

EXPLORE NEWNAN-COWETA, INC.

Destination Marketing Organization



POSITION ANNOUNCEMENT

President and CEO

Overview. Explore Newnan-Coweta, Inc. (www.explorenewnancoweta.com) is a newly formed 501c-6 and has been designated as the community's Destination Marketing Organization (DMO). ENC is seeking a tourism professional to serve as the organization's first president and chief executive officer. The Chason Group (www.thechasongroup.com) has been retained to lead the executive search. ENC will initially operate with a budget of \$500,000 +.

About Explore Newnan-Coweta. The City of Newnan and Coweta County initiated an effort to create Explore Newnan-Coweta, Inc. in 2018. Legislation approved by the Georgia General Assembly allowed voters to approve an increase in hotel/motel tax from five percent to eight percent and fund ENC as the DMO for the community.

Newnan – Coweta County and Georgia. Positioned in the southwest quadrant of the Atlanta MSA, Newnan and Coweta County are located along Interstate 85. Coweta has a population of 148,509. The county is the 49th fastest growing county in the US. Sports, leisure, and recreational offerings found throughout the county reflect Coweta residents' dedication to positive, healthful, energizing activities. Other key attractions include Chattahoochee Bend State Park, Donald W. Nixon Centre for Performing and Visual Arts and Dunaway Gardens.

Eight million tourists visited Georgia in 2018. An average age of visitors was between 31 and 50.

The Position. The newly appointed president will have the opportunity to build the organization and team from ground up. As a salaried full-time employee, the professional reports to the chair of the board and serves as the spokesperson for tourism in Newnan and Coweta County. The professional is accountable for the operational and fiscal responsibilities of the DMO; leading the development and implementation of a strategy to grow the number of visitors to the community and increase their daily expenditures; facilitate the growth and retention of venues relating to tourism development; and the placement of qualified staff members as defined by the budget of the organization. The mayor and city council of the City of Newnan and the board of commissioners of Coweta County have invested in ENC to serve as the voice of tourism and to build a community brand in this economic sector.



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The Candidate. The ideal candidate for the position is a professional who has successful, proven experience in marketing, building brand relevancy, developing alliances, communicating at all levels and day-to-day management. Tourism requires creativity in many aspects, including a keen sense of what works for sporting venues, film locations, special events and the general tourist looking for attractions in the area. Candidates should have prior DMO/CVB management experience; understand how to identify and promote the relevancy of tourism; have a desire to learn new trends in the industry; have experience in building a brand and re-branding as necessary; and possess communication skills that lend themselves to cultivating teams and partnerships.

Requirements. Applicants should possess a Bachelor's degree, ideally with an MBA or other post-graduate work, from an accredited college or equivalent experience in the marketing, public relations, hospitality management and tourism, communications or similar field(s). Candidates should have at least three years of DMO/CVB management experience and eligible to obtain a valid State of Georgia driver's license within the first 90 days of employment.

Key Responsibilities. The president will be held accountable for maintaining relationships and regular communications with local hotel operators, restauranteurs, venue managers, product developers, and tourists; developing and managing an annual departmental budget; value-added relationships with community leaders; initiating the development and implementation of a measurable strategic plan for tourism in the community; and maintain a competitive presence in Georgia's Camera Ready program.

Other measurable results will include producing monthly reports for the ENC Board, local elected officials, hotel operators, and other stakeholders; serve as a liaison between the City of Newnan, Coweta County Board of Commissioners and the ENC Board regarding tourism matters; and utilize lodging tax collection reports as well as STR data to monitor lodging activity needs and success.

How To Apply

For more information regarding the executive search process for the president's position with Explore Newnan-Coweta, please contact Tim Chason at 404/735-0540 or Randy Cardoza at 404/661-9438. A cover letter and resume may be uploaded at www.thechasongroup.com. The position will be posted until filled.