

Position Announcement



President and Chief Executive Officer

Overview.

The Perry Convention and Visitors Bureau, located in Perry, Georgia, has launched an executive search process for a President and Chief Executive Officer. The Search Committee anticipates a start date for the new executive in January 2023. The Chason Group has been retained to assist the Destination Marketing Organization with the executive search process.

About Perry, Georgia.

The City of Perry is the county seat of Houston County in the heart of Middle Georgia. The historic community currently encompasses 28 square miles along Interstate 75 approximately 90 miles south of Atlanta. Perry has been able to capitalize on proximity to Robins Air Force Base, excellent schools, unique downtown, high quality of life, and location in transforming from a small town to a vibrant and growing community of 22,000 people. The population for the entire county is 170,000 based on the latest US Census information.



Key Character Traits / Experiences

- Tourism/Marketing/Association Executive
- Collaborative leadership
- Marketer
- Communicator
- Creative vision
- Business and political acumen

The Perry Convention and Visitors Bureau. (visitperry.com)

The Perry CVB, created by the Georgia General Assembly in 1990, is the Destination Marketing Organization for the city. Led by a city appointed Board of Directors and funded by hotel / motel tax, the organization is focused on growing the number of visitors to the area. The organization's annual budget is approximately \$400,000 and there are three full-time team members.

Future keys to the success of the CVB include a new hotel under construction, expansion of the Georgia National Fairgrounds and Agricenter, and a growing number of restaurant and wedding venues. Sports, leisure, and recreational offerings found throughout the county reflect Perry residents' dedication to positive, healthful, energizing activities.

Georgia recorded a total of two million tourists in 2020, ranking 80th in the world in absolute terms.

Perry's Tourism Opportunities.

Perry is an ideal destination, overnight stop or day trip for groups. Modern amenities, including hotels and restaurants, abound along the I-75 corridor, yet only a few blocks off the interstate lies a charming downtown district with streets lined with boutiques and unique dining where groups can take a walk back through time following a self-guided walking tour featuring cell-phone audio or by utilizing a local step-on-guide. The Perry Area

Historical Museum and the Sam Nunn Museum exhibits are just a few downtown treasures. The Perry Welcome Center offers a myriad of services to greet and support tour groups. A sampling of the many group-friendly attractions includes The Georgia Go Fish Education Center, as well as the Georgia National Fairgrounds and Agricenter. Perry offers tons of hub and spoke options such as visiting nearby Macon, the Museum of Aviation, Lane Southern Orchards, Masee Lane Gardens and the Andersonville National Historic Site.



The Georgia National Fairgrounds & Agricenter currently occupies nearly 1,100 acres. The Agricenter contains 10 acres of exhibition space with 5 arenas, exhibit halls, two 480-stall horse barns, 4 ponds, a carnival midway, and parking for 13,000 vehicles. In addition to the National Fair, hundreds of events are held annually at the facility.

The Miller-Murphy-Howard Building features over 65,000 sq. ft. of exhibit and meeting space. Perfect for trade shows, meetings, wedding receptions, and everything in between; the beauty, design and features of this building will help to enhance your next event.

The Roquemore Conference Center provides the additional meeting space required by conference coordinators. It offers unparalleled flexibility with up to seven meeting rooms.

President and CEO Position.

The President and CEO will be the lead spokesperson for tourism in Perry. As a salaried full-time employee, the professional reports to the Chair of the Board and 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 Perry have invested in the CVB to serve as the voice of tourism and to build a community brand in this economic sector.

The Ideal 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. The president should 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.

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; and initiating the development and implementation of a measurable strategic plan for tourism in the community.

Other measurable results will include producing monthly reports for the Board, local elected officials, hotel operators, and other stakeholders; serve as a liaison between the City of Perry and the CVB Board regarding tourism matters; utilizing hotel/motel tax collection reports and short term rental data to monitor lodging activity needs and success.

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 experience in the tourism industry or a related area and eligible to obtain a valid State of Georgia driver's license within the first 90 days of employment.

How To Apply.

Candidates interested in the President and CEO position may upload a cover letter addressed to Tim Chason, as well as a copy of their resume, at www.thechasongroup.com. The deadline for cover letters and resumes to be submitted is November 25, 2022.

For more information on the position, please contact
Tim Chason at 404.735.0540 or via email at tchason@thechasongroup.com.

