise: What We Make True Every Day - Always a handcrafted escape
- Personality: Our Face, Tone and Human Qualities -Genuine, relaxed, approachable, free-spirited, expressive, nature-loving

Visitors and residents describe Thurston County using a combination of these unique characteristics:

- **GENUINE** - We're proud to be honest, candid, natural and openhearted.
- **RELAXED** - We're definitely laid-back and welcome you to come kick off your shoes.
- **APPROACHABLE** - Find a destination that's more approachable, we dare you. Our open-minded, greeted with a smile, warm spirit makes for an inclusive culture.
- **FREE-SPIRITED** - We're independent, easy going and over all our stress level is pretty low. Go-with-the-flow: that's our motto.
- **EXPRESSIVE** - We have a creative mindset and are known to have an opinion or two. Always forward thinking, intentionally creating and eager to put ourselves out there.
- **NATURE-LOVING** - It's true, we're ecofriendly at heart and rejuvenated by nature.



Click [here](#) for more information.

## **POSITION SUMMARY**

Under the direction of the Board of Directors, the Chief Executive Officer is accountable to the President of the Board, the Board of Directors and serves as the primary external spokesperson for the Bureau. The Chief Executive Officer inspires the broad vision and strategic planning, organizes, and coordinates the functional and leadership activities; implements and coordinates the programs and activities to promote overnight stays; and performs all related duties as required. The Chief Executive Officer demonstrates high ethical standards in all areas of professional conduct.

## **ESSENTIAL RESPONSIBILITIES**

### **Planning and Vision**

- Reviews relevant economic research and communicates directly with the local tourism industry in the development and implementation of the organizations strategic plan.
- Leads and works with the Board of Directors in providing innovative, imaginative, and creative leadership to achieve the Bureau's goals and objectives.
- Advocates for the future development of tourism amenities that support the organizations strategic plan, by providing leadership and serving as a resource on tourism issues for a variety of community and/or city committees.
- Promotes and positions the regional tourism industry in the local and state governments, through legislation, outreach, and community education.

### **Financial and Operations**

- Expands the revenue base by achieving long-term financial stability through the identification and development of stable funding sources.
- Prepares a balanced annual budget that reflects the adopted goals and objectives to the board for approval, including administering the finances of the Bureau and advising the Board on all financial matters through detailed financial reports.
- Ensures the optimum use of all organizational resources and recommends allocation changes as needed to strengthen the organization.
- Oversees the adoption of information technology to assist the organization in fulfilling its mission.
- Consults outside expertise in matters requiring legal, financial, or other professional services.

### **Marketing and Promotions**

- Facilitates growth of visitors to Olympia, Lacey, and Tumwater by promoting overnight stays and extended stays.
- Utilizes research to continue to refine the regional marketing plan focusing on the identified niche markets – Arts and Culture, Family Friendly and Outdoor Recreation.
- Increases overnight stays and visitor traffic during identified "off-season" months by collaborating with hospitality partners to develop and implement a cooperative advertising campaign that effectively positions our region as a visitor destination.
- Develops an annual marketing plan that supports the organizations strategic goals including public relations, placed media, advertising campaigns, and the development of visitor publications and services.
- Provides leadership for the local hotelier and meeting facility industry including developing a sales program to increase awareness of our destination for conference and group travel business focusing on the small to mid-size leisure, recommending tradeshow and marketing programs and identifying legislative agendas and specific industry needs.
- Maximizes recruitment of the organization's membership program by maintaining active involvement, overseeing membership sales and benefits.

## **Organizational Development and Staffing**

- Recommends policy and organizational changes to the Board as needed.
- Oversees the organization's human resource functions within the approved budget including staffing levels, recruitment, hiring, compensation, training, evaluation, performance standards, payroll functions, discipline, and termination.

## **Board Relations**

- Assists in the recruitment and retention of Board members and participates in maintaining the health and professional growth of the Board.
- Serves as an ex officio member of all Board committees and taskforces and appoints staff members to serve as board committee liaisons.
- Oversees administrative preparation for Board and Executive Committee meetings.

## **Work Environment**

- Must contribute to a safe, harmonious, and productive work environment.
- Excel in fast paced work environment.

## **QUALIFICATION CRITERIA**

Candidates must be mature, experienced organizational leaders with records of continuous success. This is a very public position requiring the ability to interact with a highly diverse set of stakeholders in an enthusiastic manner. High levels of leadership, administrative and interpersonal skills are essential.

- A four-year degree in a related field or proven commensurate experience.
- At least five years of professional experience in travel and tourism, preferably with a convention and visitors bureau or similar organization.
- Proven leadership skills in managing an organization, supervising staff, and managing an organizational budget.
- Ability to build consensus among the community and be a quick learner of how the community works.
- Excellent public presentation and interaction skills.
- Experience in working with convention, conference, or group travel sales.
- Demonstrated experience in public and private funding sources, understanding of the Lodging Tax legislation and/or process.
- Ability to interact effectively with media.
- Experience with public relations, marketing plan development and working with media outlets.
- Previous event planning experience.
- Ability to successfully work with diverse stakeholders – private business, municipalities, and volunteers.

Travel will be required for this position.

## **KEY CHARACTERISTICS**

- |                          |                                     |
|--------------------------|-------------------------------------|
| • Excellent communicator | • Diplomatic and politically astute |
| • Strong leader          | • Credible                          |
| • Courageous             | • Eloquent public speaker           |
| • Fiscally responsible   | • Influential                       |
| • Strategic thinker      | • Innovative                        |
| • Relationship builder   | • Passionate                        |
| • Collaborative          | • Humble and authentic              |
| • Good listener          | • Transparent                       |
| • Open and honest        |                                     |



## **TOP PRIORITIES**

- Build relationships with key stakeholders including elected officials, hoteliers and hospitality partners while getting to know the destination.
- Rebuild the organization, reviewing the organizational structure, staffing, strategic plan, and marketing plan.
- Focus on brand building, expanding on the organization's achievements and work, pre-COVID.
- Create and execute a post COVID marketing plan to welcome visitors to the destination through increased awareness and visibility.

## **NONDISCRIMINATION**

Discrimination against individuals on the basis of ethnicity, religion, color, gender, age, pregnancy, national origin, disability, veteran or family status, or any other status or condition protected by applicable federal, state or local laws, except where a bona fide occupational qualification applies, is strictly prohibited by Experience Olympia & Beyond.

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



**Nicole Newman**, Vice President | SearchWide Global

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## **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.

