

# GENERAL MANAGER

Lynnwood Event Center | Lynnwood, WA





## Who We Are

The Lynnwood Event Center is a vibrant venue located fifteen miles north of downtown Seattle. Owned by The Lynnwood Public Facilities District Dba The District, we offer our clients and guests more than the average meeting space nestled in the spectacular natural beauty of Snohomish County. Opened in 2005, the building currently has 34,000 square feet of meeting space, and The District has embarked on a master plan to double that size and added indoor/outdoor entertainment space to create surrounded by 80,000 square feet of retail, housing, green space, and a 300 key hotel.

The District is destined to be the heart of downtown Lynnwood, which, with the recent addition of light rail and planned annexations, is expected to grow to a population of 100,000 in the next ten years. At the Lynnwood Event Center we create, nurture, and sustain an inclusive culture where differences drive innovative solutions to exceed the expectations of our team members, the community, and all guests who visit.

The District is proudly owned and operated by Lynnwood Public Facilities. The District is growing our investments in Lynnwood and expanding. We aim to make a positive impact on our city by bringing and inspiring new development to Lynnwood and its surrounding communities. In developing a new hotel, food and beverage, as well as other amenities, we will create a wide variety of employment opportunities and increase Lynnwood tourism from our surrounding regions and beyond. We are excited about the unique opportunity this live, work, and play destination will create.

### Around the District

[Businesses](#) [Events](#) [Dining](#) [Shopping](#)



# POSITION SUMMARY

The General Manager of the Lynnwood Event Center is an OVG administrative employee who reports to the Senior Vice President and collaborates closely with the Executive Director of the Lynnwood Public Facility District. The General Manager is responsible for the efficient, professional, and profitable operation of the Lynnwood Event Center. This individual oversees every managerial, full-time, and part-time position, ensuring full compliance with state and federal labor laws, sanitation and food-related ordinances, and alcohol service regulations. In addition to managing day-to-day business operations, the General Manager proactively seeks new revenue sources, both on and off the property.

The General Manager plays a crucial role in aligning the center's operations with The District's vision and goals. This includes regular communication and collaboration with the LPPD staff and board to ensure the venue's activities support Lynnwood's broader community and economic development objectives.

The ideal candidate will have a strong sales background and be highly creative in developing new event opportunities. They will actively engage with the Lynnwood business and hospitality community to drive venue growth and economic impact. Through strategic partnership with The District staff, the General Manager will help position the Lynnwood Event Center as a cornerstone of the city's cultural and economic landscape.

A core responsibility of this role is the successful execution of jointly developed Key Performance Indicators (KPIs). These KPIs serve as the primary metrics for measuring the venue's success and the General Manager's performance. The General Manager will regularly report to stakeholders on these KPIs, analyzing trends, and implementing strategies to continually improve performance. This position requires a visionary leader who can effectively manage daily operations while also driving long-term strategic growth, always with the best interests of Lynnwood at heart.

This is a salaried, exempt position with a salary range of \$140,000 - \$160,000.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop an effective leadership team through clear guidance, mentorship and support including structured performance evaluations, and professional development opportunities.
- Develop and maintain a strong strategic partnership with the Lynnwood Public Facilities District (LPPD), including regular communication and collaboration on venue goals and community impact.
- Ensure legal, efficient, professional, and profitable operation of the Lynnwood Event Center.
- Serve as the primary liaison with The District, ensuring alignment with The District's operational vision for the venue.
- Foster a culture of excellence among staff, encouraging creative problem-solving and exceptional customer service.
- Ensure all financial reports are accurately presented to all stakeholders. This includes budgets, projections, forecasting, revenue analysis, disbursements, capital investments, labor and product costs, wage and salary control, and P&L financial statements.
- Execute and continually refine jointly developed Key Performance Indicators (KPIs), regularly reporting on progress to the LPPD and implementing strategies for improvement.
- Implement sustainable practices and support local vendors and talent.
- Lead innovation in event offerings, food and beverage services, and operational efficiency to enhance guest experience and drive venue growth.
- In partnership with The District, create opportunities for community engagement within the Event Center and on the entire 13-acre property.
- Establish and maintain relationships with vendors, suppliers, clients, and the local business community to ensure smooth operations and customer satisfaction.
- Spearhead marketing initiatives in collaboration with event organizers, local partners, and The District to increase visibility of Lynnwood Event Center and attract diverse events.
- Manage conflict resolution, mediation, arbitration, and labor negotiations when applicable.
- Author, review, and amend policies, procedures, and contracts as required, authorizing terms that align with venue and community interests.
- Evaluate sales and purchasing data to identify trends, optimize costs, and inform strategic decisions.
- Ensure quality maintenance standards across all aspects of the facility and operations.



## ESSENTIAL DUTIES AND RESPONSIBILITIES (CONT.)

- Review and assist in the development of menus, marketing plans, and event strategies that showcase local talent and businesses.
- Collaborate with The District in supporting the Lynnwood business and hospitality community, participating in local initiatives, and positioning the Event Center as a key driver of economic growth.
- Stay informed about industry trends and best practices, continuously seeking ways to improve the venue's offerings and operational efficiency.
- Develop and implement strategies to attract a diverse range of events that cater to various community interests and drive economic impact.
- Ensure exceptional customer service at all levels, fostering a reputation for the Lynnwood Event Center as a premier venue in the region.

## QUALIFICATIONS

- Proven history in sales, business development, and community engagement, preferably in hospitality or event management.
- Strong leadership skills with the ability to develop and mentor teams, foster a positive work environment, and drive performance in a fast-paced, event-driven setting.
- Demonstrated experience in collaborating with public entities, highlighting an understanding of public-private partnerships and the ability to align venue operations with community needs.
- Proficiency in financial management, including forecasting, budgeting, revenue analysis, and fiscal responsibility in a public or semi-public setting.
- Expertise in venue operations, including food service, sales, event management, and customer service, with a focus on innovation and continuous improvement.
- Proven ability to develop and implement strategic plans, marketing initiatives, and creative solutions to drive venue growth and community impact.
- Experience in measuring, reporting, and improving Key Performance Indicators (KPIs) to stakeholders in a public-facing role.
- Demonstrated success in attracting and managing a diverse portfolio of events, from local gatherings to large-scale conferences or performances.
- Effective communication, negotiation, and conflict-resolution skills, with the ability to build and maintain relationships with diverse stakeholders.
- Experience in crisis management, developing contingency plans, and creating a safety-first culture for large-scale events and venues.
- Proven ability to navigate complex regulatory environments and ensure compliance with relevant local, state, and federal regulations.
- Track record of successfully implementing innovative technologies and practices to enhance venue operations and guest experiences.
- Experience in capital improvement projects, including planning, budgeting, and overseeing renovations or expansions.
- Demonstrated cultural competence and commitment to promoting inclusion in event programming and staffing.
- Proven ability to stay current with industry trends and leverage emerging opportunities in the event and hospitality sectors.
- Experience in sustainable event management and implementing environmentally friendly initiatives.
- Proficiency in computer applications, including Microsoft Office, POS systems, and timekeeping systems.
- Strong analytical skills, including the ability to calculate complex math functions and make data-driven decisions.
- Ability to work independently and make sound business decisions quickly under pressure.
- Unwavering commitment to the highest standards of integrity, professionalism, ethics, and confidentiality.
- Excellent written and verbal communication skills in English.
- Bachelor's degree or equivalent experience.
- Minimum 5 years of management experience in the hospitality and or venue industry.
- Public Assembly experience is a plus.

## KEY CHARACTERISTICS

- Motivating Leader
- Creative
- Influential
- Accountable
- Supportive
- Winning Spirit
- Enterprising
- Financial Acumen
- Socially-engaged
- Collaborative
- Adaptable
- Strategic
- Charismatic
- Approachable
- Dynamic
- Authentic

## TOP PRIORITIES

- In partnership with the OVG, SVP-Convention Centers, establish meeting and convention sales goals, including group room nights and state association business.
- Work closely with selected marketing firm on developing strategy to market and sell convention center and public events to drive attendance.
- Engage in strategic planning with Event Planners and work collaboratively with hotel partners and group sales.
- Strengthen and stabilize sales and operations teams, reinforcing collaboration and teamwork.
- Familiarize yourself with Lynnwood Event Center's upcoming large events, learning the flow and their needs.
- Build relationships and accountability with Visit Seattle.
- Know and understand established KPIs, work closely with OVG, SVP-Convention Centers on achieving goals.
- Get to know the competitive set within the region and be able to understand how to sell against each.
- Establish sustainability initiatives and goals.
- Ensure that Diversity, Equity, and Inclusion is woven into the fabric of the organization and strategic plan.



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

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