

PRESIDENT & CEO

Sullivan Catskills Visitors Association | Liberty, NY





Sullivan Catskills

— Your Ideal NY Vacation Gateway —

Located only 90 minutes outside of New York City, the Sullivan Catskills is a pristine area known for its scenic beauty, wildlife, main streets, outdoor adventures, culinary delights, and enchanting accommodations. We welcome all types of visitors, from buses and small groups to FIT international and domestic travelers.

Our region has a rich and unique history. From the turn of the 20th century to the 1970s, more than 1,000 hotels, bungalow colonies, summer camps, and boarding houses dotted the Catskill Mountains of southern New York, offering a reprieve from the sweltering Manhattan summers. The region became known simply as The Mountains, or the more colorful Borscht Belt, named for the hearty beet soup born in Eastern Europe. The Sullivan Catskills is the birthplace of American dry fly fishing and where entertainers from Mel Brooks to Joan Rivers launched their careers. In 1969, half a million visitors came to Bethel for three days of peace, love, and music at the Woodstock Music and Art Fair.

Today, new luxury hotels and boutique resorts have risen, including Resorts World Catskills, an integrated casino resort boasting an 18-story all-suite hotel and entertainment complex, 100,000 square feet of gaming, and the newly renovated Monster golf course. Max Yasgur's famous alfalfa field is now home to Bethel Woods Center for the Arts, a nonprofit institution on 1,000 bucolic acres that includes a 16,000-seat amphitheater, an intimate 422-seat Event Gallery, the award-winning Museum at Bethel Woods, two creative learning studios, and a campground. The thriving arts and culture scene includes attractions like Forestburgh Playhouse, Hurleyville Performing Arts Centre, and The Rivoli Theater.

But it's not just about big events and attractions in the Sullivan Catskills--we also have plenty of hidden gems to discover. Follow the Dove Trail to visit charming towns with local shops, galleries, and eateries. Explore the Upper Delaware Scenic & Recreational River, part of the National Parks system, for canoeing, rafting, and some of the finest river fishing in the northeastern United States.

[Events](#) [Things To Do](#) [Places To Stay](#) [Where To Eat](#)



POSITION SUMMARY

The President and CEO undertakes complex executive responsibilities, which include planning, organizing, and overseeing tourism marketing initiatives. This role involves administering marketing strategies and programs, conducting market research, and promoting Sullivan County's tourism assets, programs, events, and resources. The position reports to the Board of Directors through its chairperson and designated officers.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Board of Directors: Schedule, develop agenda for, and attend meetings of the Board of Directors, and provide the Board with information, comments, and recommendations on a wide range of subjects of concern to the Board.
- County and State Government: Represent the SCVA in communication with the Sullivan County Legislature and other relevant representatives within the County's government and expand and maintain relationships with other tourism bureaus, state agencies, and, specifically, I Love New York.
- Contract Negotiations: Represent the SCVA in contracts and negotiations with entities, such as destination marketing businesses, vendors, and other professional services.
- Direct Staff: Direct staff and consultants in developing and/or studying proposals, including economic feasibility, financing requirements and arrangements, and the costs, benefits, and risks inherent in the specific projects or project proposals.
- Procurement: Oversee and direct, as necessary, the preparation of requests for proposals, solicitations for bids, and other activities related to the acquisition of professional services. Evaluate responses and make recommendations to the SCVA's Board of Directors on accepting or rejecting such proposals and bids. Direct the drafting of requests for services, memoranda of understanding, and contract documents.
- Program and Resource Management: Supervise and participate in developing critical path analysis and establish work schedules and programming resources to carry out programs and projects approved by the SCVA's Board of Directors.
- Community and Industry Relations: Maintain close working relations with public and private organizations involved in efforts to attract, support, and develop tourism for the SCVA (e.g., Chambers of Commerce, Sullivan County Industrial Development Corporation, Sullivan County Partnership, etc.)
- Membership: Grow the SCVA member base of local businesses, non-profit organizations, and tourism-based operators by providing support, resources, events, and training.
- Public Relations: Provide information to the public about the SCVA and speak before private and public groups to share information and obtain comments and suggestions.
- Program Evaluation: Participate in identifying problems, issues, objectives, and criteria for evaluating the effectiveness of contracts and programs as approved by SCVA. Provide policy recommendations on appropriate actions to revise programs.
- Administration: Administer the SCVA's business operations, including:
 - Direct the drafting and updating of the SCVA's bylaws, administrative rules, and development rules.
 - Develop internal policies and procedures governing the staff work.
 - Develop and implement approved budgets for the SCVA's operations and for its projects.
 - Provide for the development of expenditure plans, accounting and internal controls, and cash flow management.
 - Direct the development of office systems to handle and maintain the SCVA's correspondence and records.
 - Direct and participate in the preparation of periodic and special reports, including the SCVA's reporting to the Legislature and select committees.
 - Direct the preparation of public notices and advertisements.
 - Maintain custody of the SCVA's personal property and direct the preparation of periodic inventories.
 - Coordinate fiscal business management matters with County and/or state agencies and initiate and direct other activities required to ensure the proper operation of the SCVA.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Personnel Management: Manage the personnel of the SCVA, including:
 - Making recommendations to the SCVA's Board of Directors on hiring staff and consultants.
 - Provide orientation and training to staff.
 - Maintain discipline.
 - Evaluate the performance of subordinates and the benefits offered by the SCVA.
 - Resolve grievances.
 - Approve leave requests and coordinate appointments and other personnel actions.
- Travel: requires travel to meetings, conferences and other forums as designated by SCVA.

QUALIFICATIONS

- Knowledge of the hospitality/travel industry and the unique channels of distribution.
- Destination or major market experience.
- Understanding of tourism bureau marketing strategies and New York State initiatives.
- Effective written and oral communications skills.
- Ability to communicate effectively with the general public, legislators, government employees and agencies, community members and organizations, tourism industry stakeholders, and partners in the SCVA's major areas for destination marketing.
- Ability to establish and maintain amicable working relationships with the staff, Board of Directors, members, and the general public.
- Undergraduate degree from an accredited four-year college or university or equivalent executive-level experience.
- Experience as an administrator, including at least 15 years in fiscal and personnel management and organizational culture development in a leadership capacity.

KEY CHARACTERISTICS

- Leader
- Welcoming
- Good listener
- Political acumen
- Outgoing
- Organized
- Advocate
- Collaborative
- Visionary
- Ambitious
- Relationship builder
- Entrepreneurial

TOP PRIORITIES

- Conduct a thorough assessment of the organization's current operations, culture, and structure. Partner with the external consultant to review and update the strategic plan, ensuring it aligns with contemporary trends and innovative approaches in destination marketing and management. Introduce forward-thinking strategies to modernize the organization and position it for long-term success.
- Immerse in the unique characteristics of Sullivan County to become an authentic ambassador for the region. Gain an in-depth understanding of the area's assets, challenges, and opportunities, as well as the needs of its membership.
- Establish strong, credible relationships with key stakeholders, including hospitality industry partners, board members, and the local legislature. Foster trust and collaboration across diverse groups. Act as a bridge between the organization and its stakeholders, demonstrating a commitment to their shared goals and vision.



Andrea Christopherson

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

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