



PADUCAH CONVENTION AND VISITORS BUREAU EXECUTIVE DIRECTOR



GovHR USA
GovTEMPSUSA



MGT

PADUCAH CONVENTION AND VISITORS BUREAU

EXECUTIVE DIRECTOR



PADUCAH, KY (POP. 26,278) – THE Paducah Convention and Visitors Bureau (CVB) Board of Directors is seeking candidates with professional experience who are motivated to become the next Executive Director of the organization.

Paducah was founded in 1827 by William Clark of Lewis & Clark fame. Paducah's origins and prosperity can be attributed to its strategic location at the confluence of the Ohio and Tennessee rivers. Four of America's most important inland waterways (Ohio, Kentucky, Tennessee and Cumberland rivers) converge in western Kentucky making it America's geographical heart. Paducah is easily accessible by waterway and highway since it is located on Interstate 24 within close proximity to several major metropolitan areas.

Halfway between Nashville and St. Louis on I-24, its central geographic location makes Paducah an ideal destination for travel by car. The Paducah area is a terrific community in which to live, work and play. It is a multi-faceted community that can boast of combining charm and education with a strong workforce and work ethic. All of these, along with its entertainment, recreation, lodging and other visitor services, make for a vibrant tourism destination. The captivating natural landscape of the Four Rivers Region makes Paducah a prime setting for a variety of active pursuits. Nearby, Kentucky Lake, Lake Barkley and Land Between the Lakes National Recreation Area offer more than 3,000 miles of shoreline and abundant opportunities for birding, hiking, wildlife viewing and outdoor adventures. Paducah's fascinating history is reflected and preserved in architecture, engaging attractions and dynamic neighborhoods including HISTORIC DOWNTOWN, the LOWER TOWN ARTS DISTRICT, UPPERTOWN and MIDTOWN.

The United Nations Educational, Scientific & Cultural Organization (UNESCO) designated Paducah a Creative City in November 2013 for the City's important role in the connectivity of cultures through creativity. Paducah is one of nine UNESCO Creative Cities in the United States with over 300 cities worldwide. Members of the UNESCO Creative Cities Network are designated in seven creative fields: Crafts & Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music. This global designation reflects the value of Paducah's numerous cultural assets and the commitment to immersing visitors in these authentic characteristics.

Anchored by long-lasting traditions and year-round quilting and fiber art experiences, Paducah is recognized worldwide as Quilt City USA®. As home to The National Quilt Museum and American Quilter's Society, Paducah has a reputation for preserving the craft of quilt making while nurturing its evolution into a vibrant and sophisticated modern artform.

Paducah, Kentucky's scenic riverfront is the site of historic markers, "Wall to Wall" murals, fireworks, concerts, festivals and visiting boat dockings. Walk, run or bike the recently expanded Greenway Trail beginning at the riverfront or enjoy a picnic by the water. The riverfront also welcomes a variety of historic steamboats that dock at the Port of Paducah. A host of locally owned shops and eateries are also scattered throughout the downtown area.



The Paducah-McCracken County Convention & Expo Center encompasses 100,000 square feet of flexible meeting space under one roof including a drive-in capable exhibit hall. Conveniently located in Historic Downtown on Paducah's riverfront with a convention hotel just steps away, it continues to attract visitors and attendees to the various conventions and concerts hosted by the Center.

There are also many different venues for the arts in Paducah. The Yeiser Art Center, Maiden Alley Cinema and Gallery, Market House Theatre, Clemens Fine Art Center and The Carson Center for the Performing Arts facilitate Paducah's rich diversity of ongoing cultural offerings from live theatre to exhibitions, art films and classical performances by the Paducah Symphony Orchestra.

Paducah's Artist Relocation Program attracted working artists of all types to participate in the city's creative energy and reside in its oldest residential neighborhood, Lower Town. The campus of Paducah School of Art & Design, a division of West Kentucky Community & Technical College, is the latest addition to the Lower Town Arts District.

Go from Main Street to mainstream shopping at Kentucky Oaks Mall, the area's largest. With more than 100 stores in the mall vicinity, there are many favorite national brands located just off Exit 4 on Interstate 24. Additionally, there are various national chain hotels and eateries in this area as well.



OPPORTUNITIES AND CHALLENGES

- As both an opportunity and a challenge, the CVB serves as the entity that "brings various entities together" to assist in event planning as well as attracting new events to the community. The executive director will need to have the ability to work closely with various event venues as well as the hospitality industry to ensure continued success in attracting events to the city.
- A focus for the team is to build and/or maintain exceptional relationships with the board, the hospitality industry, and the community. All of these efforts point to generating demand for the destination and thereby increasing the economic health of the area.
- As a UNESCO designated city, it is imperative that the organization continue to focus on opportunities that highlight this unique distinction and how it can be used to increase tourism and draw individuals to the businesses within Paducah.
- A strong understanding of marketing, branding and how analytics provided to the organization are used to improve performance as well as the ability to use various computer programs including Simpleview, Act-On, Boardable and Zartico.



THE ORGANIZATION

The Paducah Convention & Visitors Bureau (CVB) is the official destination marketing organization (DMO) for Paducah, Kentucky. The CVB exists to create new economic opportunities through destination marketing, management and tourism development. There are seven board members which are appointed by the City of Paducah on staggered terms with each member representing different segments of the hospitality/tourism/business industry.



DESTINATION VISION

Paducah, Kentucky will be recognized internationally for its significant American heritage, inspiring creative culture and outstanding hospitality.



SOCIAL VISION

Paducah CVB will foster culture, creativity and innovation as a means to sustainable development making the city a great place to work, visit and live.



ACCREDITATION

The Paducah CVB is accredited by the Destination Marketing Accreditation Program (DMAP) of Destinations International. The Paducah CVB is a quasi-governmental organization, funded by the Transient Room Tax levied on hotel, motel, bed & breakfast accommodations and overnight room rentals and retreats.



EQUITY, DIVERSITY & INCLUSION

The Paducah Convention & Visitors Bureau shares in the equity, diversity & inclusion pledge set forth by Destinations International. The Paducah CVB believes in the importance of representing a wide variety of individuals at every level of a destination organization. A diverse and inclusive workplace is central to the tourist industry's ability to attract, develop and retain the talent it needs to remain competitive, drive innovation and maintain relevancy. The CVB stands committed to this vision to implement Equity, Diversity and Inclusion strategies and best practices.



PADUCAH'S TOURISM INDUSTRY & VISITOR ECONOMY

Travel promotion is business development, and tourism plays a pivotal role in building the community and economy for the benefit and well-being of every resident. The Bureau recently completed their Destination Strategic Plan "Capitalizing on a Culture of Creativity".

The Paducah Convention & Visitors Bureau recently announced that Paducah's nonprofit arts and culture industry generated \$36,163,994 in economic activity in 2022, according to the newly released Arts & Economic Prosperity 6 (AEP6), an economic and social impact study conducted by Americans for the Arts. That economic activity – \$21,346,881 in spending by nonprofit arts and culture organizations and \$14,817,113 in event related spending by their audience-supported 770 jobs and generated \$4,987,354 in local, state and federal government revenue.

THE POSITION:

The executive director shall be the chief executive officer of the organization. It shall be the duty of the executive director to conduct the official correspondence, preserve all books, documents and communications, keep books and accounts and maintain accurate records of the Board of Directors and all committees. They shall have general supervision of all employees and shall aid the officers, Directors and Committee Chairpersons in the execution of their duties. They shall be the liaison to other organizations which the Bureau interacts with and shall work closely with the City and the County as it relates to tourism. The Executive Director reports to the Board of Directors.

The Executive Director's primary responsibility is to collaborate with all key stakeholders in the community, including merchants, property owners, civic groups and local government staff to undertake joint activities which will encourage a cooperative climate and working relationship among businesses, property owners, organizations, City/County committees and public officials.

The Executive Director will be evaluated on entrepreneurial skills, creativity and organizational abilities while functioning independently. Creating a vision for the ongoing success of the Bureau, as well as the ability to communicate that vision, will be part of the ongoing goal setting and evaluation process.

PROFESSIONAL EXPERIENCE AND QUALIFICATIONS:

The successful candidate must possess strong leadership, managerial and marketing sales skills, along with a minimum of seven to ten years of senior level experience in the tourism field, hotel and/or travel industry, downtown special district/commercial district management, economic development, urban planning or any closely related field. A bachelor's degree from an accredited university in Business Administration, Public Administration, non-profit management, hospitality industry or another related field is required and a master's degree is preferred. Designation as a Certified Destination Marketing Executive (CDME) is strongly desired.

The ideal candidate should have the following qualifications:

- Considerable organizational skills to develop implementation plans and schedules for projects and other special assignments, assess and prioritize multiple tasks, projects and demands, manage and administer the various tasks and responsibilities of a small agency including finance, budgeting, human resources and information technology.
- Ability to understand and analyze politically complex situations. Able to exercise sound judgment when approaching and recommending solutions to complex problems and controversial issues.
- Management experience in creating an environment of trust, integrity, and mentorship where employees respect one another and where the organization consistently functions at a high level of customer service.
- Possess a reputation for fairness in dealing with coworkers and others while ensuring the needs of the organization are accomplished.
- Experience in preparing and presenting complex reports and analyses including an understanding of the principles of government budgeting, recognizing the long-term cost implications of proposed business relationships and agreements; have familiarity with systems and metrics which measure the success and effectiveness of development proposals.
- A demonstrated ability to provide strategic leadership and long-range planning practices.
- Ability and willingness to travel is essential.
- Proven verbal communication and listening skills, both one-on-one and in a public speaking venue, treating everyone in a professional and respectful manner. The ability to make effective presentations before the Board and City, possess strong public relations experience and have excellent writing skills.
- Computer literate with a demonstrated record of understanding and utilizing technology to monitor and measure organizational productivity and provide timely information to citizens.
- Experience in working and collaborating with elected officials, city boards and commissions, community groups and the news media, other internal organizational units, and external organizations in a constructive, cooperative and mutually supportive manner, while representing the City's interests tactfully and firmly.

MANAGEMENT STYLE AND PERSONAL TRAITS

- Have complete personal and professional integrity, gaining respect and inspiring the trust, confidence and cooperation of co-workers, elected and appointed officials, as well as the public.
- Have a genuine passion for the City of Paducah and its residents; be devoted to customer, community and CVB services.
- Be a visionary, one who "dreams big," helping City officials and businesses see individual projects as part of a larger, positive picture for the well-being of the entire community, while keeping an eye on the details and fiscal implications of the "big picture."
- Be creative in solving problems, encouraging and empowering employees to find new and better ways to get work done, while also applying, maintaining and respecting the regulatory framework that guides the delivery of the CVB's services.
- Have a high energy level and enthusiasm for meeting the challenges and responsibilities of the Executive Director's position; have a strong work ethic.
- Project a professional presence in appearance, actions, and personal demeanor in representing the city, and be a person who can inspire confidence and credibility with regard to the CVB's programs and services.
- Be a positive and flexible team builder who both defends their staff when appropriate and holds the team accountable.
- Have the ability to set high standards of performance, productivity and initiative by personnel; be comfortable in recommending and administering disciplinary actions if necessary.
- Be proactive, anticipatory and innovative; be someone who can make difficult decisions and stand behind those decisions.
- Have an open, friendly personality and communication style and a calm demeanor; be one who can establish trust quickly with others. Have a sense of humor when appropriate to the circumstances and be able to present complex technical information to any audience in a manner that is understandable and jargon-free.
- Have the maturity and professional stature to project a strong professional and personal presence that will quickly establish credibility and gain respect within the Bureau, the City and the region as a whole.
- Be willing to keep the Board apprised of major activities and operations of the Authority in a consistent and timely manner, passing on both "good news and bad news" in a tactful, self-confident and professional manner.



HOW TO APPLY

The compensation range for the position is \$125,000 - \$160,000 depending on qualifications with exceptional benefits including Health, Term Life, and Ky. Retirement System contributions. Apply online at govhrjobs.com with a resume, cover letter and contact information for five professional references. The deadline for application is April 12, 2024. Confidential inquiries are encouraged and should be directed to Sarah McKee, Senior Vice President, 847-380-3240 ext. 120.

The Paducah Convention and Visitors Bureau is committed to compliance with the American Disabilities Act and is an Equal Opportunity Employer. Diversity and inclusion are critical to their success. They seek to recruit the most talented people from a diverse candidate pool and strongly encourage all qualified candidates to apply.

