Visit San Antonio
PRESIDENT & CEO
San Antonio, TX
ABOUT SAN ANTONIO TEXAS

At its core, the city is dynamic. The roots run deep, the heritage is rich, and the confluence of cultures is celebrated. The population and cultural influences are diverse – Mexican, Tejano, German, Irish, Czechoslovakian and more – and the appreciation of that diversity and inclusion makes the city shine. Come discover what’s old and explore what’s new in the diverse communities, offerings, and celebrations.

San Antonio’s Tourism Industry possesses a healthy complement of group and leisure visitation which broadens the spectrum of visitation and promotional possibilities.

THINGS TO DO

A city rich in history and booming with modern attractions, San Antonio invites visitors to be inspired, be curious and be hungry. Walk, bike, hike and play through the spectacular parks, gardens, and outdoor spaces. Experience the city’s historical significance through tours, festivals, and seasonal events. Shop, drink and dine at local favorites across the diverse neighborhoods.

Arts & Culture - Here, culture sings. And the creative community is always evolving. Stroll and shop through El Mercado, an authentic Mexican marketplace in the heart of downtown. Check out The Witte Museum on the Broadway Cultural Corridor for a visit with the dinosaurs, browse modern European and American art at the McNay Art Museum, or explore a broad range of history and world culture exhibited at the San Antonio Museum of Art.

Attractions - The local attractions keep adventurers, thrill seekers and family vacationers coming back for more. Revisit the classics – Six Flags Fiesta Texas and SeaWorld & Aquatica San Antonio. Visit The Witte Museum, The DoSeum (Interactive learning), Morgan’s Wonderland, the San Antonio Zoo, or take a train ride through Brackenridge Park.

River Walk – Stroll, shop, and dine along the winding path of the San Antonio Riverwalk for a uniquely Texas experience and enjoy the #1 most visited attraction in Texas.

Alamo - A story bigger than Texas, and a landmark of Texas history. We all Remember the Alamo.

World Heritage - San Antonio is a city on the rise, but they haven’t forgotten the rich heritage. UNESCO has designated The Missions as a World Heritage site. The only one in Texas and one of 26 in the entire country. Additionally, San Antonio became an UNESCO Creative City of Gastronomy which recognizes the city’s rich culinary heritage and unique culinary scene.

Nightlife - Explore the offerings in San Antonio from cocktail bars to neighborhood pubs, to urban wineries, and too many local entertainment venues to list, our scene is varied, festive and fun.
Hill Country - Get away, explore, and experience the Heart of Texas, the San Antonio Hill Country. Characterized by tall, rugged hills of limestone and granite, Texas-sized ranches, and refreshing swimming holes. Additionally, more than 30 wineries participate in Texas Wine Trail events, hosting tastings and receptions at their wineries. The San Antonio Hill Country makes for easy day trips from the city and is an outdoor retreat like no other.

Outdoor Adventures - Get adventurous outdoors. Walk, bike or hike through our city parks and green spaces. Plan a family picnic and feed the ducks at Brackenridge Park, or explore the latest exhibits at the San Antonio Botanical Garden in the heart of the Broadway Cultural Corridor. You can also enjoy a linear park experience walking or biking along the San Antonio river Mission reach and/or Museum reach which stretches more than 15 miles in total.

Shopping - From locally owned, unique boutiques in Alamo Heights and Pearl, to vintage stores in Olmos Park and upscale favorites at The Shops at La Cantera, we have it all and then some. San Antonio shopping is the #1 reason for Mexican travelers to visit San Antonio, with incredible convenience, considering its proximity to Mexico City, Monterrey, and Guadalajara.

Sports - In San Antonio, we love our Spurs. But we don’t stop with basketball. Gather your friends for a San Antonio FC soccer match at Toyota Field. Catch a fly ball at a San Antonio Missions game. Root for the UTSA Roadrunners football team at the Alamodome in the heart of downtown.

Spas - Relax. Unwind. And experience wonder at luxury spas across San Antonio. Make time for yourself to tap into serenity and choose from various services at spas across town.

Tours - San Antonio’s offerings are as vibrant as they are plentiful. Sample the diverse attractions, landmarks, shops, and eateries with tours led by locals to guide you through your stay. From double decker bus tours through the downtown district, to kayaking tours along the Mission Reach, to River Barge tours down the winding River Walk.

SAN ANTONIO MEETINGS

The new San Antonio meeting experience allows attendees to Meet, Learn and Play in a place that’s sure to engage and inspire at every turn. And the transformed Henry B. González Convention Center easily brings organizations and attendees together to create unforgettable meetings.

Henry B. Gonzalez Convention Center - The Henry B. González Convention Center is the City of San Antonio's convention center located in downtown San Antonio, Texas, along the banks of the River Walk. The facility is a central component in the city's convention industry.

Facility Highlights include:

- 514,000 sq. ft. of contiguous exhibit space
- 86,500 sq. ft. of column-free multipurpose space
- Over 70 meeting rooms
- Stars at Night Ballroom - 54,000 sq. ft.
- Improved circulation, wayfinding, and accessibility of spaces
- The largest indoor courtyard
- Innovative design, flexible spaces, advanced technology
- Eco-friendly design using energy reduction measures
- Full-service UPS Business Center
- Multiple loading docks
- Wi-Fi connectivity

The Alamodome - Located in downtown San Antonio, the Alamodome is a 64,000 seat domed indoor multi-purpose stadium in San Antonio, Texas. It is located on the southeastern fringe of downtown San Antonio.
ABOUT VISIT SAN ANTONIO

The organization began in 1968 as the San Antonio Convention & Visitors Bureau which was a department of the City of San Antonio until September 2016. Based on industry research and best practices, the industry advocated to create the 501c6 entity, Visit San Antonio.

Visit San Antonio markets the city as a leisure and convention/meetings destination for the purpose of positively affecting the local economy. Visit San Antonio works with both private and public entities to promote the destination and is primarily funded by hotel occupancy taxes. Pre-COVID, San Antonio typically receives 41 million visitors annually and the hospitality industry delivers a $15.1 billion economic impact.

In 2018, in order to help advance San Antonio as a premier U.S. destination, various industry and community partners including the City of San Antonio, San Antonio Hotel & Lodging Association, Texas Hotel & Lodging Association and Visit San Antonio worked together to propose and implement a San Antonio Tourism Public Improvement District (SATPID) effective in 2019. The District consists of approximately 150 hotels in the San Antonio city limits with 100 rooms or more that pay a 1.25% assessment on taxable occupied rooms for the purpose of generating funds to market and promote San Antonio as a convention and tourism destination. Visit San Antonio implements the sales and marketing strategies on behalf of the District.

BUDGET AND STRUCTURE

Pre COVID Budget: $27.5M  |  Post COVID Budget: $15.8M
Pre COVID TPID: $10.9M  |  Post COVID TPID $5.5M

Structure and membership details: 500 members pre-COVID, membership has been currently paused. VSA is in the process of revamping the program. The preliminary membership revenue goal, when the program started two years ago, when fully activated was $300 - $400K.

MISSION STATEMENT

Visit San Antonio promotes and markets San Antonio as a premier visitor, convention, and meeting destination for the purpose of positively affecting the city’s economy.

VISIT SAN ANTONIO 2021-2023 STRATEGIC PLAN

Vision – To elevate San Antonio as a must experience destination.
Mission – Bringing the world to San Antonio.

Targets – By the end of 2023, we will return to pre-COVID levels:

- 40 million total visitors
- 11 million room nights
- 67% occupancy rate
- 41 Million Online Engagements

Strategic Goals:

- Strategic Sales & Marketing
- Transformational Partner & Community Engagement
- Collaborative Destination Management
- Innovative & Results-Orients Organization
Core Values:

- **We Serve** We are committed to providing the ultimate Visit San Antonio experience. We put our heart into it, and it shows. We make awesome happen.
- **We Share** We communicate openly and efficiently. We value collaboration, working inclusively across all levels. We respect and support one another.
- **We Own** We take ownership of our actions. We are professional and ethical.
- **We Trust** We build trust with every action. We are honest and fair, and stewards of the resources entrusted to us.
- **We Welcome** We promote diversity. We are a diverse and inclusive organization. We welcome all, Y’all.
- **We Fiesta** We sell fun and have fun doing it. We celebrate success big and small. We let fun lead to creativity and innovation.

Click [here](#) for additional information about Visit San Antonio.
POSITION SUMMARY

POSITION TITLE: President & CEO
DEPARTMENT: Executive
REPORTS TO: Board of Directors

Responsible for the growth of leisure tourism, meetings and conventions and membership business segments by development and executing effective marketing, sales and engagement strategies as well as providing strategic leadership and oversight of the organization in all aspects of its culture, operations, and mission.

MAJOR AREAS OF ACCOUNTABILITY

- Provides leadership, direction, and guidance to all team members to ensure that the mission and vision of Visit San Antonio are successfully put into practice and sustained. Establishes and sets the tone for the culture of the organization.
- Provides leadership, direction, and guidance in executing the sales & marketing efforts on behalf of the San Antonio Tourism Public Improvement District designed to complement VSA’s sales & marketing efforts and further the destination messaging.
- Attracts, recruits, trains and mentors and retains qualified members of the senior management team in an environment that provides professional development, individual and team achievement.
- Fosters a success-oriented, accountable environment within the organization by establishing, communicating, implementing, and managing appropriate standards of performance.
- Ensures that an annual employee engagement survey is undertaken by which the Executive Committee can measure performance and cultural health.
- Collaborates with the Executive Management Team to development and implement plans for the operational infrastructure of systems, effective organizational processes/policies, and appropriate human resources to support the strategic, as well as operational objectives of the organization.
- Serves as member of the Executive Committee of the Board of Directors. Attends all meetings of the Board of Directors, the Executive Committee, and all other committees of the Board as needed and appropriate. Regularly reports the activities of Visit San Antonio to the Board.
- Ensures all Visit San Antonio activities are implemented within established policies, guidelines, State and Federal laws as well as the highest of ethical standards.
- Develops and supervises the implementation of an annual operating and marketing plan to promote San Antonio to local, state, regional, national, and international audiences. Regularly analyzes performance and results of all functional areas within the organization relative to the established goals and objectives; ensures appropriate steps are taken to correct any unsatisfactory conditions and report to the Board in a timely manner.
- Directs the preparation of the annual budget that supports Visit San Antonio’s activities and provides appropriate and competitive compensation and benefits for team members.
- Delivers an Annual Plan to the Executive Committee that defines the marketing strategy, team development, organizational health, and financial compliance.
- Reviews all financial reporting monthly to ensure adequacy and soundness of the organization’s financial structure. Ensures that the Board receives comprehensive financial reporting on a quarterly basis or more frequently if requested. Holds monthly financial reviews with Department Heads to ensure each department receives timely and effective communications regarding their financial performance.
- With Board of Directors’ approval, represents Visit San Antonio at selected local, state, regional, national, and international conventions as well as other business meetings that serve to foster the success of Visit San Antonio’s mission.
• With Board of Directors’ approval, serves on various industry and community committees and boards as strategically defined.
• Acts as a primary spokesperson for Visit San Antonio; establishes and maintains ongoing effective communications with members, government leaders, business and cultural institutional leaders, convention and event planners, and the local and national tourism industry. Serves on committees and boards as requested or required that are deemed strategically important.
• Maintains membership in good standing in the Destinations International Association. Participates in the association as appropriate.
• Provides Chairman with an annual list of goals and individual key performance indicators to assist the Executive Committee’s evaluation of the President and CEO’s business and personal performance.
• Performs other duties and accountabilities as assigned by Board of Directors.

SUPERVISION OF OTHERS

Chief Operating Officer, Chief Administration Officer, VP of Sales & Experience, VP of Marketing & Communications, VP of Partner & Community Relations, VP of Finance & Administration, Executive Assistant.

Pre-Covid 80+ employees...currently 54 total employees.

QUALIFICATION REQUIREMENTS

EDUCATION

Bachelor of Arts or Bachelor of Science degree from an accredited four-year college or university with an MBA or other graduate degree strongly preferred.

QUALIFICATIONS

A successful candidate for the Visit San Antonio President & CEO role should have the following professional qualifications:

• Recognized leadership to successfully represent Visit San Antonio with all constituent groups.
• Extensive senior level / executive level experience.
• Ability to create and lead a strong organizational culture.
• Demonstrated experience in successfully leading the development and execution of effective strategic business plans, marketing programs, government public policy initiatives, research studies and activities, communications and public relations campaigns and financial programs.
• Excellent strategic skills and overall business judgment, including the ability to visualize opportunities and continuously improve the existing business.
• Strong management and interpersonal skills with the ability to lead creative teams and interact with a broad range of business, government, and community associates. Experience in building coalitions and reaching consensus.
• Possess strong interpersonal skills and sensitivity who can gain and maintain the respect of industry colleagues, clients, members, and government contacts.
• A team leader and player who works well in a collegial environment. Always demonstrates the highest level of integrity and ethics.
• Ability to communicate effectively and confidently in multiple environments including public speaking.
• Consistently pursues the achievement of goals and objectives with determination, steadfastness of purpose, enthusiasm, and exemplary conduct.
IDEAL BACKGROUND

- Travel, tourism, hospitality experience is strongly preferred.
- Current #1 or #2 from a convention and leisure DMO. Sales leadership experience strongly desired.
- Experience with setting goals, measuring success, and holding others accountable.
- Experience working with boards and/or multiple stakeholder groups, including local political officials.

KEY CHARACTERISTICS

Consensus Builder  Visionary  Trustworthy  Team builder
High likability  Empathetic  Proactive  Able to empower
Charismatic  Strategic  Inclusive  Collaborative
Servant leader  Transparent  Politically astute  Entrepreneurial
Approachable  Entrepreneurial  Inspirational

PRIORITIES

- Review and understand current sales and marketing plan and strategy and begin to develop new initiatives to guide Visit San Antonio out of COVID.
- Partner with the San Antonio Convention Center to create dynamic pricing models for both peak and non-peak dates.
- Begin to develop strong and meaningful relationships with customers, board, city officials, hospitality leaders, partners, and vendors.
- Begin to understand San Antonio’s rich history and culture.
- As a 501C6, VSA is in the 5th year of their agreement with the City and has a 5 year option due September 2021. Work with city leadership to extend current agreement.
- Merge the River Walk Association into Visit San Antonio.
- Ensure that Diversity, Equity, and Inclusion is woven into the fabric of the organization and strategic plan.

If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.

Mark Gnatovic, Executive Vice President | SearchWide Global

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817-789-9879 (mobile)

About SearchWide Global

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.