

GENERAL MANAGER

SAFE Credit Union Convention & Performing Arts District | Sacramento, CA





Within Reach. Beyond Expectations.

Welcome to the SAFE Credit Union Convention & Performing Arts District - where art, culture, business, and innovation come together to create a unique experience for each and every guest. From intimate gatherings to massive events, the facilities and capabilities within the District bring cutting-edge services, versatility, and unique character to every event.

Located downtown in the state capital of the world's 4th largest economy, the SAFE Credit Union Convention & Performing Arts District promises to be the vibrant nexus of Sacramento arts, culture, entertainment, and business for many years to come. In the most recently completed fiscal year, the district hosted 244 events, 136 performances, 843,754 attendees, and produced an economic impact of \$166.1 million to the region.

All of the excitement, art, and business that make up the SAFE Credit Union Convention & Performing Arts District reside in the Convention & Cultural Services Department at the [City of Sacramento](#). The department is committed to providing high-quality service, continuous investment, and strategic planning essential to ensure these City of Sacramento facilities continue to meet the needs of the growing public now and into the future. As a division within the Convention & Cultural Services Department, the District functions largely as an independent entity, staffed by an accomplished City team of experienced industry professionals. As a city, Sacramento is one of the most diverse in the country and strives to serve ALL residents, has received a perfect score on the Human Rights Campaign Equality Index, and was recently recognized by Forbes as California's Best Place to Live.

SAFE Credit Union Convention Center

Following an investment of \$233M, the newly renovated and expanded state-of-the-art facility offers 240,000 sq. ft. of scalable, customizable exhibit and meeting space.

SAFE Credit Union Performing Arts Center

Recently renovated via \$123M of City investment, the SAFE Credit Union Performing Arts Center brings the best of the best in performing arts to center stage in downtown Sacramento, with Broadway Sacramento, Sacramento Ballet and Sacramento Philharmonic and Opera as resident company partners.

Sacramento Memorial Auditorium

One of the most recognizable and beloved buildings in the region, this historic auditorium has hosted an array of diverse events, including local graduations and galas, sporting events, and some of the biggest acts in music and comedy for nearly 100 years. \$19M of renovations completed in 2019 have ensured that the venue retains its historic character while simultaneously offering modern comforts and convenience to performers and attendees alike.

In-House Partners

Operationally, the District works with in-house partners Encore, Sodexo Live! and Smart City Networks to provide guests with exceptionally high-quality services in audio/visual, catering and telecom, respectively.

POSITION SUMMARY

The General Manager provides visionary and operational leadership for Sacramento's premier SAFE Credit Union Convention and Performing Arts District. This division management role is responsible for driving business performance, cultivating world-class guest experiences, and sustaining the City's reputation as a vibrant cultural and events destination. Tasked with advancing community engagement, championing innovation, and leading strategic initiatives, the General Manager works in close collaboration with internal teams, city leaders, Visit Sacramento, and a diverse range of community partners. The budget for the SAFE Credit Union Convention & Performing Arts District is \$20.5 million.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Under the general direction of the Department Director, establishes department goals and objectives; develops and implements policies and procedures required for effective development and implementation of action plans in support of mission, vision, and goals; directs, assigns, monitors, and evaluates the department and capital improvement budgets; monitors and evaluates expenses and revenues; makes adjustments to meet budgets; makes recommendations on long-term facility needs and other changes as necessary.
- Coordinates the District's marketing efforts; ensures the development of comprehensive marketing plans; regularly attends business and social functions to promote the District; evaluates, develops, and monitors new business opportunities within the facilities.
- Negotiates lease terms and rental rates, implementing yield management techniques; enforces rental rate structure and convention criteria; approves all client contracts to ensure necessary policies and procedures are followed.
- Meets regularly with clients to evaluate operations of the District to improve customer satisfaction; meets with appropriate City management staff and City Council as needed to explain new programs; evaluates and provides professional guidance to food and beverage concessionaires to ensure quality product, service, and effective marketing of food, beverage, and merchandise; makes changes as necessary.
- Selects, assigns, supervises, reviews, and evaluates staff engaged in the operation, maintenance, and marketing of the District; provides staff with professional and technical guidance as required.
- Participates in and/or coordinates the preparation of various reports as required, including but not limited to memoranda, City Council Reports, and budgets.
- Creates an environment that advances continuous learning for staff, encouraging professional development and ensuring our employees are ready for the professional challenges of today, as well as tomorrow.

DESIRED QUALIFICATIONS

- Proven leadership experience in large-scale performing arts and convention centers, or similar multi-venue environments.
- Demonstrated track record of hospitality excellence, solutions-oriented management, and achieving business growth and strong financial results.
- Deep understanding of the events, performing arts, and convention/hospitality industry; extensive knowledge of industry best practices, trends, and guest expectations.
- Adept at using analytics and experience management tools for decision making and performance monitoring.
- Experience collaborating across city agencies, hospitality partners, arts organizations, and diverse client groups.
- Experience managing venue P&L, budgeting, and forecasting.
- Advanced business acumen, including knowledge of revenue streams, budgeting, transient occupancy tax (TOT), and financial management in a public sector context.
- Bachelor's degree in business, arts management, hospitality, or related field.
- Experience with change management and introducing operational technology/software platforms is a strong plus.
- Familiarity and passion for the Sacramento community and arts landscape are highly desirable.

MINIMUM QUALIFICATIONS

- Any combination of education and experience that would provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:
 - Experience: Six years of progressively responsible supervisory and management experience in a convention or entertainment facility, including a minimum of two years managing a major division such as facilities, marketing, operations, or catering.
 - Education: A Bachelor's degree from an accredited college or university with a major in business administration, public administration, or a closely related field.

IDEAL CHARACTERISTICS

- Collaborative and inclusive leadership style.
- Strategic thinker, passionate about driving new revenue opportunities.
- Exceptional customer service focus with a hospitality-centric approach.
- Financially astute, analytical, and data-driven.
- Personable, empathetic, and highly emotionally intelligent.
- Confident, with proven success in professional diplomacy; politically savvy.
- Accountable and results-oriented.
- Solution-oriented and a driver of innovation.
- Strong focus on service, guest experience, and operational excellence.
- Talent-driven leader, committed to building high-performing teams.

TOP PRIORITIES

- Build trust and rapport with the team while aligning the District's organizational culture with the Department's vision.
- Learn the venue and facilities structure; assess the team, operations, and business processes.
- Evaluate metrics; understand, engage, and build relationships with key customers, vendors, and partners to optimize guest and event experience across all venues.
- Execute on a strategic plan developed in concert with the Department Director that aligns with each venue's long-term goals, economic impact, and community values.
- Sustain service and operational excellence while identifying opportunities to drive new programming, particularly at the SAFE Credit Union Performing Arts Center and Memorial Auditorium.
- Review and improve sales and marketing strategies to drive revenue with Visit Sacramento and hotel partnerships.
- Review and manage the budget, focusing on controlling costs while identifying/optimizing additional revenue streams, particularly those that impact the Transient Occupancy Tax (TOT).
- Be a champion for all venues, the internal team, customers, and the community.

HOW TO APPLY

To be considered for this exciting and rewarding career opportunity, please submit your application by May 30, 2025, at:

<https://www.governmentjobs.com/careers/saccity/jobs/4919170-0/convention-center-general-manager>

SAVE THE DATES:

Round one interviews will be held virtually on June 19–20 and June 23–25. Finalists will be invited to in-person interviews scheduled for July 14–17. Candidates selected for interviews must be available for both the virtual and in-person dates.



Carmen Rodgers

Executive Recruiter
SearchWide Global
info@searchwideglobal.com
Direct: 682.777.4735

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