



**Monroe County Convention and Tourism Bureau**  
**President Search**

### **About Monroe County:**

Monroe County is the southeastern most county in the State of Michigan. It sits on the shore of Lake Erie with a population of approximately 150,000 residents and is rich in history.

- It was the second county in the Michigan Territory (after Wayne County)
- The county is named after President James Monroe, 5th President of the United States
- July is the warmest month with average high of 84 degrees
- January is the coldest month with average low of 16 degrees
- It comprises of 680 square miles
- I-75 passes through the eastern portion of the County
- I-275 has its southern terminus just north of the County
- I-275 serves as a main route to Detroit Metro Airport

Monroe County offers a wide variety of history, culture, and recreational activities along with a diverse economy of manufacturing, retail and service employment opportunities. The county is home to many notable business and attractions including La-Z-Boy world headquarters, Monroe Power Plant, River Raisin National Battlefield Park, Sterling State Park, and Cabela's.

### **Monroe County Convention & Tourism Bureau:**

- Monroe County Convention and Tourism Bureau was established more than 25 years ago and is now made up of 17 hotels with approximately 1000 rooms and they collect 2% room assessment. It has a budget of just over \$300,000 for 2019.
- The Board of Directors has recently adopted a Strategic Plan that was developed with great community involvement.
- The office is currently in the historic downtown Monroe district with a study currently underway to review other possible locations to highlight the history of the area.

### **Position:**

Title:	President
Status:	Fulltime (Min. 40 hour/week)
Compensation:	Salary plus benefits based on experience
Reports To:	Board of Directors

## **Overview of Responsibility:**

As designed by the Board of Directors, the President will be responsible for planning, organizing and coordinating all activities of the organization in alignment with the mission of the bureau. The President will be responsible for managing all aspects of the budget set by the Board of Directors. This position will also be tasked with creating/maintaining a culture that will promote optimal performance within the context of fiduciary responsibility of the organization.

## **Duties & Responsibilities:**

- Develop & implement budgets that will include annual/long-term goals.
- Develop sales & marketing functions for the organization.
- Seek opportunities with community & state organizations for collaborative opportunities.
- Work closely with staff to pursue meetings, conventions, athletic and non-athletic events, bus tours and all avenues that promote occupancy in member hotels.
- Oversee the development of promotional material.
- Report to the Board of Directors regularly regarding matters of business, status of strategic plan, fiduciary responsibilities & community relations.
- Maintain an organizational structure that provides clear staff roles and responsibilities.
- Continuously build relationships with member hotels and outside partners. Examples would include government officials, bureau members, local business. Travel Michigan and state organizations that are key to our growth and success.
- Comply with all Federal, State and local regulatory agencies.
- Ensure a safe work environment.
- Oversee Monroe County's presence as a travel destination.
- Prepare the monthly board packet.
- Ensure the timely collection, accounting, reporting of room assessment fees working with the accountant and bank.
- Serve as chief spokesperson for Monroe County Convention & Tourism Bureau.
- Perform other functions as directed by the board.
- Monitor all forms of media communications to ensure they are supported by the board.
- Has a willingness to attend community events and work evenings and weekends as necessary.
- Advocate for the tourism industry related to CVB legislation and Pure Michigan funding.
- Active in State tourism associations especially MACVB.

**Characteristics would include:**

Passionate about growth and development

Communication Skills that will be able to constantly communicate the Monroe CTB message while continuing to unite the entire county.

Understanding that transparency is a necessity of a successful bureau the is inclusive of the entire area.

Become a key member of the area with the ability to connect with members of any existing or future group

It will be important that the President is open to new ideas and willing to be creative when looking for new opportunities while always understanding the mission of the bureau.

**Education & Experience:**

- Bachelor's degree preferred
- Minimum of 2 years' experience in the hospitality industry or another CVB.
- Efficient computer skills.

**Priorities:**

- Build strong relationships, establish trust and become entrenched with community leaders, stakeholders, board members, and all members.
- Evaluate Monroe County as a tourism destination, determine strengths and create marketing plan for this destination.
- Evaluate current operations and make recommendations for improvement.
- Determine what new business opportunities exist.

**Contact information:**

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