

PRESIDENT & CEO

Visit Bend | Bend, OR





Visit Bend

Bend is as known for its friendly and welcoming vibe as it is for the mountains, lakes, and rivers that surround it. Beyond its stunning natural beauty, Bend boasts a thriving arts and culture scene, sustainable initiatives, and a deep commitment to community enrichment. Wander through local galleries, catch a live show, and revel in the splendor of the great outdoors. From mountain biking, hiking, paddle boarding, rock climbing, cross country skiing, rafting, national parks and fly fishing, Bend has it all when it comes to outdoor recreation. Dive into the craft brew scene and explore the [Bend Ale Trail](#). Seven Territories, one Ale Trail, grab your passport or get the app and get to sipping. Here, amazement is something you fall into, and it's waiting eagerly for anyone who's willing to make the trip to seize it.

[Camping](#) [Cycling](#) [Fall Fun](#) [Family Fun](#) [Food & Bev](#) [River, Lake, & Water](#) [Shopping](#) [Spring Fun](#)
[State & National Parks](#) [Summer Fun](#) [Waterfalls](#) [Winter Fun](#)

Arts & Culture

From outdoor concerts to stage performances in a retro-chic art deco theater, Bend's arts and culture scene sings with variety. Bend art galleries boast some of the finest collections around, or take a twirl through the [Roundabout Art Route](#) and watch our art play outside. The Hayden Homes Amphitheater hosts some of the world's top talent, with past performances by Chris Stapleton, Dave Matthews Band, Brandi Carlile, Bon Iver, Jelly Roll, The Lumineers, and more. When winter drives the music indoors, don't miss the lineup at Bend's Tower Theatre or the popular Jazz at the Oxford event. You'll also find oodles of live music at breweries along the Bend Ale Trail. Hear that? Bend's playing your tune!

Adaptive Adventures For Everybody

Bend, Oregon, is a place where diversity is always welcome, and the way you choose to experience it is as unique as you are. Whether you're seeking hiking scenic trails in the Deschutes National Forest with a wheelchair or walker, biking our amazing trails on an adaptive bike, exploring the vibrant downtown with your registered service dog, or conquering the slopes of Mt. Bachelor on a mono-ski, we welcome you with open arms. Bend is working diligently to create an inclusive environment where everyone can enjoy its beauty, culture, and recreation.



About Visit Bend

At Visit Bend, we believe each trail, cafe table, mountain vista, and lakeside patch of grass should be a welcoming place for everyone. Our team cares deeply about this place we live, play, raise families, and call home. We're passionate about caring for the wild places in this community and sharing them with people from all walks of life. We honor all voices and experiences, regardless of where your travels take you. No matter who you are or where you've roamed, we welcome you.

Mission: Visit Bend contributes to the tourism industry by creating thoughtful initiatives focused on people and place.

Vision: To support our community as it seeks a sustainable future.

Values:

- We operate with honesty and integrity.
- We are committed to the highest level of fiscal responsibility.
- We are respectful and compassionate.
- We are courageous, creative, and innovative.

Guiding Principles:

- **Economy:** We inspire visitors to engage with local businesses and the community, generating returns to the city's general fund to support vital city services.
- **People:** We strive to nurture a safe and supportive community that is inclusive and welcoming.
- **Place:** We partner with community organizations and actively work towards environmental responsibility and sustainability.

A Sustainable Community

Visit Bend strives to make Bend as sustainable as possible, and it's a goal we can't achieve alone. We work together with local organizations, residents, visitors, agencies, and business partners to achieve our vision for a sustainable community—one that prioritizes economic, social, and environmental health while addressing the needs of all community members.

A Balanced Bend

At Visit Bend, our sustainability model seeks to find a balance between the economy, people, and place. Our community is dependent on each of these elements, and it is important to find a balance between them as we strive towards a thriving, sustainable community for residents and visitors alike.





POSITION SUMMARY

The President/CEO at Visit Bend is the top staff position for the organization and an important leadership position for the broader economic development efforts of the City of Bend. The President/CEO leads Visit Bend's strategic planning process and is responsible for the execution of Visit Bend's tourism marketing programs, sustainability programs, and grant programs. The President/CEO is responsible for recruiting, training, managing, and evaluating Visit Bend's staff. The President/CEO is also responsible for recruiting and overseeing Visit Bend's contract vendors.

This position has a high level of contact outside the organization, representing Visit Bend and the broader tourism industry throughout the local community as well as the statewide and national tourism industry. This position entails a high level of leadership, organization, and independent work. This position also requires excellent communication skills, and requires expertise across a broad spectrum of business and marketing disciplines.

Management Responsibilities: The President/CEO of Visit Bend is responsible for the overall operations of the organization, including internal and external operations, management of staff, and oversight of all marketing, sustainability; and grant program efforts. Additionally, the President/CEO serves as the primary spokesperson for the organization and the citywide tourism industry.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Implements policy decisions of the Board of Directors.
- Leads Visit Bend's strategic planning and budgeting process to maximize the return on the investment of the City of Bend's tourism promotion and tourism-related facilities funds.
- Recruits and oversees all of Visit Bend's staff positions.
- Works closely with Visit Bend's Board of Directors and financial management partners to ensure excellence and transparency in the organization's stewardship of public funds.
- Acts as spokesperson to media, civic leaders, city officials, and industry partners as needed.
- Plans, announces and organizes board meetings.
- Works closely with the city council, city staff, and the broader economic development community to ensure collaboration and strong relationships.
- Ensures that Visit Bend's work adheres to the organization's bylaws, contract with the City of Bend, financial policies and procedures, and the State of Oregon's laws pertaining to tourism.
- Works closely with the organization's staff to ensure excellence in all areas of operation, including but not limited to advertising, public relations, social media, website management, group sales, sustainability efforts, research and data programs, grant programs, and visitor center operations.
- Oversees and approves the production process of Visit Bend's branding and creative campaigns.
- Serves on various committees and task forces throughout the City of Bend and the statewide tourism industry.
- Travels to attend consumer trade shows, industry conferences, and pertinent events.
- Develops and maintains monthly reports.
- Seeks educational opportunities for professional development of President/CEO and staff.
- Attends Visit Bend board meetings as required every other month and City Council meetings as requested.
- Creates and fosters a positive culture of excellence.

KEY CHARACTERISTICS

- Strategic
- Strong Leader
- Collaborative
- Good Listener
- Humble & Relatable
- Excellent Communicator
- Creative & Innovative
- Relationship Builder
- Transparent & Open
- Engaged & Engaging
- Diplomatic
- Inclusive
- Consensus Builder

TOP PRIORITIES

- Continue successful initiatives and programs that successfully build awareness and visibility for Bend, resulting in increased visitation and tax revenue during need periods.
- Build relationships with key stakeholders, including elected and city officials, hotel and hospitality partners, attractions, community leaders, and staff.
- Get to know the destination and become entrenched in the community.
- Evaluate the existing and entire organization, including, but not limited to, business plan, marketing plan, staff duties and responsibilities, organizational structure, budget, policies, and procedures.
- Continue Visit Bend's success trajectory in sustainable tourism efforts through innovation.
- Ensure that Diversity, Equity, and Inclusion is woven into the fabric of the organization and strategic plan.



Nicole Newman

Vice President

SearchWide Global

info@searchwideglobal.com

Direct: 480.264.7675

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

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.