

## EXECUTIVE DIRECTOR

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Fort Worth Sports Commission (Visit Fort Worth) | Fort Worth, TX





# **FORT WORTH** **SPORTS COMMISSION**

Fort Worth is the 12th-largest city in the United States, known for Texas hospitality, nationally recognized hotels, billions in development underway and rapidly growing attractions. **The impact of tourism has doubled in the past decade**, to \$3.5 billion, and sports is an important pillar of our visitor economy. In fact, Sports Business Journal named Fort Worth the No. 1 destination for sports tourism in 2024 among cities without a pro team.

[Visit Fort Worth](#) [Fort Worth Sports Commission](#)

## **About Fort Worth Sports Commission**

The Fort Worth Sports Commission has built **strong relationships with a diverse range of event rights holders**, in partnership with Visit Fort Worth, world-class facilities, and community partners. This dedication has earned a highly regarded reputation in the industry for exceptional execution, hospitality, and collaborative partnerships. Our track record for hosting prominent events includes:

- National Finals Rodeo (2020)
- USA Wrestling Olympic Trials (2021)
- NCAA Men's Basketball 1st and 2nd Rounds (2022)
- The Bassmaster Classic (2021 & 2025)
- PBR World Finals and Elimination Rounds (on-going)
- USA Gymnastics U.S. Gymnastics Championships (2021 & 2024)
- NCAA Women's Gymnastics Championships (2018-2027)
- MLB Draft (2024)
- Fortnite Global Championships (2024)
- Rocket League World Finals (2022 & 2024)

**Unprecedented growth over the past four years** has produced a 39% average increase in contracted rooms, estimated room nights, and projected economic impact. In FY24, the team secured over 90 future events, anticipated to yield more than 111,000 contracted room nights, 170,000 estimated room nights, and over \$136 million in direct visitor spending. In the same year, our team hosted more than 85 events, delivering more than 119,000 contracted room nights, over 200,000 estimated room nights, and over \$140 million in direct visitor spending.

## **About Fort Worth Sports Commission (cont.)**

### **2025-2030**

**The next five years are full of exciting opportunities.** We are preparing for an incredible line-up of events in 2026 including: ACES, NCAA Women's Basketball, USA Karate, FEI World Cup, NCAA Women's Gymnastics Championship, Esports tournaments, and three winter cheerleading championships produced by Varsity. Fort Worth will host a team base camp during FIFA World Cup, with nine games in Arlington nearby. Beyond, we are planning upgrades for City parks facilities; attracting events with regional partners such as TCU, Rev Entertainment and others; and building toward the 2030 completion of the renovated and expanded Fort Worth Convention Center.

### **Facilities**

The Fort Worth Sports Commission has benefited from extraordinary partnerships with best-in-class facilities including:

- Dickies Arena, with 14,000 seats and ranked at the top of Billboard's Worldwide Boxscore Chart for venues in its class
- Fort Worth Convention Center downtown, now undergoing a \$700 million renovation and expansion with anticipated contiguous floor space of 250,000 square feet in the 800,000 square foot facility
- Will Rogers Memorial Center, a historic equestrian and entertainment complex adjacent to Dickies with more than \$74 million in planned improvements
- Historic and renovated Cowtown Coliseum in the Stockyards district, which hosted the 2024 MLB All-Star Draft
- Additional facilities include Texas Motor Speedway, Game On indoor tournament venues, a variety of parks and recreation facilities

### **Community Engagement**

The Fort Worth Sports Commission is dedicated to leveraging the sporting events we bring to town to leave a lasting legacy in the community we serve. We've partnered with the NCAA Readers Become Leaders program and the Fort Worth ISD around the NCAA National Women's Gymnastics Collegiate Championship. Last year alone, we had 78 schools, 38,636 students and 71,306,182 minutes read!

### **Great Opportunity. An Unexpected City.**

- Fort Worth is one of the fastest-growing in the nation with a population exceeding 980,000.
- Fort Worth has more than 14,000 hotel rooms, including new properties that have received international recognition: Bowie House Auberge Resorts Collection, Crescent Hotel and Hotel Drover.
- The Stockyards National Historic District is one of the most popular attractions in the country, with hotels, restaurants, attractions and the spirit of the Modern West.
- Downtown includes the the 37-block Sundance Square entertainment district. Sundance Square Plaza features live music five nights a week.

### **Great Opportunity. An Unexpected City. (cont.)**

- The Cultural District includes the Kimbell Art Museum, named one of the architectural wonders of the 20th century and home to Michelangelo's first painting. The nearby Fort Worth Zoo, ranked No. 2 in the country, is completing a \$130 million enhancement of its exhibits.
- Fort Worth Film Commission has been recognized for working with hundreds of projects that have created more than \$700 million in economic impact and 30,000 jobs in the past decade. The Commission's partners include 101 Studios and more than five Taylor Sheridan TV shows filmed here.
- Fort Worth was the first music-friendly certified city in Texas, inspiring the creation of the Hear Fort Worth music association.
- Five universities are expanding campuses here, including TCU, the University of Texas-Arlington West, Texas A&M University Law School and downtown research campus, Tarleton State and Texas Wesleyan University.
- Visit Fort Worth has strategic partnerships with the economic development community, including the City of Fort Worth, Fort Worth Economic Development Partnership, Fort Worth Chamber of Commerce, Fort Worth Hispanic Chamber of Commerce, Fort Worth Metropolitan Chamber of Commerce, Downtown Fort Worth, Inc., DFW International Airport and the Fort Worth Independent School District.

### **About Visit Fort Worth**

Visit Fort Worth is the official destination marketing organization for the City and the parent organization of Fort Worth Sports Commission, the Fort Worth Herd, the Fort Worth Film Commission, and the Hear Fort Worth music association.



## POSITION SUMMARY

The Executive Director is a senior-level leader responsible for leading a highly qualified team and expanding the impact and vision for sports in our city. The role involves attracting, managing, and retaining sports business opportunities. The Executive Director will report directly to the Chief Operating Officer and work in collaboration with teams devoted to Convention Sales & Services and Marketing & Communications, as well as working closely with the Chief Financial Officer on short- and long-term budget needs. Key responsibilities include attracting and retaining great sports events, achieving sales goals, building strategic partnerships, as well as leading a talented and nationally recognized team.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

### **Business Development**

- Continue our momentum as a growing sports market with strategies for attracting and securing events that generate economic impact, engage our community, and enhance the reputation of our city.
- Create and maintain our great customer relationships with national and international governing bodies, including long-term partnerships and new clients.
- Use prospecting tools necessary – from social media to trade shows – to expand visibility of Fort Worth as a premier sports destination.

### **Event Hosting**

- Ensure sports events hosted or supported by the Sports Commission are executed at the highest level, providing athletes, fans, and media an unforgettable experience in Fort Worth.
- Work with venue partners to determine their needs from our team to ensure a great experience for the totality of the customer's time in Fort Worth.
- Connect events with the community to build awareness of their event and create opportunities for philanthropy or service.

### **Strategy & Leadership**

- Lead a team with a constructive, positive culture that contributes to Fort Worth's success as a great tourism destination.
- As a member of the Visit Fort Worth Leadership Team, contribute to the organization's overall positive culture with our core values of respect, integrity, and collaboration. Communicate regularly with the Visit Fort Worth team to integrate the Sports vision into the overall strategy for tourism.
- Develop the Sports pillar of Visit Fort Worth's long-term strategic plan
- Work with venue owners and operators to determine the potential to expand their capacity for hosting sports, from short-term enhancements to long-term capital investment needs.
- Promote the economic, social, and cultural benefits of sports tourism.

## ESSENTIAL DUTIES AND RESPONSIBILITIES (CONT.)

### Strategy & Leadership

- Build and execute programs that offer our community to learn about and experience the power of sports – such as volunteering and attending.
- Networking and Communications
- Build and maintain strong relationships with the hospitality and sports ecosystem in Fort Worth, including: hotels, restaurants, entertainment and sports venues, potential investors, civic leaders, elected officials, local sports stakeholders and various boards and committees of Visit Fort Worth.
- Prepare and deliver exciting presentations and proposals to customers and local stakeholders.
- Be current in industry trends, be active on social media and represent the Sports Commission at industry and civic events as needed.

### Management and Administration

- As leader of the Sports effort, promote and ensure alignment among team members with goals and Visit Fort Worth culture. Identify strategies to recruit and retain high performing team members.
- Ensure accurate sales documentation in the CRM system. Develop and manage the budget and marketing plan for the Sports Commission, working with the COO, CFO and the Leadership Team.
- Work with the CEO, COO and CFO to manage processes for the Texas Event Trust Fund, in partnership with the Governor's Office of Economic Development and Tourism.
- Study feasibility of owned-and-operated events as part of Visit Fort Worth's long-term strategic plan.

## QUALIFICATIONS

- A bachelor's degree in Sports Marketing, Sports Management, Business, or a related field is preferred.
- A minimum of eight years in sports or entertainment fields with at least three years in a managerial role. Proven track record in great customer relationships, achieving sales goals and leading a positive team culture.
- Exceptional management, organization as well as verbal and written communication, skills.
- Analysis, judgment and decision-making.
- Strong budget management skills, including creation, forecasting and long-term development.
- The ability to prioritize tasks, meet deadlines, and adjust to changing conditions.

## KEY CHARACTERISTICS

- Support and promote our core values: Respect, Integrity, Collaboration
- Strong communication skills, both written and verbal
- Positive team leader who contributes to a culture of collaboration
- Approach problems with an open mind, curiosity and commitment to solutions
- Able to build consensus with the Sports team, with the broader Visit Fort Worth team and with community stakeholders
- Team-oriented
- Exceptional business and financial acumen
- Analytic and strategic

## TOP PRIORITIES

- **Conduct Listening Tour with Key Stakeholders**
  - Engage venues, hotels, and community partners through structured conversations to better understand needs, build trust, and inform strategy
- **Retain and Support Existing Sports Team**
  - Ensure stability and continued success by investing in resources, communication, and operational support for the current team.
- **Retain and Expand Customer Base**
  - Strengthen relationships with existing clients while identifying and pursuing new business opportunities to drive growth.
- **Complete Strategic Plan (In Progress)**
  - Finalize the comprehensive strategic plan to align organizational goals, guide decision-making, and position for long-term success.
- **Leverage 2026 World Cup Opportunities**
  - Collaborate with stakeholders to maximize engagement, partnerships, and economic impact related to the 2026 FIFA World Cup.



### John Brich

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

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