ABOUT MESA, ARIZONA

This thriving metropolis in the heart of the Southwest continues to entice with lifestyle and leisure pursuits in high demand by visitors. Embraced by the Sonoran Desert - a playground for sought after outdoor recreation - here you can find world class golf, diverse dining, engaging entertainment, cultural connections, ample shopping, and a charming downtown. Mesa started out as a small farming community within the Greater Phoenix Area but fast forward 120 years and you will see Mesa has grown at break-neck speed and is now the third largest city in the state of Arizona (boasting a population greater than other well-known cities including Atlanta, Minneapolis, Cleveland, Pittsburgh and Miami). Downtown Mesa is aligned with boutiques, antique shops, museums, cafes, coffee shops and yoga studios. This vibrant epicenter is also the home of Mesa Arts Center, reflecting the unique character of Arizona’s desert and canyon landscapes throughout the seven-acre campus. And Mesa is a recreation paradise boasting a close proximity to Tonto National Forest. Here, visitors can access three lakes and two rivers that allow for every water sport imaginable paired with endless hiking trails. In all, Mesa is a modern day desert urban retreat where landscapes are legendary, tradition and heritage still shine, and small town charm reigns supreme.

Mesa currently ranks as the 38th largest city in the United States and the 3rd largest in Arizona with a population of 466,000. Mesa offers a thriving and dynamic recreational, educational and business environment. Mesa is one of the nations’ fastest-growing cities, with a population that increased by more than 37% between 1990 and 2000. With affordable housing, superior schools, a low cost of doing business, a reasonable tax structure, a skilled and well-educated workforce and low crime rate, Mesa offers a highly attractive lifestyle. Comfortable and convenient, Mesa is located near the foothills of the legendary Superstition Mountains. Phoenix-Mesa Gateway Airport and Phoenix Sky Harbor International Airport offer two perfect choices for visitors traveling to Mesa.

Overall cost of living in Greater Phoenix is below the national average. It is interesting to note that the metropolitan area cost of living tends to increase proportionally with population size. Given that fact, Greater Phoenix is one of the most affordable major metropolitan areas in the country.

Nearby Attractions Include:


- **Natural Attractions**: Tonto National Forest, Superstition Mountains, Apache Trail, Salt and Verde Rivers, Usery Mountain Regional Park and Saguaro Lake.

- **Recreation**: Hot Air Ballooning, golfing, mountain biking, horseback riding, skiing, hiking, fishing, river rafting and tubing.
**Economic Base:** Healthcare, education, aerospace/aviation, tourism and transportation, manufacturing and principle industries in automotive, business services and electronics.

**Educational Opportunities:** Mesa Community College, East Valley Institute of Technology, Arizona State University's Polytechnic campus, Embry-Riddle University, A.T. Still and Keller Graduate School of Management.

**Things To Do Link:** [Attractions](#)

**Downtown Mesa**

Both upscale and urban, [Downtown Mesa](#) is a thriving hub of business, government, culture, arts, recreation and entertainment with the retail shops providing an appealing charm and character exclusive to Mesa. In the Fall of 2015 Metro Light Rail will connect the Downtown Mesa Main Street District to Phoenix Sky Harbor International Airport. This state of the art transportation system will provide a direct link for domestic and international visitors. The extra 3.1 miles of light rail track will not only have significant impact and growth for Mesa’s downtown but will benefit the many businesses, special events, nearby educational institutes, and neighborhoods in this corridor. Passengers will have access to many shops, hotels, restaurants, and museums including Mesa Arts Center, Mesa Convention Center, Arizona Museum of Natural History, the IDEA Museum and more. This includes a connecting route to the Phoenix Sky Train, where passengers from downtown Mesa can easily catch a ride to Phoenix Sky Harbor airport.

Everyone will find something of interest at the Mesa Arts Center (MAC) and within our arts programming. The MAC is centrally located in the heart of downtown Mesa, at the southeast corner of Center and Main streets. Because we’re part of downtown Mesa, you can take advantage of the many other amenities offered nearby. Within blocks are our two sister facilities which, like the Mesa Arts Center, are part of the City of Mesa’s Department of Arts and Culture. The Arizona Museum for Youth is one block north on Pepper Street and two blocks west, while Arizona Museum of Natural History is just one block north and one block west at the corner of Pepper and Macdonald streets. Additionally, the Mesa Amphitheater is a great venue for outdoor concerts and events, and is just three blocks north on Center Street.

Adjacent to the Arts Center is Main Street, home to a variety of shops, antique stores, restaurants, art galleries, and more - all within an easy, shady three-block stroll. You'll want to visit again and again!

**Hotels and Meeting Facilities**

With our beautiful Sonoran Desert location and over 60 resorts and hotels, Mesa has everything you look for in a meeting destination.

*Conference hotels* offer substantial on-site meeting rooms with full amenities, fine dining, spacious guest rooms and suites, and great western hospitality. Mesa’s *unique venues* offer one-of-a-kind meeting facilities that are sure to impress your guests. The [Mesa Convention Center](#) is a full-service event facility located in the heart of downtown Mesa. The center is situated on 22 acres of mature parkland and features 19,000 square feet of exhibit space, along with an additional 19,000 square feet of flexible meeting space. Fifteen meeting rooms offer a wide variety of sizes and configurations. High-speed internet service, teleconferencing capabilities, and full service catering are also available, along with a 4,200-seat outdoor amphitheater.
Choose from more than 60 hotels offering rooms with all the latest amenities – a sample listing will include:

The Hilton Phoenix East/Mesa has 260 newly renovated rooms and suites, and more than 22,000 square feet of meeting and banquet space that guarantee uncompromising attention to detail and the personal/professional service that is the hallmark of the Hilton. The hotel is adjacent to an executive golf course and within walking distance of numerous restaurants, shopping malls and theaters.

The Phoenix Marriott Mesa is the East Valley’s newest Marriott ranked among the top 10 largest meeting facilities in the Phoenix area! The Phoenix Marriott Mesa, combined with the adjoining Mesa Convention Center, offers over 52,000 square feet of attractive, flexible meeting space. Conducive to any complex meeting itinerary, the convenient layout of our 26 meeting rooms will make meeting planning a breeze! 275 gorgeous guestrooms with new, modern décor allow attendees to relax in elegance.

The Sheraton Mesa Hotel at Wrigleyville West is the newest hotel product to debut in Mesa. This new full-service, four-story 180-room hotel offers visitors the signature Starwood brand amenities and luxury experience. Sheraton Mesa Hotel at Wrigleyville West is adjacent to Sloan Park, home of Chicago Cubs Spring Training and the area is part of the Riverview re-development project which comprises of 170 acres of sports facilities, recreation, cultural and public event space. Visitors here are within walking distance to Mesa Riverview, a 250-acre shopping and entertainment complex featuring more than 1.3 million square feet of retail space. The hotel is less than 8 miles from Phoenix Sky Harbor International Airport (PHX) and boasts the Wrigleyville West Conference Center featuring 30,000 square feet of indoor and outdoor state-of-the-art meeting and function space.

The Hyatt Place Phoenix/Mesa is adjacent to a variety of shopping, dining and entertainment options, including Bass Pro Shops, and the Cinemark movie theater and is within walking distance to Sloan Park and Mesa Riverview Park. Amenities include the resort-style pool featuring a 14-person hot tub, Shade and Mist Canopies with State of the Art Audio Visual System and 80" HDTV or their exclusive nine-hole executive putting green. Small corporate and executive meetings and even training classes can be held at this hotel.

The newly renovated Phoenix/Mesa Holiday Inn Hotel & Suites is conveniently located near major financial institutions, corporations and area attractions. Its lush outdoor garden and waterfall creates a relaxing oasis. The hotel offers 246 beautifully appointed guestrooms including 83 executive king suites. Relax in the East Valley's largest pool and spa and has 11,000 square feet of elegant event space.

The Arizona Golf Resort & Conference Center with 12,000 square feet, two grand ballrooms, conference dining room and a beautiful Southwestern courtyard perfect for entertaining, a relaxing round of golf on the resort’s own 18-hole championship course – what a perfect way to complete the day! All newly refurbished guest rooms and suites. Within minutes of shopping, restaurants and activities – hiking, biking and horseback riding in the Tonto National Forest.

Mesa has also announced a new Courtyard by Marriott Hotel adjacent to Phoenix-Mesa Gateway Airport. The 99-room property is designed for business travelers but also accommodates leisure travelers, the main consumer group targeted by Allegiant Airlines. The new hotel rooms feature desks, couches, complimentary Internet access, and daily breakfast. The hotel will also feature the Courtyard Bistro, a full-service restaurant. Completion is expected in fourth quarter 2015.

Mesa and Sports
Mesa has been recognized as one of the country’s most desirable destinations for hosting dynamic sporting events and athletic competitions on all levels: amateur, youth, collegiate, and professional. As a sports destination, Mesa is fast leading the charge as a top collegiate host in the West. Mesa has hosted premier tournaments for both the NCAA and Western Athletic Conference (WAC). With great year-round weather, pristine playing conditions at our golf courses and fields, as well as some of the most recognized venues in the Valley, Mesa is gaining national recognition as a well-rounded, in-demand sports destination in the Southwest.
Event samples:

- 2011 US Masters National Swimming Short Course Championships
- 2012 US National Championships, USA Synchronized Swimming
- Citrus Classic Winter Training & Swim Meet
- Men's Division I WAC Baseball Tournament
- WAC Women's Golf Championships
- Mesa Community College Fiesta Bowl Shootout
- Desert Duel Memorial Classic
- Desert Challenge Games, Arizona Disabled Sports
- VisitMesa.com Basketball Challenge
- Triple Crown Baseball Spring Championships
- Heather Farr Classic, American Junior Golf Association
- Women's Premier League Championship, USA Rugby
- NCAA DII Women's National Golf Championships
- U.S. Paralympics Trials - Track & Field

For more information about the Mesa, Arizona area, please visit: [www.visitmesa.com](http://www.visitmesa.com)

ABOUT VISIT MESA

**Budget:** $2.3 Million

**Staff:** 12

In 1984, Mesa was a budding tourism destination, having served for decades prior as a winter haven for sun-bound travelers. Hotel developments were springing up across Mesa and the city collected its first-ever bed-tax revenue check thereby establishing Visit Mesa as the city's main promotional arm to service burgeoning tourism developments. Since that time, Visit Mesa has played an integral role over the past 28 years helping establish Arizona's third-largest city as a leading vacation, small meeting and sports and leisure travel destination promoting the city to regional, national and international audiences including travel agents and tour operators, group meeting planners, leisure visitors and the travel media. Primarily Mesa is known for accommodating small to mid-size meetings, conferences and expos.

Visit Mesa is a non-profit DMO (Destination Marketing Organization) providing information about a specific location, working independently under the direction of a board of elected directors. The primary funding source is derived from a tax (transient lodging tax) that a hotel guest pays on lodging in the City of Mesa, AZ. From providing visitors with tourism guides, maps, images, brochures and discounts to luring convention attendees and delegations to the city CVBs' are great resources for business or leisure travelers.

Visit Mesa’s marketing initiatives typically are achieved through some or all of the following: trade association marketplaces, advertising, distribution of promotional and collateral material, Internet, direct sales, hosting familiarization tours and other hospitality functions. The target decision maker of these marketing initiatives is not typically a resident in the community. Most often, the marketing activity is focused on or directed to the non-local, inbound visitor.

Visit Mesa promotes a regional destination with the ultimate goal of increasing visitation to the area, which is calculated based on the number of room nights booked annually. The organization promotes and markets this unique Southwest destination and has six key departments: National Sales, Travel Industry Sales, Sports, Communications, Marketing, and Digital Strategies.

Typical services include:

- **Visitor Information**
- **Convention & Leisure Sales**
- **Sports & Recreation**
- **Housing / Convention Services**
POSITION SUMMARY

Promote the destination of Mesa, Arizona and its partners to the Small Meetings (Association / Corporate / Government) market through proactive outreach to meeting professionals, association executives, third-party sourcing companies, administrative professionals within corporate, association and social organizations worldwide.

ESSENTIAL FUNCTIONS AND BASIC DUTIES

1. Assumes responsibility for the planning, development, and implementation of effective sales and marketing efforts.
   - Create a program of work and budget for sales and marketing efforts related to the meetings market and maintain a balanced budget by year end.
   - Meet or exceed all established sales and marketing goals.
   - Be aware of goal expectations and create a project model that will guarantee success.
   - Attend conferences relating to the meetings and association markets such as Connect, Collaborate Marketplace, Rejuvenate, SGMP, Holiday Showcase, etc. to obtain leads, solidify bookings and develop relationships with key decision makers to encourage meetings and conference business for hotels and attractions in Mesa.
   - Liaison with Helms Briscoe local office and associates nationwide to maximize preferred partner opportunities. Manage Cvent lead management system.
   - Advance all tradeshows and sales missions by researching possible client outreach and solidify meetings in advance. Use available client database and outreach tools in CRM to assist in all advanced efforts.
   - Create content for National Sales Newsletters on a quarterly basis.
   - Organize and lead sales missions to key feeder markets to educate meeting professionals about our destination. Visit corporate, associations and other organizations that host meetings.
   - Actively conduct prospecting sales calls via phone, email, blitzing, and email marketing.
   - Conduct local sales calls to corporations, associations, and other local organizations.

2. Assumes responsibility for establishing and maintaining professional working relationships with clients.
   - Secure leads for Mesa hotels and attractions for future business opportunities and follow up on all leads to support efforts to solidify bookings.
   - Manage the process of all leads to maximize conversion and document definite, cancelled, and lost status in CRM for historical purposes.
   - Support client and hotel/attraction partners by facilitating the initial connection relating to each prospective business opportunity.
   - Encourage repeat business opportunities with existing contacts and organizations by offering site visits, vendor referrals, sponsorships, meeting/event promotions.
   - Organize itineraries for site visits for potential meetings and conferences in Mesa.
   - Secure bids for meetings in advance. Use available client database and outreach tools in CRM to assist in all advanced efforts.
   - Encourage repeat business opportunities with existing contracts and organizations by offering site visits, vendor referrals, sponsorships, meeting/event promotions.
   - Distribute applicable information in a timely manner to meeting professionals, association executives and administrative professionals, as follow up after conferences and meetings.
   - Manage quarterly newsletters to updated database to ensure that clients enjoy the most up to date information on the destination.
   - Maintain Visit Mesa Meeting Planner website pages to reflect current communications and trends in the industry.
   - Develop incentive programs for meeting planners and third party companies.
   - Create sales opportunities through membership/interaction with industry organizations such as Meeting Professionals International (MPI), Society of Government Meeting Professionals (SGMP), Arizona
Society of Association Executives (AzSAE), International Society of Event Specialists (ISES), International Association of Administrative Professionals (IAAP), Collinson, HelmsBriscoe, DMAI, PCMA and others.

3. Assumes responsibility for establishing and maintaining effective communication and coordination with staff and management.
   - Maintain and update National Sales CRM on a regular basis to record business with Mesa hotels and attractions and create detailed reports.
   - Document the communications with meetings industry contacts. Nurture existing relationships with partners and continue to build new partnerships by introducing the Visit Mesa Partnership model to prospective suppliers throughout the region.
   - Consistently demonstrate to all partners the value of their partnership by sharing successes and encouraging open communication.
   - Work to foster a cooperative team environment with other members of the sales team. Assist in joint projects with other sales managers in promoting Mesa, Arizona as a premier small meetings destination.
   - Keep management well informed of area activities and opportunities.
   - Complete assigned projects in an accurate and timely manner.
   - Increase knowledge of travel and marketing trends in the market through seminars at market related conferences.

REQUIREMENTS

- Minimum five (5) year’s experience in DMO, hotel or related sales experience.
- Degree preferred but not required.
- Strong background managing Chicago and Midwest market is preferred.

CORE COMPETENCIES AND CHARACTERISTICS NEEDED

1. DMO/CVB, national sales or multi-property sales experience required.
2. DC and Midwest association and SMERF experience a plus.
3. Experience with new business development and building relationships.
4. Excellent time management and ability to multi-task.
5. Excellent follow-through.
6. Experience with SimpleView a plus.
7. Consultative sales approach.
8. Experience in or knowledge of the Arizona or Southwest Region recommended.

Excellent communicator Charismatic Friendly
Creative Team Player Personable
Flexible Collaborative Tenacious
Trustworthy Positive Attitude Proactive
Highly Self Motivated Confident Professional

KEY PRIORITIES FOR THE FIRST 12-18 MONTHS

- Quickly build rapport, trust and solid relationships with the key stakeholders.
- Actively solicit new group business that are a desirable fit for the destination.
- Engage and work with stakeholders to secure future city wide group business.
- Establish good working relationships with key HelmsBriscoe partners.
- Develop new business strategy.
If interested in this position please respond via e-mail to Nicole Newman, Vice President, SearchWide™ newman@searchwide.com or call 480-264-7675.

For additional information on this and other opportunities with SearchWide™ please visit www.searchwide.com.