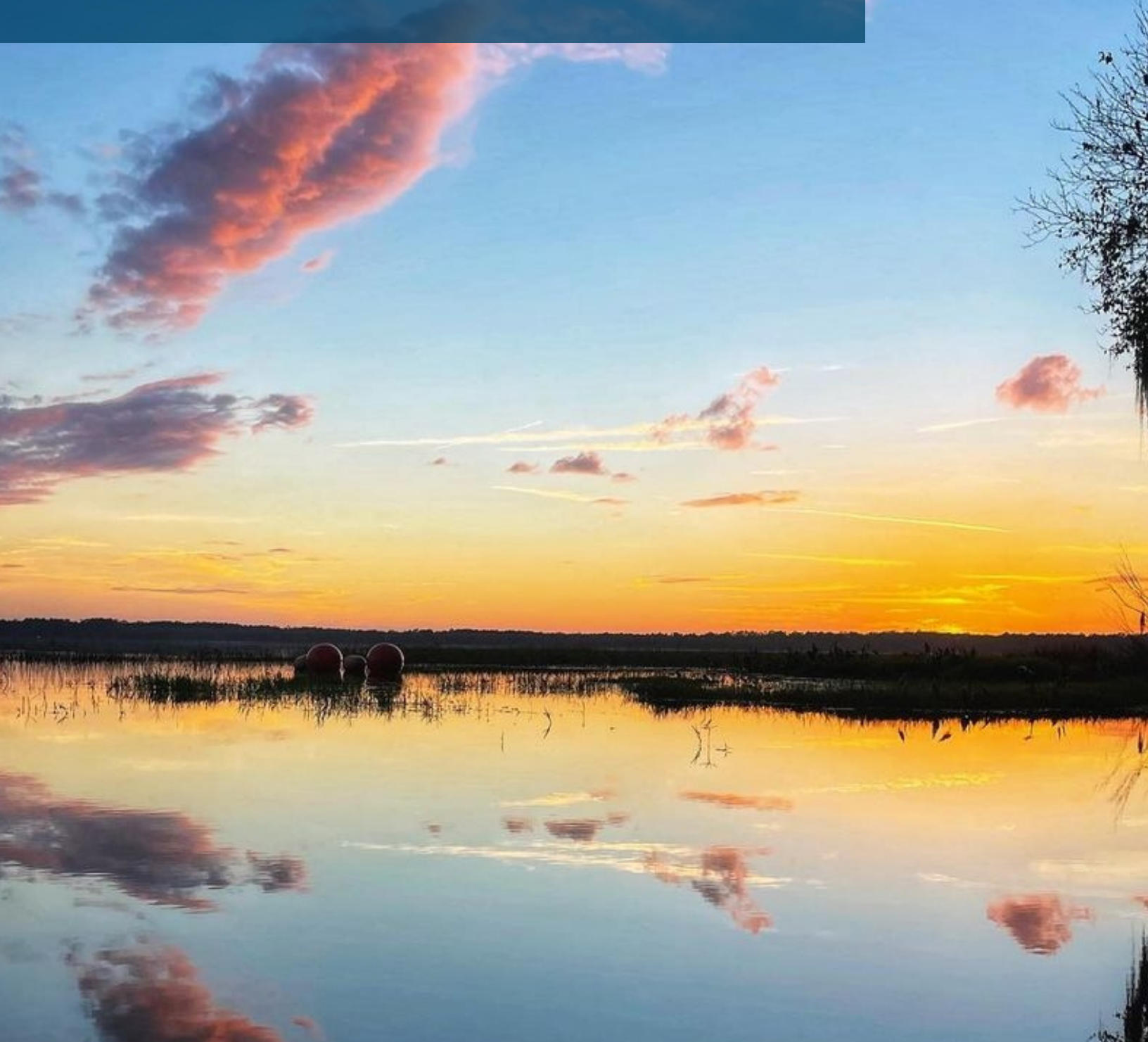


# EXECUTIVE DIRECTOR

Columbia County Tourist Development Council | Lake City, FL





# Lake City

Florida's Springlands

Lake City and the surrounding communities of Columbia County house an enchantingly diverse ecosystem, with over 350 miles of rivers, 1,500 miles of trails, aquatic caves, nine state parks, waterfalls, and 300 documented natural springs that offer cave diving, tubing, paddle boarding, kayaking, hiking, birdwatching and spring hopping that can't be found anywhere else in the United States.

Conveniently located between Jacksonville and Tallahassee, Columbia County, Florida, has been known as the "Springs Capital of the United States" for decades. This unique central north Florida destination is a subtropical paradise of lush tall pine forest, crystal blue natural springs, world-class sporting facilities, historic downtown, and lively communities. Here nature inspires art, all centered around the heart of the county, Lake City.

## THINGS TO DO

### Activities and Attractions

In Lake City, Florida's Springlands, our springs, lakes, and rivers are undoubtedly our biggest attraction. But there's plenty of other fun stuff to do, too. You can play 18 holes at one of our quality golf courses. Visit our parks for hiking, biking, boating, and birding.

### Culture and History

The rich history of Lake City, Florida's Springlands, may surprise you. It includes a pretty diverse selection of offerings along our historical timeline: Native American settlements. The arrival of Europeans — the conquistador DeSoto trekked his army through here in 1539.

### Dining

Because we're just below the Georgia line, Southern cooking is our sweet spot, along with friendly, downhome service. And you won't do a double-take when the check comes, we promise.

### Parks and Outdoors

Ahhh, the great outdoors. It's what Lake City, Florida's Springlands is all about. Whether it's a romp in a crystalline spring, a float down a spring-fed river, fishing in a lake, walking a trail or simply relaxing under the sun just about anywhere, you can do all of it and more in Lake City, Florida's Springlands.

### Springs and Lakes

Seventy-two degrees. That's the temperature our spring waters stay 365 days a year.

Chilly, but not too chilly — and oh so refreshing, especially in the summer months.

In the winter months, there's not as much swimming and tubing, but you'll still enjoy kayaking down lazy, spring-fed rivers, and experiencing a different kind of chill.







## POSITION SUMMARY

The Executive Director is a highly responsible administrative position directing and supervising the Columbia County Tourist Development office. The Executive Director is responsible for promoting Columbia County's economic development through tourism promotion in concert with the Columbia County Tourist Development Council. Work is performed under the direction of the County Manager and is reviewed through conferences, reports, and observation of results obtained.

### ESSENTIAL DUTIES & RESPONSIBILITIES

- Supervises and coordinates the activities of subordinate employees, including determining work procedures and schedules; issuing instructions and assigning duties; reviewing work; recommending personnel actions; conducting performance reviews; and conducting departmental training and orientation.
- Plans, develops, and recommends an annual marketing plan for tourist development in the County to the County Manager.
- Works with the Tourist Development Council to attract visitors and events to Columbia County.
- Promotes Columbia County attractions by designing and distributing brochures and creating and placing advertisements in consumer and travel trade media.
- Represents the County in tourist-related matters at the local, state, and national levels.
- Meets regularly with the Tourist Development Council to review plans and marketing strategies.
- Sets the agenda, acts as secretary to the Council for purposes of minutes and submitting recommendations to the Board of County Commissioners, and develops staff recommendations related to tourist development programs.
- Coordinates with special event groups to ensure appropriate planning, marketing, and promotions; compiles a monthly calendar of Columbia County events from clubs and organizations.
- Analyze data to determine marketing strategy.
- Prepares and submits quarterly reports to the County Manager for the Board of County Commissioners on dollars spent and the impact on tourist development.
- Writes, prepares, and delivers articles, speeches, and press releases about tourism as economic development in Columbia County.
- Writes the Columbia County Tourist Development grant application; prepares and submits the Office of Tourist Development budget for inclusion in the County budget process. In accordance with Columbia County purchasing guidelines, purchases will adhere to approved guidelines and provide required quotes and bids for purchases as required.
- Coordinates with the Florida Department of Commerce and Division of Tourism on marketing trends and events necessary to update the Columbia County Tourist Marketing Plan.
- Responds to written and verbal inquiries about Columbia County by supplying brochures on local events, happenings, and accommodations.
- Performs related duties as assigned, including Public Information as it relates to activities of the Columbia County Emergency Management Department.
- Conducts appropriate market research and keeps the TDC apprised of tourism trends.
- Collaborates with tourism agencies in neighboring counties to develop and implement regional initiatives.
- Educates the local community about the importance of tourism through interacting with and speaking at civic and social clubs and organizations, issuing press releases, and nurturing relationships with local and regional media outlets.
- Administer event funding process in accordance with TDC guidelines and direction.



## KNOWLEDGE, SKILLS & ABILITIES

- A Bachelor's degree in marketing, advertising, public relations, or related field and five years of professional marketing or tourist development work experience, including or supplemented by three years of supervisory experience; or any equivalent combination of related training and experience.
- Thorough knowledge of the principles and approaches related to tourism development activities.
- Thorough knowledge of all laws, rules, regulations, current developments, and practices related to tourist development.
- Considerable knowledge of economic development factors in Columbia County.
- The ability to effectively supervise and coordinate the activities of subordinate employees.
- The ability to coordinate and effectively administer programs and promotions involving a wide range of interested parties.
- The ability to establish and maintain an effective working relationship with the Tourist Development Council and other groups promoting the arts, sports, entertainment, and tourism.
- The ability to make sound recommendations for office policies and procedures.
- The ability to communicate effectively both verbally and in writing; the ability to make effective presentations to large groups.
- The ability to develop projects for the Tourist Development Office and assist the County Manager in both long and short-range planning.
- The ability to create brochures and multi-media presentations for use in attracting tourists/visitors.
- The ability to compile and maintain accurate records; the ability to compile, analyze and utilize statistical information pertaining to tourism.
- Must have a valid Florida driver's license.
- Columbia County residency is required within six months of date of employment.

## KEY CHARACTERISTICS

- Outgoing
- Collaborative
- Strong communicator
- Politically astute
- Approachable
- Visionary
- Relationship drive

## TOP PRIORITIES

- Begin to develop strong and meaningful relationships with all stakeholders/constituents and maintain effective ongoing communication. Constituents include but are not limited to staff, board, industry leaders, city, county, and state elected officials.
- Get up to speed on the purchase of 500 acres of land for a sports complex, ensuring its successful integration into the destination's offerings and maximizing its potential for attracting visitors and generating revenue.



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**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Kellie Henderson.**

**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.**