

# SALES DIRECTOR

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VISIT DENVER | Washington, DC Region (remote)







# Denver

Denver is one of the best cities in the U.S. to both visit and live. Our vibrant ecosystem of business and cultural assets – including diverse industries, multinational companies, professional and recreational sports, museums, public art, music, theater, culinary delights, and outdoor beauty – creates the perfect environment for this important gathering. AFAR ranked Denver number 14 in their list of “[Top 20 Cities to Live In and Visit in 2023](#)” and Travel + Leisure named Denver the number 1 “[Best U.S. City for Fall Travel in 2023](#)”.

Denver has a mild year-round climate, 300 annual days of sunshine, and easy access to outdoor activities, both in the city and the nearby Rocky Mountains. Denver is dryer than Phoenix in winter, with an average daily high of 45 degrees (F) in February. Golf courses remain open all year and have been played as many as 30 days in January. Denver receives only 17 inches of precipitation a year – similar to Los Angeles. Denver’s outdoor accessibility is an important part of the city’s appeal to visitors who are seeking outdoor and less populated areas to visit.

## History

Though Denver is now a metropolitan, 21st-century city, in 1858, there was not a single person living in the Denver metro area. Thirty years later, Colorado had already become a state with a population of almost 200,000. It was a Gold Rush that caused this boom, and in a 30-year period, Denver saw some of the wildest events in the Wild Wild West. This fascinating period is relived in museums and attractions, old gold mining villages, beloved annual events, and hundreds of elegant Victorian buildings.

## Government

Denver is a consolidated city-county with a mayor elected on a nonpartisan ballot, a 13-member city council, and an auditor. The Denver City Council is elected from 11 districts with two at-large council members and is responsible for passing and changing all laws, resolutions, and ordinances. All elected officials have four-year terms with a three-term maximum. Denver has a strong mayor/weak city council government. The mayor can approve or veto any ordinances or resolutions approved by the council. However, the council can override the mayor’s veto with a nine out of the thirteen-member vote.

## Economic Strength

The Denver MSA comprised the 18th largest metro economy in the United States. Denver’s economy is partially based on its geographic position and its connection to some of the country’s major transportation systems. It is a natural location for storage and distribution of goods and services. Denver is nearly equidistant from large Midwestern cities like Chicago and St. Louis and some large cities on the West Coast, such as Los Angeles and San Francisco. Many large corporations, including Fortune 500 Companies, have their headquarters in the Denver area, such as Arrow Electronics, Dish Network, Western Union, Ball Corporation, Newmont Mining, Liberty Media, American Medical Response, Gates Corporation, VF Corporation, DaVita, Palantir, TTECH and Advanced Energy Industries. Denver is also a growing technology hub and has the 8th largest tech talent market in the United States.

## Downtown Denver Work Environment

Downtown Denver's highly educated and in-demand workforce is growing to support the city as an epicenter of business and innovation. Downtown Denver offers access to the metro area's existing workforce and, coupled with a wealth of educational opportunities, supports a quality workforce for the future. Downtown Denver ranks as one of the best places to work and live and attracts high-quality talent to support an economically powerful city. An increasing number of companies are also headquartering or opening offices in Downtown Denver, indicative of its reputation as one of the best places in the country to start and grow a business.

## Outdoor City

Of course, a visit to Denver would not be complete without experiencing some of the extraordinary outdoor recreation available in and around the city. Set against the stunning Rocky Mountains, Denver can serve as a [base camp](#) for day trips and adventures of all kinds – world-class skiing, hiking, mountain biking, snowshoeing and much more. Rocky Mountain National Park is just 90 minutes northwest of the city, and the foothills of the mountains are just 40 minutes away. There are 200 named peaks visible from Denver, including 32 that soar to 13,000 feet and above. The mountain panorama visible from Denver is 140 miles long.

The city itself is an outdoor lover's dream – with one of the largest city park systems in the country, more than 4,000 acres of traditional parks and parkways, including 2,500 urban natural acres, plus 850 miles of paved, off-street bike trails. In the city itself, there are opportunities to go kayaking, paddle boating, running, and more; there is no shortage of space to enjoy for free or very low cost. Denver is also home to six professional sports teams and has hosted many international sporting events – so, at any given time, it is easy to catch a game in a downtown stadium.

Denver has more than 200 parks within the city and 20,000 acres of parks in the nearby mountains. The city has its own buffalo herd and every year plants more than 200,000 flowers in 26 formal flower gardens.

## Accessibility

Located just 340 miles from the exact center of the continental US, Denver, Colorado, is an outdoor city at the base of the majestic Rocky Mountains, 5,280 feet above sea level – exactly one mile high. Located almost precisely 1,000 miles from both Chicago and San Francisco, Denver is the most isolated city in North America, 600 miles from the closest city its size and surrounded by little populated areas of prairie to the north, east, and south and mountains to the west.

The city of Denver is very easy to navigate due to its street grid orientation to the four cardinal directions. The streets are very pedestrian-friendly and cycling and scooters abound. A well-developed freeway and highway system affords easy access to downtown and throughout the Denver region.

## Denver International Airport (DEN)

Getting to Denver is easy – with nonstop flights from more than 220 domestic and international cities, Denver has one of the most accessible airports domestically and internationally. [Denver International Airport](#) (DEN) is the 7th busiest airport in the world as of April 2024. DEN's fleet operations was recognized for its sustainable management as the number three fleet in North America by the National Association of Fleet Administrators (NAFA) in 2023.

DEN remains a central component of Denver's success in both the leisure and meeting markets. Throughout the recovery, DEN has been one of the busiest airports in the nation, as well as the world, as measured by TSA "throughput," due to its strong domestic network and connections, which should lead to a quicker rebound. A [39-gate expansion](#) impacting all three concourses, completed in 2022, has greatly enhanced DEN's competitiveness and makes the city more attractive, particularly to meeting planners. Additional [expansion areas](#) will be completed in 2024.



## The Regional Transportation District (RTD)

The A Line train from DEN to Denver Union Station, which launched in April 2016, provides an efficient option for transportation between the airport and downtown for both meeting planners and leisure travelers.

RTD still maintains the largest fleet of electric buses in the nation (26) to service the 16th Street Mall, these electric buses had traveled more than 1.2 million miles carrying passengers throughout downtown.

Built-in 1982, the 40-year-old 16th Street Mall is currently undergoing a major restoration. The project will reconfigure the Mall's layout to create wider sidewalks, a new amenity zone, and a center-running Free Mall Ride shuttle service. Phased construction started in 2022 at Market Street and is moving towards Broadway Street before reaching completion in late 2025.

## Culinary Renaissance & Craft Beverage Boom

Growing alongside Denver's art and music scenes is the city's culinary reputation, which continues to thrive and receive national recognition, thanks to James Beard Award-winning chefs, innovative chef-driven eateries, gourmet marketplaces, and a focus on locally sourced cuisine. Michelin recognized 26 Denver restaurants in their inaugural and highly anticipated Colorado-based Guide in the fall of 2023. Three Denver restaurants were awarded one Michelin star two of which also received the Michelin Green Star award as leaders in sustainable gastronomy. Additionally, Denver is the only city in the US to have hosted the Slow Food Nations festival, which casts a spotlight on innovative chefs and producers from around the world, as well as Denver's remarkable food scene. Denver also has one of the country's largest restaurant weeks, now in its 20th year.

The city's dynamic craft beverage scene is also on the rise, Travel + Leisure, Conde Nast Traveler and USA Today have all selected Denver as the No. 1 Microbrew Beer City in the nation, an opinion shared by the New York Times and CNN.com; and Denver is home to Great American Beer Festival, the largest ticketed beer festival in the country and one of the largest beer festivals in the world. However, beer is just the beginning of the latest craft beverage boom in Denver. Distilleries, urban wineries and even a traditional-style sake brewery have emerged on the scene, using local ingredients to create world-class products.

## Art and Culture

In its Old West days, Denver had a performance of Macbeth before it had a school or hospital. Today, the Denver Performing Arts Complex has ten theaters seating 10,000 people and is the second largest theater complex in the country, second only to New York's Lincoln Center.

Denver is the cultural epicenter of the Rocky Mountain region. The Mile High City's thriving cultural scene offers a robust lineup of public art, world-class museums, unique art districts, the second-largest performing arts complex in the U.S., and blockbuster exhibitions and events.

Denver has a growing reputation for its arts and cultural scene with world-class museums, performance venues such as the Denver Performing Arts Complex, blockbuster exhibitions and annual festivals. In addition, there are hundreds of arts and cultural organizations bringing creativity to the city and its neighborhoods, thanks in large part to the unique Scientific and Cultural Facilities District (SCFD) funding that generates more than \$80M a year and was renewed by Denver voters in 2016 for 10 more years.



## Art and Culture

With a robust arts and culture scene, Denver is earning more acclaim as a destination for the arts. With Broadway shows like *Wicked*, *Jesus Christ Superstar*, *Hairspray*, *Chicago* and more coming to Denver in 2024.

The Bureau employs a full-time Cultural Tourism Manager to manage all cultural tourism initiatives, including the Denver365 events calendar, programs such as Denver Arts Week, outreach to the cultural community, and management of VISIT DENVER's neighborhood content program. Denver365, VISIT DENVER's online events calendar, offers free marketing exposure for events throughout metro Denver.

## Music Scene

Music is a significant part of Denver's culture, too. Home to Red Rocks Amphitheatre, the "best outdoor concert venue" in the country, according to Rolling Stone magazine – Denver has always been an iconic music destination. In addition to Red Rocks – a bucket list venue for musicians and fans alike – The Mile High City features an annual music lineup stacked with festivals and international headliners. Live music can be found nearly any night of the week at various concert stadiums, intimate theaters, and original events. These, along with the brand-new, state-of-the-art Mission Ballroom, makes Denver an explosive, rising music destination akin to several of the country's well-known music hotspots, like Austin, Nashville, and Chicago.

## Sports Town

Population-wise, Denver is the smallest city in the country with six major professional sports teams — Denver Broncos football, Denver Nuggets basketball, Colorado Rockies baseball, Colorado Avalanche hockey, Colorado Mammoth indoor lacrosse, and Colorado Rapids soccer. That should tell you something about the way Coloradans feel about their sports.

As an official affiliate of VISIT DENVER, the [Denver Sports Commission](#) (frequently referred to as Denver Sports) operates as a clearinghouse and resource for all sporting event owners and organizers interested in Denver as a future location. The mission of Denver Sports is to proactively identify, pursue and attract new regional, national, and international sporting events and sports-related business opportunities that generate economic impact, engage the community, and support Denver's brand as an active, healthy city. Denver Sports is part of the convention team with a direct report to the President/CEO.

## Hotels

The pandemic has had no impact on hotel growth in Denver, which continues at a historic rate. There are already more than 13,000 downtown hotel rooms within walking distance of the convention center and nearly 55,000 rooms in the metro area, with all major brands and price points represented.

## Convention City

As a convention city, Denver is hip, young, safe, green and pedestrian-friendly, with easy accessibility, outstanding facilities and a reasonable cost – a perfect destination for international meetings and conferences. The city has hosted everything from the Pope's World Youth Day and the Summit of the Eight – a gathering of the top leaders of the world – to the 2008 Democratic National Convention, which brought 80,000 people together to hear then-Senator Barack Obama accept the nomination for President of the United States. Located in heart of downtown Denver, one of the most walkable and visitor-friendly downtowns in the country, and within walking distance of more than 13,000 hotel rooms, the [Colorado Convention Center](#) is ideal for any size meeting or convention group and is one of the most advanced conference centers in the nation.



## Colorado Convention Center Expansion

The recently completed rooftop expansion makes the Colorado Convention Center the best and the most user-friendly meeting space in the nation. New features of the expanded Colorado Convention Center include the Bluebird Ballroom with 80,000 square feet of flexible meeting and ballroom space, plus 35,000 square feet of pre-function space and a jaw-dropping 20,000-square-foot outdoor terrace, all located on the roof of the existing building.

Both the pre-function and outdoor event spaces have spectacular, unobstructed views of the Rocky Mountains and city skyline, allowing attendees to take advantage of Denver's 300 annual days of sunshine. Technology improvements position the CCC as a best-in-class facility, keeping pace with innovations and demand.

## About Visit Denver

[VISIT DENVER](#), The Convention & Visitors Bureau is a not-for-profit trade association with nearly 1,200 business partners (members) that contracts with the City of Denver to market Denver as a convention and leisure destination. With a forecasted annual budget of \$42.7M in private and public funding and 66 full-time professionals, VISIT DENVER's goal is to bring conventions and tourists to Denver for the economic benefit of the city, the community, and the Bureau partners.

The Bureau's budget is derived from partnership fees of approximately \$1.0M, private fundraising and advertising sales, and 3.75 percent of the Lodger's and Tourism Improvement District (TID) Taxes in the City and County of Denver. A 39-member Board of Directors governs the Bureau, which is elected by the Bureau partnership and includes two Denver City Council members. The Bureau is an accredited Destination Marketing Organization, a designation awarded and maintained by Destinations International (DI), the industry association for bureaus and related organizations.

## Who we are:

- VISIT DENVER is a private not-for-profit 501C6 organization.
- We are not city employees, and we are not employees of the Colorado Convention Center.
- VISIT DENVER is a sales and marketing organization and has a contract with the City & County of Denver to serve as their official marketing arm.

## Who should apply for our jobs?

- VISIT DENVER is comprised of passionate, hardworking team members! We value balance and want people who are looking for careers and not just jobs.
- We like to have fun, but we also take what we do very seriously.
- We are collaborators with leaders who are not afraid to make decisions.
- We represent the city and our nearly 1,200 stakeholders; we work in a fishbowl so if you are someone who can lose their cool, we're not the right place for you.



## Diversity, Equity & Inclusion

We have raised our awareness and the work we do regarding diversity, equity, and inclusion (DEI). For VISIT DENVER it's not a program or an initiative it's a way of life. We define DEI in the following ways;

Diversity – Organizational commitment to culture, policies, and practice that support individuals in all the ways they differ.

Equity – Recognizing advantages and removing barriers to provide access to the same opportunities for everyone.

Inclusion – Employees of all backgrounds feel supported and valued so they can be their authentic selves.

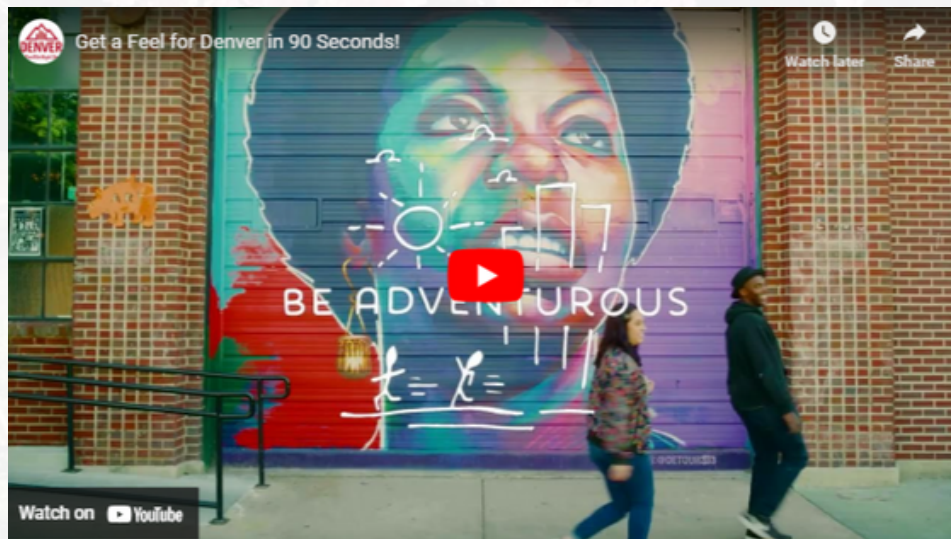
We're on a journey and if you value DEI work then you'll feel at home here as well!

## Flexible work schedules

Looking for flexible work schedules? We do provide flexibility, but we are in an in-office organization. We are in the business of gathering so we know that magic happens when people come together for face-to-face experiences. Each team member has some element of flexibility with their schedule. How much flexibility will depend on the type of job you have at VISIT DENVER. Currently, we require our entire team to be in the office on Tuesdays, Wednesdays, and Thursdays, with the option to work from home on Mondays and Fridays.

## Attitude

We hire can-do, easy to get along with team members. We hire people who build bridges and don't burn them down, we hire people who believe in servant leadership and who value stellar customer service. We hire people who work hard to find a path to yes for our clients and stakeholders.







## POSITION SUMMARY

The Sales Director of the Washington, DC Region is responsible for promoting Denver as a premier destination for meetings and conventions and obtaining orders or contracts from associations and/or corporations for booked meetings and conventions. The Sales Director of the Washington, DC Region will conduct business both in and away from the office within the assigned territory.

ASSIGNED TERRITORY AND DEPLOYMENT: Association market, Washington, DC territory (DC, MD, VA, WV), 951+ peak rooms.

### SUPERVISORY RESPONSIBILITIES

- While this position does not have any direct staff supervisory responsibilities, it will share the use of a Convention Sales Coordinator.
- This position will be expected to communicate and oversee relevant work activities of the assigned Convention Sales Coordinator.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Implement and manage sales initiatives within assigned territory; communicate with clients proactively to build and maintain relationships; manage and arrange client site tours as required.
- Generate and distribute leads within assigned territory for hotels in Metro Denver and, when possible, for resort members.
- Convert leads to booked business through follow-up via trade shows, FAM, sales trips, and other designated methods.
- Establish and maintain solid working relations between convention center representatives, members, hotel representatives, and DMCVB team members.
- Maintain up-to-date knowledge of convention center, city hotels, attractions, airlines, climate, recreation, etc.
- Stay abreast of industry trends and practices; maintain awareness of competing cities.
- Prepare and distribute various weekly, monthly, quarterly, and annual internal and external contracts, quotes, and reports within established deadlines.
- Administer and maintain department-related databases, project plans, and spreadsheets to track information and handle projects.
- The territory as outlined above, as well as the peak night parameters, are both subject to change based on the discretion of the Vice President of Sales & Services.

### QUALIFICATIONS

- A bachelor's degree is required.
- A minimum of five years of sales experience with a proven track record of accomplishment is required; hotel, tourism, and /or hospitality industry experience is preferred.
- Functional knowledge and experience in areas of sales and customer relationship building internally and externally.
- Persuasive sales and negotiation skills with emphasis on closing the sale.
- The ability to work collaboratively.
- Strong interpersonal skills, maturity, good judgment and capable of communicating in a professional manner with a diverse range of individuals; maintain professional presence.



## QUALIFICATIONS

- Highly motivated self-starter.
- Proven problem analysis and resolution skills; exceptional analytical skills.
- The ability to prioritize and manage multiple responsibilities simultaneously.
- Efficient and proven organizational skills; detail-oriented.
- Proficient technology application skills: Advanced MS Office (Word, Excel, PowerPoint & Access), MS Outlook, Internet Explorer & Client Management software.
- Reliable, dependable, flexible, and responsive; ability to work outside of normal work schedule as needed/directed.
- The ability to travel locally and domestically.



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**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.**

