

MEMO

December 7, 2010

TO: Sarpy County Board of Commissioners

FROM: Linda Revis, Tourism Director
Tony Moody, Chair, Sarpy County Visitor's Committee (SCVC)

RE: Resolution to approve Tourism Development Coordinator Position

Thank you for your support in recognizing the need for the Sarpy County Tourism Office to add a Tourism Development Coordinator position to pursue additional tourism opportunities in Sarpy County. This memo outlines the growth and importance of tourism to Sarpy County in the last five years and summarizes the business plan presented at last week's meeting.

In 2005, Sarpy County had 17 hotels, received \$156,489 in Visitor's Promotion Funds (2% lodging tax) and had a staff comprised of 1 full-time Director, 1 part-time Administrative Assistant, and 6 volunteers.

By 2010, Sarpy County's tourism industry had grown to 25 hotels, including the La Vista Conference Center, received \$427,352 in Visitor's Promotion Funds (2% lodging tax), yet still operates with 1 full-time Director, 1 part-time Administrative Assistant, and 5 volunteers.

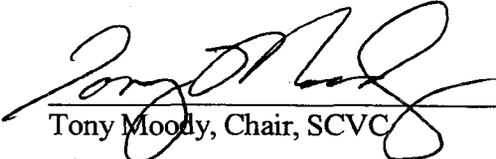
For the past year, the SCVC has been discussing the need to pursue additional markets and avenues to create even more tourism for Sarpy County. The discussion culminated in a business plan that identified target markets to be engaged. To successfully pursue this strategy and increase tourism, the SCVC recommends the County hire a Tourism Development Coordinator. The employee will make contacts, develop relationships, promote Sarpy County and its attractions, and solidify group and individual tourist visits to Sarpy County. The employee will develop ways to track visits, and use that information to refine visitor attraction strategies to continue to grow the visits to Sarpy County. A position description is attached for your review.

The position will be funded from revenue available in the Visitor's Promotion Fund which is generated solely from lodging tax. No property tax or general fund revenues will be used.

Thank you again for your consideration and support.



Linda Revis, Tourism Director



Tony Moody, Chair, SCVC

Cc: Deb Houghtaling
Brian Hanson

Mark Wayne
Scott Bovick



JOB DESCRIPTION



Class Title: Tourism Development Coordinator
Department: Tourism
Division: Tourism
Date: December, 2010

Grade Number: 4
FLSA: Exempt
Union: Non-Union
Location: Tourism Department

GENERAL PURPOSE:

Performs a variety of duties and exercises independent judgment to increase the level of tourism in Sarpy County through targeting, nurturing, and developing relationships with leisure group, business group, and individual leisure travelers.

SUPERVISION RECEIVED:

Works under the general direction of the Tourism Director.

SUPERVISION EXERCISED:

None.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Identify state and regional target accounts and develop a strategic plan to generate leads and submit leads to properties within Sarpy County.
- Tele-prospect for new Group business using reader board surveys, newspaper notifications, and other resources.
- Identify and make contact with travel groups, recreational vehicle organizations, and other entities to promote Sarpy County as a leisure destination.
- Pursue all appropriate opportunities for outside customer solicitation and relationship building including outside sales calls, Civic Association Events, and Trade Events.
- Attend national, regional, and state trade shows, client meetings and other events to promote Sarpy County wide tourism attractions and facilities, obtain leads, and forward requested information.
- Develop and implement a yearly, quarterly, and monthly business plan and action steps to define strategic objectives, travel needs and expense projections.
- Analyze customer business, identify sales opportunities, develop strategic plans to generate leads and close the business.
- Develop and implement a lead tracking system and other tracking mechanisms to evaluate the effectiveness of promotional efforts including customer business, sales data, lodging tax revenue, surveys, and anecdotal reports.
- Correspond with potential customers providing all requested information pertaining to bookings, confirmation of booking, thank you letter, follow up letter, etc.
- Research information on upcoming events.
- Attend meetings of the Sarpy County Visitors Committee at the direction of the Tourism Director.
- Perform other related duties as assigned.

DESIRED MINIMUM QUALIFICATIONS:

Education and Experience:

(A) High school diploma or GED equivalent, with Associates Degree or Bachelor's Degree in related field preferred.

(B) four (4) years of progressively more responsible related experience in marketing, sales, or tourism related industry.

Necessary Knowledge, Skills and Abilities:

(A) Considerable knowledge of personal computers and attendant PC hardware such as printers, scanners, etc.



JOB DESCRIPTION



- (B) Ability to successfully market attractions, lodgings, and venues in the area as tourist destinations.
- (C) Ability to present ideas and programs in a persuasive manner, both orally and in writing.
- (D) Ability to deal and speak effectively with groups/organizations having an interest in the visitor industry.
- (E) Ability to exercise discretion and independent judgment.
- (F) Ability to follow through with projects, work with minimal supervision, and judge priority of goals and assignments.
- (G) Ability to deal effectively with work situations which demand unusual hours, some national and regional travel, and work projects with demanding time deadlines.
- (H) Ability to operate standard office equipment (i.e., copier, calculator, personal computer, fax machine, etc.).

SPECIAL REQUIREMENTS

Valid state driver's license; ability to pass background check.

TOOLS AND EQUIPMENT USED

Personal computer, including word and data processing software; calculator; printer; copy and fax machine, scanner; telephone.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

In performing the duties of this job, the employee is frequently required to sit and/or stand and talk and/or hear. The employee is occasionally required to walk; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms.

The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is moderately quiet.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed are intended only as illustrations of the various types of work that may be performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Approval: _____
Supervisor

Approval: _____
Appointing Authority

Date: _____

Date: _____