ABOUT OMAHA, NE

Omaha is in the center of the United States and the heart of the Midwest - merging the best in Midwestern hospitality with the energy of a city on the move. In Omaha, you can explore and imagine, step into history, experience art in a whole new way and get a natural high.

Areas of Omaha: Within Omaha you'll find five distinct areas, each with its own personality.

Downtown Omaha
Downtown Omaha is part business person, part culture lover and part sports fan. In addition to being home to five Fortune 500 companies, it's also the central hub of entertainment in the city. You'll enjoy live theater, music and sporting events at the CenturyLink Center, TD Ameritrade Park, Holland Performing Arts Center, Orpheum and Rose theaters. The Joslyn Art and The Durham Museums are art deco masterpieces, Omaha Children’s Museum is imagination central and Heartland of America Park offers 31-acres of full-on scenery. A walk on the Bob Kerrey Pedestrian Bridge is an almost air-borne experience - this stunning 3,000-foot long suspension bridge, over the Missouri River, connects more than 150 miles of nature trails. You can also enjoy a relaxing riverboat ride on the River City Star. At the heart of downtown is the historic Old Market entertainment district. Cobblestone streets lined with unique boutiques, galleries, home-grown restaurants, pubs and street performers - all distinctly Omaha.

North Omaha
North Omaha is the history buff who loves digging into the past. Home to Omaha's oldest community, Florence, this area pays tribute to the city's pioneer days and the Mormon migration of the 1800s. The Florence Mill and Mormon Trail Center offer an authentic glimpse into the past. North Omaha is also the place to catch the heritage of jazz. It's where Duke Ellington, Count Basie and other great jazz artists once played. Committed to the preservation, funding and advancement of African American Arts, Love's Jazz and Arts Center showcases the culture of the area.

South Omaha
South Omaha is the explorer excited to experience new adventures. A visit to this part of Omaha and you'll discover the world's largest indoor desert over the world's largest nocturnal exhibit next to America's largest indoor rainforest and the country's largest zoo aquarium. Omaha's Henry Doorly Zoo is a full-on interactive experience for all ages. With more than 100 acres of botanical beauty, Lauritzen Gardens offers an urban oasis filled with exquisite sights, sounds and scents. Visit in and around South 24th Street and you'll feel the Latino influence - from the El Museo Latino Art and History museum to the murals, intricately tiled sidewalks and authentic cuisine - you will definitely feel and taste the flavor of the area. Further south, plunge down a water slide at Fun Plex or wager on a race at Horseman's Park; this part of the city offers diversity around every corner.
**Central Omaha**

Central Omaha is the cool, hip kid with a creative flair. From the Benson neighborhood and its indie rock clubs to the Dundee district known for its culinary delights, this part of the city fuses old and new. **The Omaha Community Playhouse**, the largest community theater in the country, offers traditional and alternative performances. **Nebraska Furniture Mart**, the larger than life store owned by billionaire Warren Buffett, includes more than 450,000 sq. ft. of furniture, flooring, appliances and electronics on a 78-acre campus. **CoCo Key Water Resort** is a 60,000 sq. ft. indoor water park, and **Midtown Crossing** is a playground for the taste buds with a variety of restaurant options mixed with live outside entertainment during the summer.

**West Omaha**

West Omaha is part shopaholic, part outdoor enthusiast. Major indoor shopping malls like **Westroads, Oak View** and **Village Pointe** are complimented by shopping districts dedicated to specialty boutiques, such as Shops of Legacy, One Pacific Place, Rockbrook and Countryside Village. Visit **Regency Court** and you'll find **Borsheim's**, considered the largest independent jewelry store in the country, owned by Omaha billionaire Warren Buffett, and filled diamonds, rubies and other spectacular treasures. Another treasure in this part of the city is **Boys Town**. This national landmark, founded by Father Flanagan, features a museum, historic chapel, gardens and a world-renowned youth care program. Added to all this are beautiful recreation areas like Lake Cunningham, Standing Bear, Zorinsky and Youngman Lakes, perfect for nature walks, boating, fishing and bird watching. And if you really want to commune with nature, try tubing or tanking on the Elkhorn River - it's the western way to travel downstream.

**THINGS TO DO IN OMAHA**

Below you'll learn more about Omaha events, attractions, performing arts, dining, live music, shopping and outdoor recreation. Explore and start planning your visit to Omaha.

From exploring underground caves at **Omaha's Henry Doorly Zoo** to college baseball's biggest event, you will find Omaha is filled with many distinct things to do during your visit. Step into history and out of your comfort zone with culture that captures both. Walk above water and below ground to explore nature in a whole new way. Shop unique boutiques and dine in distinctive places you won't find anywhere else.

Get Omaha to go. Download information on where to eat, shop, stay and play directly to your computer, iPad, iPhone or iPod Touch. Just follow the easy instructions to get started!

- **Visitors Guide 2015**

**MEETING FACILITIES**

With more than 13,000 hotel rooms throughout the metro area, Omaha offers variety and convenience for your next meeting. There are 40 hotel properties with meeting space located throughout the city. CenturyLink Center Omaha, the city's 250,000 square foot convention center and arena, is close to more than 2,000 downtown hotel rooms and is connected via skywalk to the **Hilton Omaha**, a 600-room headquarter hotel.

Planning a convention or meeting is a delicate dance, balancing convenience, comfort and cost with new, memorable experiences. Omaha offers a seamless package, developed to lighten the planning burden while providing unique activities and a welcoming atmosphere for attendees.
Discovering a fresh destination that will delight and surprise your attendees is part of the Art of Convantioneering, because you don’t find hidden gems by mining obvious places.

**Conventioneering Hidden Gems**  
**Conventioneering Sophisticated and Friendly**  
**Conventioneering Walking Distance**  
**Conventioneering Suitability**  
**Conventioneering Convenience**  
**Conventioneering Small Talk**

**MECA - CenturyLink Center Omaha**

The Metropolitan Entertainment & Convention Authority (MECA) is a 501(c)(3) non-profit organization that builds and manages public event venues. Omaha's magnificent 250,000 square foot convention center has elevated the city as a leading Midwest convention destination. Located in the city's convention district, CenturyLink Center Omaha is close to the airport and more than 2,000 downtown hotel rooms.

Omaha's premier venue in the heart of downtown Omaha's riverfront development. Home to UNO Maverick hockey and Creighton University's men's basketball. Hosts concerts, sporting events, family shows, home shows, conventions and more. Site of the 2008 and 2012 US Olympic Swim Trials.

**ABOUT OMAHA CVB**

**Budget:** $4.8 million  
**Total Staff:** 19 direct reports plus volunteer staff

The Omaha Convention & Visitors Bureau serves as the official destination marketing organization (DMO) for the City of Omaha. We work to promote and market Omaha as a destination for convention, meeting and leisure travelers as a means of economic development for the entire community.

We work and partner with the local business community across numerous industries as a means of attracting visitors to Omaha and ensuring they have a wonderful experience while visiting.

Whether you are visiting Omaha for business, pleasure or both, the Omaha Convention and Visitors Bureau is here to assist you. The Convention Sales and Services Department is focused on providing you with expertise in every aspect of planning a meeting, event or convention in the city.

The **Omaha Visitors Center** is staffed with knowledgeable ambassadors ready to assist you with ideas and directions. Two airport information desks are located in each terminal at **Eppley Airfield**.

**TOURISM MATTERS**

Tourism is an important economic engine for the city of Omaha. When visitors come to town for a quick getaway, to attend a convention or to conduct business, they spend money in our community.

The money visitors spend at our restaurants, attractions, hotels, retail shops and other enterprises contributes to our local economy, providing jobs and income, tax revenue, community development and other important benefits we all enjoy.

**Overnight & Day Visitors to Omaha**

- In an average year, over 11 million people travel to Omaha for either an overnight stay or day visit.
- Of those people visiting Omaha, 43 percent remain overnight and 57 percent come for the day.
- In 2012, Omaha Ambassadors personally welcomed and assisted nearly 70,000 visitors representing all 50 states and more than 150 countries world-wide.

**How the Omaha Visitor Dollar is Spent**

- **Lodging:** $240.1M  
- **Transportation:** $201.3M  
- **Attractions:** $182.3M  
- **Food & Beverage:** $176.1M  
- **Shopping:** $161.9M

SOURCE: TOURISM ECONOMICS 2012
Visitor Spending
- For the first time ever, visitor spending in Omaha surpassed $1 billion at the city's attractions, restaurants, shopping destinations, hotels, and other business establishments.
- The average day visitor to Omaha spends approximately $90 in the city, while the average overnight visitor spends approximately $138.

Economic Impact
- The $1 billion visitors spend in Omaha stimulates an additional $568 million in local business-to-business and employee spending resulting in a total tourism economic impact of nearly $1.5 billion annually.
- Approximately 16,200 jobs - or 1 in 16.7 - within Douglas County are sustained by visitor spending.
- Omaha's tourism industry is the 9th largest private-sector employer in Omaha.
- Tourism employment, as a result of visitor spending, provides citizens of Omaha and Douglas County with $490 million in annual wages and income.
- Visitor spending in Douglas County results in over $232 million in tax revenues for our local, state and federal governments.
- Local taxing authorities in Douglas County alone generate approximately $62 million in revenue as a result of visitor spending-these are taxes paid by visitors, not residents.
- The $62 million in local tax revenue generated by visitor spending is enough to fill more than 3.1 million potholes or construct more than 40 miles of new, one-lane roads.

To learn more about Visit Omaha, please visit: http://www.visitomaha.com/

SUMMARY OF POSITION
Provide high-level of leadership to the City of Omaha’s promotional efforts as a destination, while fostering growth of traditional conventions, tradeshows, meetings, leisure travel, sport events and motor coach tours. This position is in the City of Omaha’s unclassified service serving “at will” of the Mayor.

Ability to build consensus and be proactive with all constituents (i.e. MECA, hotels, restaurants, cultural and entertainment attractions, retail establishments, community organizations and government) and emerge as the key link in leveraging promotional resources with developing promotional programs, coordinating creative marketing initiatives, and building partnerships to raise awareness of Omaha.

The incumbent in this position is expected to exercise considerable independent judgment and personal initiative within the framework of established policies and legislative requirements. Leadership and supervision over professional, technical and clerical subordinates.

Reports To: Mayor, City of Omaha

ESSENTIAL RESPONSIBILITIES
Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.
- Acts as a primary spokesperson for CVB.
- Leads and manages the Bureau’s organizational structure, practices, resources, day-to-day operations, and development of a consistently high-quality staff to ensure continuous optimum performance, efficient operating systems and procedures, good communications, and strong program management.
- Develops a clear and concise Strategic Plan that utilizes available resources of both the public and private sector to enhance the Bureau’s capability to deliver effect results for the City’s visitor industry.
- Collaborate with OCVB Staff to develop and implement plans for the operational infrastructure of systems, effective organizational processes/policies and appropriate human resources to support the strategy, as well as operational, objectives of the organization.
• Adjusts marketing plan and programming that develops and secures quality promotional materials benefiting the visitor industry through either in-house development, contracting with advertising agencies, or a combination of both.
• Oversees the preparation of the budget recommendations and account for the disbursement of resources assigned to the Conventions and Visitors Bureau.
• Develops analytical reports and studies necessary to obtain a base of information for visitor promotion.
• Acts as a liaison for visitor industry and the public sector.
• Solicits participation, foster cooperation, and provide direction to divergent aspects of the local visitor industry so that the maximum resources may be available for the benefit of visitor promotion.
• Assists travel agents and tour brokers in the organization and servicing of the tourism business.
• Performs related work as required.

**REQUIRED KNOWLEDGE, ABILITY & SKILLS**

• Knowledge of the City Code and Charter, City organization and structure, departmental policies, rules, regulations, procedures, functions, and sources of information and ability to apply these to work problems.
• Extensive knowledge of and relationships in the convention, tradeshow, meeting, and tourism industry, including its distribution channels, its customer base and the key channels that drive the organization.
• Excellent strategic skills and overall organization judgment, including the ability to visualize opportunities and continuously improve the existing organization, with a clear understanding of the challenges and problems associated with the competitive market place for convention and tourism business.
• Strong management and interpersonal skills coupled with the ability to lead creative teams and interact with a broad range of business, government and community associates. Experience in building coalitions and reaching consensus is highly desired.
• Strong ability to move easily in political and business circles without becoming associated with particular group interests, and identify key community leaders and influencers in order to build partnerships for the organization and communicate key messages to civic leaders.
• Well-developed skills and knowledge of sales, marketing, administrative, fiscal, and human resource management, its principles and techniques.
• Effective management skills of high-quality staff and volunteers to delegate with strong follow-up skills related to accountability and responsibility.
• Outstanding ability to respond and maintain effective, satisfactory working relationships with private and public sector representatives from the tourism and convention industry, CVB employees, local and state government officials, and the general public.
• Knowledge of advertising methods which relate to the operation of the tourism and convention program of the City of Omaha.
• Ability to deliver effective, precise, and clear oral and written communication, including presentations, on the strategic direction of the bureau.
• Ability to organize, analyze, and interpret data available and to establish data collection procedures and monitor progress in tourism and convention programs.
• Ability to operate in a work environment requiring irregular work hours, including evening and/or on weekends, and some regional travel.
• Possess true executive presence with the ability to inspire high-quality staff to think creatively and focus energy on new and existing programs, while understanding use of public funds within a transparent environment.
• An expert at facilitating group processes, building community consensus, and integrating into community’s leadership structure as a fully participating member of numerous decision making groups.
• Ability to train staff in all aspects of tourism, convention and meeting industry.
• Ability to plan, direct, and coordinate the work of subordinate professional and clerical personnel.
• Ability to supervise the work of others (paid staff) and to organize efforts of volunteers.
• Ability to be effective in written and oral communications.
• Ability to adhere to safety policies, procedures and guidelines.
• Ability to sit for 76 to 100% of the time, to stand, walk, or type from 26 to 50% of the time, and to bend, stoop, squat, kneel, or lift from 0 to 25% of the time.
• Ability to use up to twenty (20) pounds of force to move objects from 0 to 33% of the time.
REQUIRED EDUCATION, EXPERIENCE AND PROFESSIONAL LICENSES/CERTIFICATIONS

The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.

- Bachelor's degree in Marketing, Journalism, Business Administration, or related field of study.
- At least six years of senior executive level experience within the travel, hospitality and tourism industry in marketing, branding, and in developing targeted and ongoing marketing, digital and social media programs and practices is necessary. Other CVB experience preferred.
- Demonstrated experience in successfully leading the development and execution of effective strategic business plans, marketing programs, government affairs/public policy initiatives, research studies and activities, communications and public relations campaigns, and financial programs.

SPECIAL REQUIREMENTS

Possession of, or the ability to obtain, a valid Nebraska or Iowa Driver’s License.

WORKING CONDITIONS

The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

- Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises.
- Frequent sitting in office chair and walking/standing, keyboarding, occasional bending, lifting of items up twenty (20) pounds in weight, frequently to waist level and infrequently lifting/reaching above level of shoulders, driving motor vehicle, climbing flights of stairs.

Sample equipment is listed here, however the listed examples do not comprise all of the tools and equipment that may be used in positions allocated to this classification.

- Telephone
- Cell Phone
- Copy machine
- Computer
- Calculator
- Facsimile machine

TOP PRIORITIES FOR THE FIRST 6-12 MONTHS

1. Immediately engage in the sales process to understand current deployment, current sales department goals, targets, incentives, strengths and areas of opportunity.
2. Develop a strategic sales and marketing plan to include convention and meeting sales and marketing strategy for tourism development with quantifiable measurements that will be implemented and measured for accountability.
3. Know the budget and funding mechanisms.
4. Develop relationship and instill confidence with MECA leadership and understand MECA’s existing agreement with the City and how they are funded and from there develop plans and strategy to convert business that will create compression for the City of Omaha and Douglass County.
5. Develop a communication plan on lost business and why the city and county loses opportunities and work with Visit Omaha’s DOS to communicate the message.
6. Meet and develop relationships with the hospitality community, MECA and city and county leadership.
7. Listen and ask questions, access and develop a strategy to effectively communicate Visit Omaha’s mission moving forward.
8. Build confidence in Visit Omaha with local and state officials – the community and government must know the mission, goals and value.
9. A long term goal with the Mayor of Omaha will be to investigate a 501C6.
If you are interested in this position, please respond via e-mail with cover letter, resume, and compensation information to the following SearchWide™ Executive:

Mark Gnatovic, Senior Vice President, SearchWide™
Email: gnatovic@searchwide.com or Phone: 817-251-9118
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