



POSITION ANNOUNCEMENT

PRESIDENT AND CHIEF EXECUTIVE OFFICER



Columbus Convention and Trade Center

Overview.

The Columbus, Georgia Convention and Visitors Bureau d/b/a VisitColumbus is seeking a President and Chief Executive Officer. The CVB serves as the Destination Marketing Organization for the largest second tier city in Georgia. Peter Bowden, current leader of the DMO, has announced his plans to retire later this year.

The President and Chief Executive Officer will be directly responsible to the VisitColumbus Board of Commissioners. The professional will plan, direct, and coordinate the promotion and marketing of Columbus as a convention and tourist destination.

The Chason Group (www.thechasongroup.com) has been retained by VisitColumbus to lead the executive search.



About Columbus, Georgia.



The film industry is strong in Columbus, Georgia.

Named One of the Best Places for a “Dreamy Retirement in the South” by Southern Living Magazine in 2022, Columbus, Georgia is approximately 90 miles Southwest of Atlanta near the Alabama state line. The city was established in 1827 as a trading area on the Chattahoochee River and has retained a rich history and the charm of a quintessential southern town. The region offers the perfect combination of access to nature for outdoor activities, a thriving arts community, and a rich history with numerous sites of historical significance in and around the city. Columbus is also known for its culinary food scene, entertainment, shopping and more.

Also, extremely important to the local economy, Columbus is home to Fort Moore, a U.S. Army post that supports more than 120,000 active-duty military families as well as retirees and civilian employees. It is also a U. S. Army Maneuver Center of Excellence.

Columbus has access to top notch healthcare with providers such as Piedmont Health, St. Francis Hospital, West Central Georgia Regional, and across the Alabama state line, the highly recognized Jack Hughston Memorial Hospital.

Education is a major focus of the area through the 2025 Muscogee Educational Excellence Foundation (MEEF) which strives to enhance the quality of the educational system. Columbus High School recently tied for the title of Best High School in Georgia by US News & World Report and Muscogee County School District is recognized as one of the best districts in the Central Georgia Region. There are also numerous highly ranked private schools in the area, and a strong homeschooling group.

The area also offers options for Higher Education through Columbus State University which is consistently highly ranked in US. News & World Report.



National Infantry Museum

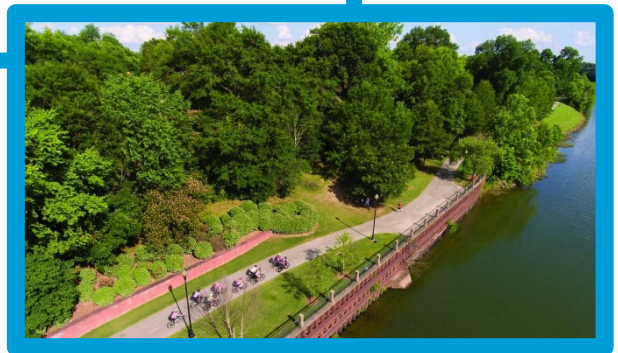
Whitewater Rafting on the Chattahoochee River; longest urban whitewater course in the world.



Springer Opera House - the State Theatre of Georgia

Top Ten “Things to Do” in Columbus, Georgia

1. River Rafting (World’s longest urban whitewater course)
2. The Columbus Symphony Orchestra (Second one founded in nation)
3. Ride, Walk, Run the Columbus Dragonfly Trail
4. Columbus Botanical Garden
5. The Columbus Ballet
6. The Coca-Cola Space Science Center
7. The National Infantry Museum
8. The National Civil War Naval Museum
9. Visit Uptown Columbus for food and fun
10. Kayak, Canoe, Paddle Board or Zipline on or over the Chattahoochee River.



About the Position.

The President and Chief Executive Officer is responsible for all aspects of the operations for Visit Columbus and reports directly to the Board of Commissioners. The professional will provide the strategic direction and management to attain the goals assigned

by the Board to make Columbus a leading destination for tourism, conventions and more in the state of Georgia and the southeast. The DMO leader is responsible for coordinating the promotion and marketing of the city, as well as managing the operations, budget, programs, and personnel of the organization. The professional will be held accountable for demonstrating expertise in collaboration, DMO governance and operations, financial management, tourism, marketing, public relations, and community development. The President and CEO serves as the lead spokesperson for the CVB and strategic initiatives, representing the organization’s interests to the media, elected officials, and all community and organizational stakeholders. The individual is charged with the proficient management of all resources at VisitColumbus’ disposal. The professional is recognized as a dynamic leader with high integrity. Key skill sets required include the ability to manage and support current programs; ability to develop new initiatives and collaborative partnerships; and to lead and engage all stakeholders.

MISSION STATEMENT

Economic Development Through Tourism

- To solicit and promote tourism, conventions, trade shows, and other group business
 - To engage in visitor promotions which generate overnight stays for Columbus
 - To enhance and develop the economic fabric of the community

VISION

To Become a Complete Travel Destination

- Leads the effective management and marketing of the tourism product
- Coordinates the tourism industry and its partners to create and deliver remarkable experiences
 - Create opportunities to enhance the quality of life
 - Supports a single image or brand
 - Remains fiscally responsible



THE CHASON GROUP

EXECUTIVE SEARCH

Education and Requirements.

- Bachelor's degree in the area(s) of association management, tourism management economic development, community development, public relations, public administration, business and/or marketing from an accredited college or university or equivalent experience.
- A Certificate in Destination Management (CDME) through Destinations International and/or a Leadership Excellence Certification (LEC) from the Georgia Association and Convention & Visitors Bureau is preferred. In the absence of these professional credentials, a strong desire to achieve them at the earliest opportunity is the expectation by the Board of the chosen candidate.
- Five years of executive-level leadership and personnel management experience with a DMO, CVB, or nonprofit organization of similar scale and complexity, with demonstrated working knowledge of business, public policy, tourism, community development, economic development, event planning, and program development.
- During the tenure as President and CEO, the executive will be required to have a primary residency in Muscogee County, Georgia.
- A proven tenure in implementing a visionary strategic plan in collaboration with a diverse and influential body of organizational stakeholders.
- An innovative, creative, and strategic thinker who has experience in developing relevant initiatives and goals to enhance a region's tax base and a track record of proven results.
- A strong financial background in budget management.

How to Apply.

VisitColumbus has retained TCG to lead the executive search process. Professionals interested in applying for the President and Chief Executive Officer's position may upload a cover letter and a copy of their resume at www.thechasongroup.com to be considered for the position. The most qualified candidates will receive a detailed application to determine if an interview is required. The deadline for submitting the initial materials is November 1, 2024. Candidates will be reviewed by TCG utilizing a weighting scale approved by the VisitColumbus Search Committee. For more information, contact Randy Cardoza 404.661.9438 or rcardoza@thechasongroup.com; or contact London Mainor at 912.704.9426 or lmajor@thechasongroup.com.



VisitColumbusGA



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