

## GENERAL MANAGER

Joseph A. Floreano Rochester Riverside Convention Center | Rochester, NY





# WHO WE ARE

From trade shows, conferences, and corporate meetings to banquets, weddings, and galas, the award-winning Joseph A. Floreano Rochester Riverside Convention Center will host your event with professionalism and personality...with style!

- 100,000 square feet of accessible, easily convertible space
- Banquet seating for up to 3,500 people
- Theater-style seating for 5,000 people
- Exhibit space for up to 400 10'x10' booths
- 25 meeting rooms
- State-of-the-art presentation, entertainment, and audiovisual/multimedia capabilities
- Self-operated high-speed broadband wireless Internet
- Enclosed walkways to hotels, dining, and a parking garage
- Fully accessible
- 15,000 square foot loading dock with 4 truck bays
- Direct, drive-on access to the main hall
- Plug-in panel boards with 120/208 volt, three-phase, 100 amp service
- Overhead 800 amp, 277/480 volt, three-phase, four-wire bus ducts
- Participate in Green Initiatives
- View floor plans [here](#).

## Size and Scope

- City-owned building with City and County representation on the board.
- \$9.5M operating budget (expected \$350k loss after subsidy from the City of Rochester and County Hotel Tax).
- 100K net sq. ft. of rentable space, including 50K sq. ft. of traditional tradeshow space.
- Riverside Catering, in-house food and beverage.
- Operate and receive parking garage revenue.
- Union property (carpenter, FB, stagehand, engineer)
- Preferred partners: Onservices (AV) and Great Lakes (decorator).

[Meetings and Conventions](#) [Public and Trade Shows](#) [Special Events](#) [Weddings](#)

## Our Mission

The JAFRRCC brings to life the best of Rochester, NY through its convention facility, gracious hospitality, unparalleled service, and the highest standards—enriching the quality of life and economic well-being in our community.

## Our Vision

The JAFRRCC is an event venue of choice in the US and Canada; the industry model for the highest standards of service; and a significant community pillar, economic anchor in downtown Rochester.



### **Our Legacy**

The Joseph A. Floreano Rochester Riverside Convention Center was renamed in honor of its founding Executive Director, Joseph A. Floreano, CFE who had held that title for over three decades when he passed away in the Fall of 2014. Joe was hired in 1983 prior to construction and so the facility was literally built around him as he oversaw every detail of the \$40 million project. While the Center bears many of Joes signature touches, his legacy is truly in his philosophy of life, which set him apart from his peers in the highly competitive public assembly venue world. Joe instinctively understood and believed that to deliver the highest quality of product and service would require not only monumental effort and tenacity, which he had in abundance, but also to build a team worthy of operating a first class facility. Joe had that rare leadership quality to inspire those around him to rise to the next challenge of the day and become leaders themselves. He was one of the first in his industry to bring food and beverage services in-house, he then established off-premise catering and a special event production department and even opened and operated a restaurant. Joe set himself apart from his peers by never waiting for the next opportunity, but by creating those opportunities with the single purpose of providing for a greater quality of life in the community for which he so proudly served.

Joe received numerous awards, accolades and recognitions in his lifetime. Many were related to the industry he loved and was a part of for over 45 years, but he was also recognized equally for the role he played as a community leader and a genuine humanitarian with an unwavering spirit to help others. He became a brand unto himself and remains today a true pioneer in the public assembly industry. He leaves a legacy of guiding principles to not only those he mentored and shared his time with here at the Center, but also for those whose lives he touched on a daily basis within and outside our community. We are immensely proud and honored to carry on that legacy.

### **Our Values**

**Integrity:** We operate with fairness, respect, honesty and trust. We keep commitments, are accountable for our actions and expect the same of others.

**Service:** We are passionate about providing an outstanding experience by listening, designing, and delivering services that not only meet needs but exceed expectations.

**Creativity:** We encourage and reward the contribution of new ideas to improve, innovate, and expand services for our clients, patrons, the community, and each other.

**Teamwork:** We work as a team, and are focused on the common goal of providing an outstanding experience for all we serve, knowing each and every member of our work/family/team is vitally important to deliver extraordinary service.

The Joseph A. Floreano Rochester Riverside Convention Center has been a recipient of the Prime Site Award from Facilities Magazine for over twenty consecutive years.

In addition, several of its staff hold membership in the prestigious Confrérie de la Chaîne des Rôtisseurs. The Joseph A. Floreano Rochester Riverside Convention Center is one of a few convention centers in the world to proudly display the Chaîne Professional Plaque. Confrérie de la Chaîne des Rôtisseurs is an International Society of Gastronomes created by King Louis IX in 1248.



## About Rochester

There are many reasons in every season to visit Rochester and the adjacent Finger Lakes region. When visiting Rochester, you'll discover why it's a treasure trove of family attractions, cultural happenings, and outdoor adventures. Our people and places live up to our top national rankings for friendliness, quality of life, and family fun.

Famous historic and cultural sites blend with charming neighborhoods and Erie Canal towns to create a mosaic of attractions. And this is all cherry-on-the-top, defined by an alluring city skyline and bustling convention district.

When we say "limitless," we really mean that the list of things to do in Rochester, NY, is limitless. From our world-renowned attractions and historic museums to our internationally recognized festivals, Rochester has everything a major metro city has to offer from a cultural standpoint, with all the fun and beauty that comes with a four-season adventure destination. With something for everyone, we know that you will be surprised with everything you can see and do within the hidden gem that is Rochester, NY.

[Arts & Entertainment](#) [Attractions](#) [Day Trips](#) [Erie Canal](#) [Events](#) [Finger Lakes](#) [History](#)  
[Nightlife](#) [Outdoors](#) [Restaurants](#) [Shopping](#) [Sports](#) [Tours](#) [Wellness](#)

## Neighborhoods & Towns

Considered one of the first boomtowns in the United States, Rochester is a thriving and diverse community known for its historical and cultural contributions. From Frederick Douglass and his North Star newspaper dedicated to the abolitionist movement to world-renowned photography giant Kodak's headquarters, many influential people and prominent businesses have called the Rochester area home. The City of Rochester divides the city into four quadrants, each with its own neighborhoods and Center City (also referred to as the Central Business District).

[Center City](#) [Northeast Quadrant](#) [Northwest Quadrant](#) [Southeast Quadrant](#) [Southwest Quadrant](#)

Rochester is often ranked among some of the best regions to live, work, and raise a family. US News & World Report ranked Rochester in the Top 10 places to live based on our high quality of life. We're also the #1 metro recognized by Jump Starting America for future growth. Did we mention, Rochester is a Millennial Magnet? Bloomberg/Lending Tree ranked Rochester as a top market for millennials based on job opportunities and livability of the area.



# POSITION SUMMARY

The Joseph A. Floreano Rochester Riverside Convention Center (RRCC) is seeking a dynamic and visionary General Manager to oversee all aspects of the facility's operations, financial performance, and guest experience. Known for its exceptional standards of service and hospitality, RRCC takes pride in delivering outstanding guest experiences and is recognized for producing and serving the finest quality food. This executive leader will ensure the Convention Center remains a premier destination for conventions, trade shows, and events, driving economic impact for the region. The General Manager reports to the Board of Directors and is responsible for the overall management and supervision of the venue's departments, including event services, engineering, maintenance, sales & marketing, food & beverage, finance, and guest services.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

### Leadership & Operational Oversight

- Provide strategic leadership to all departments, ensuring operational excellence across event services, engineering, sales, marketing, finance, and food & beverage operations.
- Oversee the selection and supervision of department heads, ensuring proper guidance, professional development, and accountability.
- Maintain and enhance RRCC's reputation as a leading convention facility by fostering a high-performance culture and a guest-first approach.
- Ensure proper coordination of internal planning and policies, developing and implementing operational procedures that optimize efficiency and service quality.
- Oversee facility maintenance, security, and regulatory compliance, ensuring a safe and well-maintained environment.
- Represent the Convention Center at industry events and act as an advocate for the venue within the Rochester community and hospitality industry.
- Work closely with Sales, Food and Beverage, and Riverside Parking to ensure that respective goals are achieved.

### Financial & Strategic Management

- Develop and manage the annual budget, long-term financial plans, and capital improvement strategies to ensure financial sustainability.
- Implement cost-control measures, revenue enhancement strategies, and financial reporting systems to maximize performance.
- Prepare and present financial reports and strategic recommendations to the Board of Directors.
- Ensure fiscal integrity, internal controls, and compliance with financial best practices.
- Develop long-term capital investment strategies to maintain facility competitiveness and infrastructure improvements.

### Sales, Marketing & Stakeholder Engagement

- Work closely with Visit Rochester, city agencies, and hospitality partners to attract high-profile events and conventions.
- Serve as the primary liaison between the Convention Center, government agencies, community organizations, and corporate partners.
- Oversee sales and marketing strategies, ensuring the Convention Center is positioned as a top-tier event destination.
- Actively participate in community engagement initiatives and represent the facility in industry organizations such as IAVM, PCMA, and other relevant networks.
- Oversee public relations efforts and serve as the official spokesperson for the venue.

### Event Management & Guest Experience

- Ensure exceptional guest service standards and operational excellence in event planning, production, and execution.
- Collaborate with event organizers, exhibitors, and stakeholders to optimize event logistics and maximize client satisfaction.
- Oversee food & beverage operations, ensuring high-quality catering services and innovative dining experiences.
- Promote sustainability initiatives and operational efficiencies, integrating energy-conscious practices into facility operations.

### Facility Management & Capital Improvements

- Oversee engineering, maintenance, safety, and security, ensuring compliance with all regulatory and industry standards.
- Develop and implement capital improvement projects to enhance the facility's appeal and competitiveness.
- Optimize technology and infrastructure to streamline operations and enhance the guest experience.
- Work with city and county leadership on infrastructure investments and strategic facility development initiatives.

## QUALIFICATIONS

- Minimum 5 years of senior leadership experience in a major convention center, multipurpose facility, or equivalent venue.
- Certified Venue Executive (CVE) certification is preferred.
- Strong knowledge of operations, financial management, event planning, engineering, food & beverage, and hospitality services.
- Proven ability to lead diverse teams, manage large-scale budgets, and drive revenue growth.
- Experience in sales, marketing, and community engagement within the event and hospitality industry.
- Excellent interpersonal, presentation, and communication skills.
- Bachelor's degree required, with emphasis in business, hospitality, management, engineering, or related fields preferred.

## KEY CHARACTERISTICS

- Community & Relationship-Oriented – Builds strong connections with city, county, and state leaders while engaging deeply in Rochester.
- Forward-Facing & Visible – Actively networks with stakeholders and is present in the community.
- Hospitality & Service-Minded – Understands the industry, prioritizes guest experience, and upholds high service standards.
- Innovative & Visionary – Brings fresh ideas, embraces change, and drives continuous improvement.
- Financially & Business-Savvy – Strong grasp of budgeting, funding, revenue generation, and new business development (NBD).
- Diplomatic & Collaborative – Works effectively across teams, government agencies, and private-sector partners.
- Adaptable & Resilient – Navigates challenges with creativity, determination, and a problem-solving mindset.
- Empathetic & Inspirational Leader – Fosters a strong team culture, motivates staff, and retains top talent.
- Operationally & Technologically Competent – Experienced in venue, hotel, or convention center management with a focus on efficiency and technology.
- Hands-On & Accountable – Engaged in daily operations, approachable, and leads by example.

## TOP PRIORITIES (for the first 6-12 months)

- Build Community & Government Relationships – Engage with key city, county, and state leaders to strengthen support for the convention center.
- Preserve and Strengthen Team Excellence – Maintain the high standards of service delivery, uphold the value and quality of in-house food and beverage, foster a strong team culture, and ensure accountability at all levels.
- Advance Capital Improvements – In partnership with the City, County, and State, secure \$66M funding and begin critical upgrades to modernize the facility.
- Drive Sales & New Business Development (NBD) – Strengthen partnerships with the Visit Rochester, hotels, and vendor partners to attract larger events.
- Maximize Revenue Streams – Leverage opportunities such as the parking garage to generate additional income.
- Align with Rochester's Economic Development – Integrate the convention center's strategy with downtown revitalization and hospitality growth.
- Maintain Strong Union Relationships & Enhance Vendor Partnerships – Continue fostering a positive union dynamic while strengthening collaborations with key vendors like OnServices and Great Lakes to optimize operations.



**Mark Gnatovic**

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

**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.**