

POSITION OVERVIEW

DIRECTOR - RALEIGH CONVENTION AND PERFORMING ARTS CENTER (RALEIGH, NC)



The Raleigh Community

The City of Raleigh, founded in 1792, is the second largest city in North Carolina and is situated in the heart of North Carolina's Piedmont region, which is centered between the sandy Atlantic beaches and the Great Smoky Mountains. The City is both the county seat of Wake County and the capital of North Carolina. Raleigh covers an area of more than 146 square miles and is home to a growing and diverse population of approximately 440,000 residents. Together with Chapel Hill and Durham, Raleigh forms the Research Triangle Park, which was founded in 1959 as a model for research, innovation and economic development and is now the largest research park in the nation. The Raleigh-Cary metropolitan area, which encompasses Raleigh, also includes Wake, Franklin, and Johnston counties with a population of 1.24 million. [Alternatively you could choose to focus on "The Raleigh-Durham-Chapel Hill combined statistical area (CSA), which encompasses Raleigh and surrounding counties including Wake, Durham, and Orange, and has a population of almost 2.1 million.]

Representative Accolades for the Raleigh Convention and Performing Arts Center and the City of Raleigh

Raleigh Convention Center - Convention South's Readers' Choice Award, 2011-2013.

Red Hat Amphitheater - Pollstar magazine's Concert Industry Award for Best New Major Venue, 2011.

A winning combination of characteristics won Raleigh second place in Forbes' 2014 poll of America's 20 fastest growing cities. – February 2014

Raleigh ranked among Most Innovative Tech hubs in nation by NerdWallet.

Duke Energy Center for the Performing Arts Listed as a Top 25 "Things to Do" in Raleigh by TripAdvisor.

Forbes not only gave Raleigh top billing as the best place in America to raise a family, it gave several reasons why the Capital City is the darling of the "Best of" lists for Forbes and other publications as well.

Glassdoor, a jobs and career community, released its 25 Best Cities for Jobs report and named Raleigh is the number one city for jobs in the United States. – May 2015

The Brookings Institution's survey of the world's metropolitan regions found four American cities among the world's 50 leading economic growth areas, and Raleigh is one of them. Raleigh's job growth powers ranked 41st globally in 2014. – January 2015

Forbes Magazine ranks Raleigh as the second-easiest U.S. city to find a job, according to a new report. – December 2015

About the Raleigh Convention and Performing Arts Center Complex

Raleigh has emerged as a nationally renowned destination for culture and innovation, consistently recognized as a great place to live, work, play, and visit. The Raleigh Convention and Performing Arts Center Complex (RCPAC) is a welcoming crossroads for visitors from near and far, a gathering place for community activities, a significant economic engine, and an important tool for building positive brand awareness of the City and the Triangle region.

The complex is made up of three neighboring downtown facilities:

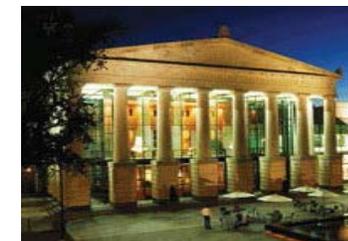
The Raleigh Convention Center – www.raleighconvention.com

- The Raleigh Convention Center (500,000 square feet) hosts meetings, conferences, trade shows, and events ranging from local government 'input sessions' to international conferences. In fiscal year 2014-15, the Raleigh Convention Center hosted 238 events attended by more than 400,000 attendees. It is one of the premier convention centers in the region.
- The state-of-the-art Raleigh Convention Center opened in 2008 and includes a 150,000-square-foot exhibit hall, 20 meeting rooms, a grand ballroom with a seating capacity of up to 3,600, and a 4,100-square-foot street-level mezzanine that overlooks the massive exhibit hall and provides easy access to all areas of the convention center and the attached Marriott hotel.



The Duke Energy Center for the Performing Arts – www.dukeenergycenterraleigh.com/venue/memorial-auditorium

- The Duke Energy Center for the Performing Arts (80,000 square feet) is home to the North Carolina Symphony, North Carolina Theater, North Carolina Opera, Pinecone, and the Carolina Ballet. The center hosts performances ranging from hit Broadway shows to opera, ballet, orchestral music, comedy, and popular music concerts, featuring some of the world's most celebrated artists. In fiscal year 2014-15, Duke Energy Center for Performing Arts hosted 396 events.
- A representative list of shows that have been staged at the Duke Energy Center for the Performing Arts include: Simply Sinatra, Gillespie, Baryshnikov, Tony Bennett, Ray



Charles, Sarah Vaughn, Itzhak Perlman, Natalie Cole and Prince. Broadway blockbusters like Les Misérables, The Phantom of the Opera, Disney's The Lion King, Jersey Boys, Miss Saigon, and Rent have also been part of the Duke Energy Center showcase.

- The Duke Energy Center for Performing Arts incorporates three theaters around the 2,300-seat Memorial Auditorium, which first opened in 1932. The three additional venues - Meymandi Concert Hall, Fletcher Opera Theater, and Kennedy Theatre - added a total of 2,470 seats daily for arts lovers in the Triangle to fill.

The Red Hat Amphitheater – www.redhatamphitheater.com

- The Red Hat Amphitheater's schedule each year is filled with performances across the musical spectrum. In 2015, the amphitheater hosted 35 events. With a seating capacity of 6,000, the venue is one of the more popular summer venues.



Walnut Creek Amphitheatre – www.livenation.com/venues/14476/walnut-creek-amphitheatre

- In addition to the downtown complex facilities, the City owns and maintains a fourth entertainment facility: The Walnut Creek Amphitheatre, located in south Raleigh. The Walnut Creek Amphitheatre hosts more than 350,000 attendees annually and features a variety of musical entertainments booked in association with Live Nation. The Walnut Creek Amphitheatre has an annual operating budget of \$1.2 million.



Raleigh Festivals

In addition to the performances, conventions, and concerts, street festivals are a major function for the Raleigh Convention and Performing Arts Center Complex with attendance ranging from 10,000 to greater than 150,000 participants. The Raleigh Convention and Performing Arts Center Complex produces the International Bluegrass Music Association's World of Bluegrass Week and collaborative Wide Open Bluegrass Festival, an annual mix of private and public events that brings record crowds to downtown Raleigh, the 'WORKS!', the City of Raleigh's all-day outdoor street festival held Downtown on July 4 and the Ray Price Harley Davidson Bikefest. The Complex assists with the production of numerous other street festivals including Artspolure, Hopscotch, Brewgaloo, Winterfest, First Night and SPARKcon.

The Raleigh Convention Center, the Red Hat Amphitheater, and the Duke Energy Center for the Performing Arts are all within steps of one another. Together, they have an annual operating budget of more than \$18 million and a capital budget of \$2.8 million. These interlinking facilities are a cultural centerpiece of Downtown Raleigh, irresistibly blending entertainment and convenience for convention goers, performing arts patrons and weekend visitors alike. Within close proximity to the complex facilities is a 400-room Raleigh Marriott City Center, a 355-room Sheraton Raleigh Hotel and the under construction 166-room Residence Inn. Downtown Raleigh also boasts easy access to restaurants, night spots, museums, state and local government buildings, and abundant parking.

All of these facilities make the Raleigh Convention and Performing Arts Center Complex unique in the country a special assemblage of facilities and attractions.

SUMMARY OF POSITION / PROFILE

The Raleigh Convention and Performing Arts Center Director reports to the Assistant City Manager responsible for the coordination of the City of Raleigh's economic development efforts. Candidates for this role must be dynamic leaders with demonstrated ability to develop and maintain collaborative relationships. This cultural and artistic leader must possess a highly strategic orientation with a fundamental understanding of the role the Convention and Performing Arts Center Complex plays in the development and growth of the City of Raleigh.

The Director should understand and value the team and possess strong interpersonal skills with an emphasis on communication skills. The Director must be willing to maintain a customer-focused approach with a willingness to undertake calculated risks to achieve the strategic vision of the organization. Key elements of this vision should include cutting-edge technological advancements, establishment and facilitation of strategic partnerships, and enhancements of the preeminent complex facilities.

The Director must demonstrate superior competencies with planning and coordinating day to day operations, assuring the coordination of programs and events and conducting pre and post-event operational and financial review and analysis. Ideal candidates will understand the value of the complex facilities and integrate the functions as needed to generate optimal results. The ideal candidate will have a successful track record with high volume venues in a major metropolitan area and be an aggressive promoter of the Convention Center, Duke Energy Auditorium, Walnut Creek Amphitheatre, the Red Hat Amphitheater and other Raleigh special arts and downtown events.



Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Plans, directs and coordinates day-to-day operations of the Raleigh Convention and Performing Arts Center Complex; assuring the coordination of plans, programs and events; conducts post-event operational and financial review and analysis.
- Develops and implements the overall long-term strategic vision and operational business plans for the Raleigh Convention Center, Duke Energy Center for the Performing Arts, Red Hat Amphitheater and Walnut Creek Amphitheatre.
- Sets the policies necessary for the effective operation of the Raleigh Convention and Performing Arts Center Complex.
- Maintains active contact with the Client/Contract Administrator and ensures compliance with all provisions of the services contracts.
- Participates in developing, partnering and maintaining relationships with Greater Raleigh Convention and Visitors Bureau, Raleigh Chamber of Commerce, Downtown Raleigh Alliance, Performing Arts Organizations and other agencies as needed to maximize tourism.
- Aggressively promotes the use of all Complex facilities to maximize utilization.
- Responsible for the care, maintenance and capital improvements of the facilities and grounds for the Raleigh Convention and Performing Arts Center Complex.
- Provides support for the Convention Center Commission whose purpose is to advise on the maintenance, operation and financing of the Convention Center Complex.
- Negotiates lease agreements and contracts as determined necessary and in the best interest of complex facilities.



- Establishes and maintains effective working relationships with Client/Contract Administrator, boards, tenants, government departments and agencies, entertainment/convention industry, performing arts, community and civic organizations to encourage continual and regular use of the complex facilities.
- Assures the coordination, implementation, and administration of specific plans and programs directives, to include the recruitment, planning and execution of festivals and special events in Downtown Raleigh.
- Assures the coordination of training and development, quality assurance, energy efficiency, safety and emergency procedures, crowd control and crisis management procedures, and other areas as needed to provide high level customer service for all clients.
- Prepares and maintains required and necessary reports and records.
- Plans, organizes, coordinates and directs all activities and personnel engaged in maintaining and operating the Raleigh Convention and Performing Arts Center Complex.
- Assists and coordinates with the development of the annual operating calendar, activity schedules, and projections for attendance and/or revenue.
- Directs the development and administers the execution of operating and marketing financial plans and documents to include operating revenue and expense budgets, capital expense, plans and budgets.
- Collects and analyzes booking and attendance data for all facilities to identify opportunities for increasing revenues, improving efficiencies and/or improving customer satisfaction levels.
- Provides final approval of all contracts and agreements with suppliers, promoters and tenants for necessary activities and services at the facility.
- Provides or coordinates for timely and effective response to directives and requests received from internal and external organizations, agencies, departments and individuals; assures and maintains the integrity of the facility in all forms of communication and personal contact.
- Oversees and advises on necessary revisions/modifications to staffing plans, including the number and types of employees and essential functions.
- Assures the administration of personnel and the operation of the complex facilities are conducted in accordance with applicable local, state and federal regulations.
- Evaluates complex facility practices and recommends improvements to better reflect the needs of the client and the facilities, and/or to improve the efficient and safety of operations in compliance with policies and procedures.
- Stays abreast of current industry trends and changes through participation in appropriate state and national professional organizations.
- Schedules and directs the maintenance and use of all Raleigh Convention and Performing Arts Center Complex facilities.

Supervisory Responsibilities

Directly supervises the management team and has a total staffing allocation of 104 employees within the Raleigh Convention and Performing Arts Center Complex. Is responsible for the overall direction, coordination, and evaluation of these units.

Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.



Experience/ Education

Bachelor's (4-year) college degree or equivalent with major course work in business or public administration, performing arts, hospitality management, sports administration and/or facility management. Applicants may substitute additional relevant experience for the required education.

Master's Degree in Business (MBA) or related/relevant field of study preferred.

Applicants should have a minimum of 7 years of industry experience in the senior management function of a theater, amphitheater, arena, or convention center. Applicants may substitute additional relevant education for the required experience. Applicant should have experience in contract negotiation, business law, purchasing procedures, supervising personnel, labor relations and food service.

Ideal Characteristics

- High integrity with a strong moral compass
- An effective consensus builder
- Demonstrated leadership skills
- Politically savvy
- Strong problem-solving skills
- Collaborative team builder with a focus on staff development
- Broad business vision and the ability to lead the organization in developing and executing a strategic plan
- Team leader who works well in a collegial management environment but is equally comfortable in a more competitive corporate environment

Key priorities for the first 6-12 months:

1. Begin to develop strong and meaningful relationships with all stakeholders/constituents and maintain effective on-going communication. Constituents include but are not limited to customers, staff, board/commission, industry leaders, business leaders, city, county and state elected officials, other partners and vendors.
2. Go on a listening tour with community and city leaders, etc. to understand what is working and what is not.
3. From that listening tour, work with the City Manager's Office to begin to develop a strategic plan with accountable benchmarks/goals and begin to execute the strategic plan.
4. Know and understand Raleigh's competitive destinations / facilities. Establish a "team sell" environment with the Raleigh Convention and Visitors Bureau, the Chamber of Commerce and other partners.
5. Understand the budgets. Develop plans and actions on up keep and maintenance and prioritize capital improvements and renovation projects.
6. Begin to develop booking perimeters with metrics to create efficiency but not to slow or bog down the selling process.
7. Fully evaluate the organization to include staffing levels and deployment.
8. Establish plans and actions as result of recent team survey.
9. Evaluate the Raleigh Convention and Performing Arts Center's marketing, branding and P/R to create a consistent and unified message that is clear and effective in creating a cross sell environment to clients, attendees and the Raleigh community.
10. Establish a regular (formal) meeting with the Performing Arts partners (ballet, symphony, opera and theater) and another with the Convention Center Commission to create an open environment of communication as to events (cross sell with P/Arts and convention attendees), capital improvements, etc.



The City of Raleigh offers a competitive salary that is based on the selected candidate's qualifications and experience. A generous benefits package includes participation in the Local Government Employees' Retirement System, paid time off (vacation, sick leave, and eleven paid holidays), group life insurance, matching 457B retirement savings plan, and medical/dental insurance. The City's medical and dental plan even includes an option that is at no cost to the enrollee.

If you are interested in this position, please respond via e-mail with cover letter, resume, and compensation information to the following SearchWide Executive:



Mark Gnatovic, Senior Vice President | SearchWide
www.searchwide.com | gmatovic@searchwide.com
817-251-9118 (direct) | 817-789-9879 (mobile)

About SearchWide

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