



POSITION OVERVIEW
VISIT SAN ANTONIO
VICE PRESIDENT OF SALES AND SERVICES
(SAN ANTONIO, TX)



ABOUT SAN ANTONIO, TEXAS

Located in south central Texas approximately 140 miles north of the Gulf of Mexico, the City of San Antonio has a population of more than 1.4 million. The seat of Bexar County, San Antonio is the seventh-most populated city in the United States and the second largest city in Texas.

The city contains five 18th-century Spanish frontier missions, including The Alamo and San Antonio Missions National Historical Park, which were designated UNESCO World Heritage Sites in 2015. Other notable attractions include the River Walk, the Tower of the Americas, SeaWorld, the Alamo Bowl, and Marriage Island. Commercial entertainment includes Six Flags Fiesta Texas and Morgan's Wonderland amusement parks, and according to Visit San Antonio, the city's MSA is visited by about 34 million tourists a year. The city is home to the five-time NBA champion San Antonio Spurs and hosts the annual San Antonio Stock Show and Rodeo, one of the largest such events in the country.



San Antonio has a diversified economy with about a \$96.8 billion metropolitan Gross Domestic Product. This ranks the city 4th among Texas metropolitan areas and 38th in the United States. San Antonio's economy is focused primarily within military, bioscience and health care, manufacturing and tourism sectors.

Plans are underway for the city's brightest, boldest fiesta to date: the 2018 Tricentennial Celebration. From new river barges to public art festivals, San Antonio is getting all dressed up and ready for its 300th birthday party. The city will kick off the year in style with a New Year's Eve bash to inaugurate a year of non-stop festivities.

There's never been a more exciting time to be a part of San Antonio. Visitors during the year of the Tricentennial won't have to look far for ways to join in the celebration. Expect special exhibits at major museums, new works of public art, and education opportunities throughout the city.

With year-round sunshine and exciting annual events, San Antonio has spent 300 years perfecting the art of "fiesta." Those who visit during 2018 are in for a historically good time. Click [here](#) to learn more and an up-to-date list of festivities.

San Antonio is where the classics are cool, the contemporaries are cutting edge, and the recent additions and renovations promise to make the Alamo City worthy of its latest moniker, "A City on the Rise."

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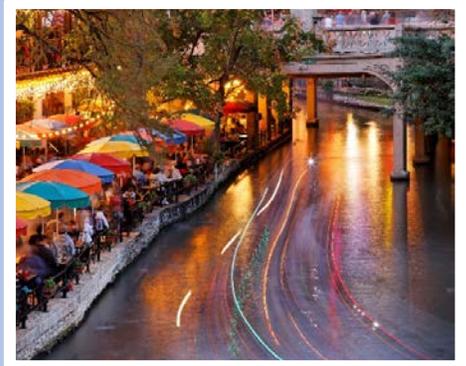
Travel and Tourism: Over 34 million tourists visit the city and its attractions every year, contributing substantially to the city's economy. Travel and Tourism is the third largest industry of the city representing \$13.6 billion economic impact, and 130,000 employed in the travel and tourism sector.

The City Government: The city runs under a Council-Manager form of government, divided into ten council districts designed to ensure equal population distribution.



ATTRACTIONS AND POINTS OF INTEREST

The Famous River Walk Millions of people visit the River Walk each year to enjoy this unusual urban sanctuary that winds along the San Antonio River in central San Antonio, one story below the bustling street level. Restaurants, galleries and shops line the banks of the downtown River Walk while the north and south banks of the River are less commercial. The lush landscapes, quaint pathways, tinkling waterfalls, quiet pools, outdoor art and relaxing outdoor patios evoke the renowned public spaces of Europe.



The Historic Alamo On the east side of Alamo Plaza is the most famous spot in Texas where 189 defenders fell on March 6, 1836, after repeated attacks by Mexican General Santa Anna's army. Mission San Antonio de Valero (the Alamo) was established in 1718 as the city's first mission. The chapel, one of the most photographed facades in the nation, and the Long Barracks are all that remain of the original fort. The Long Barracks Museum and Library is located near the chapel.

The museum contains relics and mementos from the Republic of Texas and offers a narration on the fall of the Alamo. The Alamo is located in the heart of the city, inside beautifully landscaped grounds.



The New Museum Reach Adding 1.3 miles to the famous River Walk, the new Museum Reach which opened in May 2009 doubled the iconic walkway along the San Antonio River. The new Museum Reach connects the existing River Walk to the [San Antonio Museum of Art](#) and the 125-year-old [Pearl Brewery](#), a vibrant urban village. New public art installations, by local, national and international artists line the banks. A lock and dam system, the only one in Texas, overcomes a 9-ft. rise in elevation. Take a river taxi and navigate right through the lock and dam.



The TPC San Antonio Otherwise known as the Tournament Players Clubs, this is the highest standard in golf course design. TPC San Antonio boasts two PGA TOUR courses, which opened in 2010 at the [JW Marriott San Antonio Hill Country Resort & Spa](#). Situated on 2,800 rolling acres at the base of the beautiful Texas Hill Country, both the AT&T Canyons Course by Pete Dye and AT&T Oaks Course by Greg Norman were built with the infrastructure to be host venues for PGA TOUR tournaments.

ABOUT VISIT SAN ANTONIO

DMO Budget: \$24 million

Sales and Services Budget: \$6.8 million

Room Night Goal: 912,000 definite

Fiscal Year: October 1 – September 30

Staff: 85 FTE

Sales and Services Staff: 35

The organization began in 1968 as the San Antonio Convention & Visitors Bureau which was a department of the City of San Antonio until September 2016. Based on industry research and best practices, the industry advocated to create the 501c6 entity, Visit San Antonio. The organization is governed by a 21-member Board of Directors. Being that the organization is within the first year of transition, the organization will be fully separated from all city services by September 30, 2017. Currently, the organization is researching membership models for a launch in 2018. In addition, there is a current task force exploring the option of a Tourism Public Improvement District that would bring an additional estimated \$10 million in revenue to enhance the budget. Click [here](#) for the free San Antonio Visitor's Guide.

Mission Statement: Visit San Antonio promotes and markets San Antonio as a premier visitor, convention and meeting destination for the purpose of positively affecting the city's economy.

For additional information about Visit San Antonio, visit www.visitsanantonio.com.

HOTEL, TOURISM AND VISITOR/CONVENTION STATISTICS

From downtown convention hotels to Hill Country resorts, San Antonio provides more than 43,000 sleeping rooms in a Texas-sized variety of accommodations. Nearly 13,500 rooms are available downtown. About 6,500 are within walking distance of the convention center, with 3,000 rooms within a block. The Annual Report includes many of the highlights from each of the DMO's divisions. The Monthly Measure is an executive summary of recent performance activity from Visit San Antonio which tracks occupancy rates, airport passengers, marketing results, group bookings and room bookings. The Trend Analysis Projections (TAP) outlines the overall pace of future convention room nights.

MAJOR CONVENTION FACILITIES

The Henry B. Gonzalez Convention Center With an exceptional location downtown on the renowned River Walk, the Henry B. Gonzalez Convention Center is within walking distance of historical attractions, restaurants, shops and close to more than 13,500 downtown hotel rooms, earning the River Walk its "largest hotel lobby" nickname.

Henry B. González Convention Center Highlights:

- Total footprint of 1.6 million square feet.
- Four (4) exhibit halls with 514,000 square feet of contiguous exhibit space.
- 86,500 square feet of column-free multipurpose space.
- 40,000 square foot Hemisfair Ballroom.
- 54,000 square foot Stars at Night Ballroom – the largest in Texas.
- 72 breakout meeting rooms including divisible breakout options.
- Innovative design, flexible space and advanced technology throughout.
- Improved circulation, wayfinding and accessibility of spaces.
- Eco-friendly design using energy reduction measures.

The HBGCC recently completed a \$325 million transformation, increasing contiguous exhibit space to over 510,000 square feet. The expansion, primarily to the east of the building, included enlarging the contiguous exhibit hall space, loading docks, circulation and kitchen area, adding a multi-purpose room and a 54,000 square foot stunning ballroom (largest in Texas), larger meeting rooms and state-of-the-art finishes throughout. This project modernized the entire center, along with adding additional space. It allows San Antonio to capture more and larger meetings and will be particularly attractive for corporate meetings looking for new destinations.

The Lila Cockrell Theatre (LCT) Named after a former Mayor of San Antonio and located in the northeast corner of the Convention Facilities' complex, is a striking complex, and a permanent legacy of the 1968 San Antonio World's Fair.

Although the Theatre was originally designed for traditional performing arts events such as ballet, symphony and drama, a major renovation in 2010 has enhanced its utility as an ideal venue for multi-media presentations, concerts, lectures and general meetings for large attendance convention events. Seating is divided among three levels: Orchestra - 1392; Mezzanine - 480; and Balcony - 447 for a total of 2,319 comfortable permanent seats. In addition, there is a large accessible area for handicapped guests and their companions.

The Alamodome Located in downtown San Antonio, close to the Henry B. Gonzalez Convention Center and countless hotels, restaurants, attractions and more, the Alamodome was built for flexibility. With 160,000 gross square feet of column-free exhibit space and 30,000 square feet of conference space, the Alamodome is ideal for conventions, general assemblies, trade shows, sports, special events and more. Multiple configuration options for any event include:

The Alamodome Highlights:

- 160,000 gross square feet of column free exhibit space.
- The capacity to seat 5,000 to 65,000 people.
- 16 separate meeting rooms.
- 30,000 square feet of conference space.
- 2,810 on-site parking spaces, 12,000 parking spaces within 1/2 mile walking distance.
- 52 luxury suites for full stadium events.
- Sports Club/Top of Dome features: Two dining spaces which can host up to 250 guests, seven event spaces with up to 5,000 square feet and on-site catering, staffing and equipment usage are also available.

SUMMARY OF POSITION

The Vice President (VP) of Sales and Services is the strategic business leader of the Sales and Convention Services Departments and a major contributor to the overall success of the San Antonio hospitality industry. The VP is responsible for achieving booking goals and the financial performance of the department. This position leads the Convention Sales and Services team to build long-term, valued-based, customer relationships that enable achievement of sales objectives. The title holder proactively positions and markets the city of San Antonio, manages the department budgets to enable activation of initiatives to meet business objectives.

Strategies focus on delivering products and services to meet or exceed the needs and expectations of our clients. The VP also provides leadership and direction in creation of strategies and development of comprehensive programs that will integrate sales resources in order to fulfill Visit San Antonio's mission and long term strategic objectives.

This position will report to the Chief Operating Officer, serves on the Executive Management Team and is also accountable to the Board of Directors.

SUPERVISION OF OTHERS

Vice President of Sales and Services

- 13 Sales Managers (3 Regional Staff Members included)
- Director of Sales
- Associate Director of Sales
- Director of Destination Services
- 6 Destination Services Managers
- 3 Destination Services Coordinators

EDUCATION AND/OR EXPERIENCE

- Four-year bachelor's degree in Business Administration, Marketing, Communication, Hotel and Restaurant Management, or related major or related industry experience.
- Seven or more years' experience in the sales leadership experience.
- Master's degree is a plus.
- Experience must include demonstrated success in a senior level leadership position in the travel/tourism and hospitality industry, specifically in the areas of sales and marketing.

IDEAL BACKGROUND, KNOWLEDGE, SKILLS AND ABILITIES DESIRED

- Previous large convention hotel, DMO, and/or NSO leadership experience is very important.
- Direct convention, tradeshow and leisure sales leadership experience.
- Knowledge of the meetings and tourism industry, its distribution channels, and its customer base is critical.
- Excellent written, verbal and interpersonal skills.
- Ability to clearly express complex thoughts, ideas, statistical results and management concepts in oral and written form.
- Experience in complex contractual negotiations.
- Good analytical and interpersonal skills, high attention to detail, accurate documentation and follow through.
- Must be an exceptional listener.
- Strong quantitative analysis skills.
- Knowledge of San Antonio will be looked upon favorably.
- Ability to absorb and manage a workload requiring irregular evening and weekend hours and regular out of town travel.
- Excellent organizational skills and ability to meet deadlines.
- Ability to prioritize and handle multiple projects simultaneously in a fast-paced environment.
- Ability to write strategic plans and sales plans for Visit San Antonio.
- Must have knowledge of computer software applications in word processing, spreadsheets, databases, and presentation software (MSWord, Excel, Access, PowerPoint, Outlook, iDSS).

CORE COMPETENCIES AND CHARACTERISTICS NEEDED

- A diplomatic consensus builder.
- Politically savvy.
- A natural relationship builder with a high likeability factor.
- Excellent team building skills; proven success with employee training, development and managing a diverse team.
- Strong leader with entrepreneurial skills.
- A leader with exceptional problem solving skills who is a quick study and possesses a desire and willingness to learn.
- A passionate and inspirational leader that can support and act within a team environment.
- A motivated self-starter.
- A successful track record building alliances with a wide range of constituents.
- A team leader who works well in a collegial management environment but is equally comfortable in a more competitive corporate environment.
- Excellent communication and presentation skills.
- Must be very creative and strategic.
- Demonstrates high integrity at all times.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops and implements sales plan in concert with the organization's Strategic Plan and objectives.
- Directs implementation and execution of sales policies and practices.
- Ensures communications are coordinated, supports sales plan objectives and meets organizational expenditure requirements in conjunction with Marketing and Communications Department.
- Recommends sales strategies for improvement based on market research and competitor analysis.
- Implements approved distribution strategies.
- Manages multiple-channel selling strategies.
- Builds, develops and manages sales team capable of carrying out needed sales and services initiatives.
- Develop and implement direct sales projects and programs, targeting all long-term market segments assigned including, but not limited to the following: Sales Missions, Direct Mail, Familiarization Trips, Trade Shows, Special Events, Hospitality Events, Telemarketing, Direct Sales Travel, and Web-site programs, promotions and publications.
- Oversees coordination of the hospitality community sales efforts in attracting meetings, tradeshow and convention segments.
- Works with the DOS to ensure delivery of expected level of client services and relationship with the convention center is maintained and/or enhanced.
- Ensures all definite bookings and hosting obligations have proper signatures on letters of agreement, variances, and hotel commitments for all long-term bookings.
- Follow up with audit results performed by finance department.
- Ensures that the sales team is focused on selling to future groups at all times and that definite booked groups are appropriately turned over to convention services, allowing future sales to be made.
- Works in concert with Marketing and Communications department on marketing initiatives to reach our customers.
- As a member of the Executive Management Team, assist in developing the vision and long term business strategy for the integrated organizational sales and marketing efforts.
- Works closely with direct reports to manage and lead the departmental team's efforts in each functional area. Conducts regular meetings with them and attends departmental meetings.
- Establishes and maintains on-going effective communications with clients, members, partners, other industry leaders and important stakeholders. Serves on committees and boards as strategically defined by the President & CEO. Attends and participates in various DMO and industry events, trade shows, marketing and sales missions, etc. Ensures direct reports do the same in their respective areas of responsibility.
- Assumes lead role in preparing and presenting annual sales plan and budget. Analyzes and measures progress against plan as it was approved by the President & CEO and Board of Directors, providing relevant information and communications to them on a regular basis as required.
- For each functional area of responsibility, monitors results of the team's efforts, acknowledges successes, and sees that any corrective action is taken when required. Communicates to President & CEO and Board on a regular basis, keeping them well informed of efforts, results and planned actions.

- Attends regular meetings, retreats and other meetings as required. Demonstrates positive support of the DMO mission, vision and Brand Promise. In all personal actions, supports and complies with the organization's policies and procedures, performance standards and code of ethics.
- Serves as the Staff Liaison to the Convention Sales Board Committee.
- Performs other duties as assigned.

KEY PRIORITIES FOR THE FIRST 6-12 MONTHS

1. Begin to develop strong and meaningful relationships with all stakeholders/constituents and maintain effective on-going communication. Constituents include but are not limited to customers, staff, board, convention center, Hotel community, industry leaders, business leaders, elected officials, union leadership, other partners and vendors.
2. Assess production goal and end of the year results.
3. Assess the team and how best to maximize their talent, and establish FY 2018 room night goals and initiatives.
4. Assess industry partnerships with present recommendations.
5. Work closely with President and Executive Management Team to facilitate a strategic plan.

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Mike Gamble, President & CEO | SearchWide

www.searchwide.com | gamble@searchwide.com

651-275-1370 (direct) | 651-308-1115 (mobile)

About SearchWide

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