



PROFESSIONAL OPPORTUNITY – PRESIDENT, MEET CHICAGO NORTHWEST

ABOUT MEET CHICAGO NORTHWEST

Meet Chicago Northwest is the official destination marketing organization that promotes eight vibrant Chicago Northwest communities adjacent to Chicago O’Hare International Airport. Our goal is to make a positive economic impact for our communities and residents through attracting visitors to our destination.

The organization is a Board Directed, Illinois Convention and Visitors Bureau certified by the Illinois Office of Tourism and accredited by Destinations International. Organized in 1983 as a 501 (c) 6 not-for-profit corporation, it is funded primarily through an Illinois Office of Tourism Local Tourism Convention Bureau Grant and by contributions from its’ municipal partners.

MISSION STATEMENT

“Making a positive economic Impact by attracting visitors to the Chicago Northwest Region”

COMMUNITIES REPRESENTED Arlington Heights, Elk Grove Village Itasca, Rolling Meadows, Roselle Schaumburg, Streamwood and Wood Dale

RESIDENTAL POPULATION: 291,221

PRE-COVID FISCAL YEAR BUDGET / STAFF \$2.2 Million 10 / 9 Full Time Equivalents

2018 ESTIMATED ECONOMIC IMPACT

(Source: U.S. Travel Association)
 Spending: \$2.8Billion
 Payroll: \$794.3 Million
 Hospitality Jobs: 22,440

2019 OVERNIGHT HOTEL STAYS IMPACT

(Source: STR)
 Occupied Guestrooms: 2.36 Million
 Guestroom Revenue: \$220 Million

HOTEL PRODUCT SUMMARY

66 Hotels with 9,999 guestrooms
 15 Full Service Hotels
 1 resort

SCHAUMBURG CONVENTION CENTER:

100,000 Sq. Ft. column free convention floor
 50,000 Sq. Ft. attached meeting space

5 FULL SERVICE BANQUET FACILITIES

FIVE LARGEST FULL SERVICE HOTELS

Renaissance Schaumburg	500 rooms	Westin Chicago Northwest	416 rooms
Eaglewood Resort & Spa	295 rooms	Hyatt Regency Schaumburg	468 rooms
Chicago Marriott Schaumburg	398 rooms		

DINING, ENTERTAINMENT AND SPORTS ATTRACTIONS SUMMARY

Arlington International Racecourse	IMPROV Chicago	Schaumburg Boomers Baseball
Bull's Eye Axe Throwing	Lynfred Winery	Streets of Woodfield
Cook County Forest Preserves	Medieval Times	Topgolf
Downtown Arlington Heights	Metropolis Arts Centre	Trickster Art Gallery
Downtown Roselle	Mitsuwa Marketplace	Woodfield Mall
Gameworks	Olympic Park Sports Facility	4 Golf Courses
LEGOLAND Discovery Center	PAC-MAN Entertainment	7 Micro-breweries
IKEA	Prairie Center for the Arts	400+ Restaurants

MIXED USE ENTERTAINMENT DISTRICT (Partial Completed and Under Development)

Schaumburg 90 North

LEARN MORE ABOUT MEET CHICAGO NORTHWEST

WEBSITE	www.ChicagoNorthwest.com
FACE BOOK	http://facebook.com/chicagonw
INSTRAGRAM	http://instagram.com/meetchicagonw
YOU TUBE	http://youtube.com/chicagonw1

OFFICE LOCATION

Meet Chicago Northwest

1933 North Meacham Road, Suite 210

Schaumburg, IL 60173

P: 847-490-1010

POSITION DESCRIPTION – President

The President is the architect of, and responsible for, the development and execution of the tactical program of the Bureau's Strategic Plan, and works with the Executive Committee and the Board to fulfill the goals of the Strategic Plan on both a short and long-term basis. The position is the day-to-day leader of the Bureau's activities and is responsible for putting sales and marketing programs in place that will economically benefit the members and the communities that the Bureau serves. The position also maintains synergy among the Bureau's members and the good name of the Bureau amongst all its constituencies.

Administrative responsibilities include: management of staff; administration of budget; development, Coordination, and execution of sales and marketing activities to attract meetings, conventions, tour Groups, and leisure travelers to the Chicago Northwest service area; oversees public relations activities Regarding State and local governmental and association units.

Sales & Marketing: Oversees preparation of annual bureau marketing plan in cooperation with Sales Department, Marketing Department, Community Relations/Membership Department, and Board of Directors, and collects and analyzes monthly and annual data for marketing plan and general membership. Works with staff on preparation for activities at FAM tours, sales blitzes, and meetings and conventions as needed. Establishes goals and programs to attract overnight visitors to the area. Works with DCEO, the Illinois Office of Tourism and Visit Illinois for bureau participation in State sponsored programs for meetings and conventions, tour and travel, and leisure travel marketing activities.

Leisure Travel: Provides direct supervision of the Bureau Marketing Department. Oversees the publication of the Visitors Guide and all other collateral media. Initiates individual tie-in programs with bureau retail, restaurant, and special attraction members in conjunction with overnight stays. Initiates creative for and oversees media advertising schedules, buys, and operations for all promotions. JOB

Financial: Establishes with the bureau treasurer, bureau financial policies and operations. Oversees & develops bureau budgets and accounts as prepared by bookkeeper. Coordinates funding activities on State, local, and individual membership levels. Oversees funding applications. Writes and administers grants. Oversee development of Annual Report. Prepare Illinois Office of Tourism reports as required – Recertification document, grant applications, quarterly and final reports. Oversee annual Department of Commerce and Economic Opportunity and independent audits. Monitors all purchase orders and invoices by signature and signs bimonthly checks in cooperation with bureau treasurer or other officer. Ensures compliance with LTCB regulations, state, and federal laws.

Personnel: Supervises all bureau personnel with special emphasis on marketing and administration, sales, and public relations. Oversee human resources procedures and programs, including retirement, medical insurance, and dental insurance. Process personnel files as necessary. Complete tasks associated with new and departing employees. Conducts employee reviews, establishes salaries, and conducts interviews. Establishes office policies and regulations. Initiates and updates bureau table of organization.

POSITION QUALIFICATIONS:

- Diplomatically balance the needs of multiple partners including hospitality, business, and municipal stakeholders.
- Understanding of local and state governmental relations.
- Demonstrated executive administrative skills and proven success at the day-to-day operation of a not-for-profit organization.
- Grant writing and management experience, a plus.
- Experience in destination marketing, hospitality industry, public relations or event promotion.
- Ability to lead a direct sales team with large hotel/conference center sales experience preferred.
- Bachelor's Degree or similar work experience in a travel, tourism or hospitality related field.

PHYSICAL REQUIREMENTS

- Must be able to lift and carry 40 pounds. Must have a valid driver's license and the ability to maintain a flexible work schedule that includes mornings, evening and weekends.

KEY CHARACTERISTICS

Diplomatic	Politically Savvy	Excellent Communicator
Strong Business Acumen	Relationship Builder	Collaborative
Strategic and Creative Thinker	Coalition Builder	Flexible and Nimble

TOP PRIORITIES

- Represent the organization to multiple stakeholders to strengthen and grow relationships.
- Clear and effective communication with the Board of Directors.
- Aggressively promote the Chicago Northwest region through direct sales and marketing activities ensuring direct economic impact from overnight stay visitations from individual and group travelers.
- Develop and empower a team that accurately reflects and effectively promotes our destination to customers and stakeholders.
- Organize and execute plans to expand the impact of groups utilizing the region's convention center, large hotels and sporting venues.
- Develop and execute strategic plans that ensure the relevance and growth of the organization.
- Operate the organization in a fiscally prudent manner.
- Increase the financial funding and impact of the organization.

HOW TO APPLY FOR THIS POSITION

Please send your resume to our Search Committee to Hiring@ChicagoNorthwest.com

Meet Chicago Northwest

1933 N. Meacham Road, Suite 210
Schaumburg, IL 60173
Attn: President Search Committee

No Phone Calls, Please

Meet Chicago Northwest is an Equal Opportunity Employer