



**President of Visit Topeka and  
SVP of the Greater Topeka Partnership**  
Topeka, KS



**YOUR PARTNER IN GROWTH | Position Overview**  
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**Easy living.  
Rewarding jobs.**



**Art.  
Culture.  
Entertainment.**



**Delicious Food.  
Fantastic Drink.**



**Awesome parks.  
Diverse population.**



**Good schools.  
Stunning sunsets.**

## ABOUT TOPEKA

The capital city of Kansas has been at the crossroads to freedom predating the Civil War where you can experience the home of the Free State movement, the end of segregation, the beginning of women's suffrage and the present-day fight for LGBTQ rights. A friendly, modest, community with non-stop special events focusing on family fun. An Evel City, Beer City, Art City, Food City; #TopCity will not disappoint.

Venturing around Topeka, you will quickly recognize the warm, inviting nature of our community. Topeka is a unique place in that we are a leader in business and politics, and we understand the importance of quality of life for our citizens and visitors.

While in the capital city, we encourage you to explore and enjoy all that Topeka has to offer. Test your fear of heights by climbing 296 steps to the top of the Kansas State Capitol, get in touch with your artistic side as you shop in the ever-popular NOTO Arts District; catch dinner and a show at one of our many theatres; or if you are feeling exceptionally Evel, take in the 3D ride at the Evel Knievel Museum - a must-see attraction for both citizens and visitors. If you have children, you'll want to check out Gage Park, home of the Topeka Zoo and the Kansas Children's Discovery Center.



### LIFE IN TOPEKA

- Average cost of a single-family home \$125,000
- Average monthly rent (including utilities) \$762
- Median income \$54,667
- Average commute time 17.7 minutes
- Topeka's cost of living is 10% below the national average
- Home to 5 breweries
- More than 30 miles of paved paths and 27 miles of trails
- 39 Mexican food restaurants (because tacos)

### Mileage to Other Cities

Kansas City, Missouri - 60 miles  
Wichita, Kansas - 140 miles  
Omaha, Nebraska - 164 miles  
Des Moines, Iowa - 250 miles

Oklahoma City, Oklahoma - 300 miles  
St. Louis, Missouri - 315 miles  
Dallas, Texas - 500 miles  
Chicago, Illinois - 580 miles

**Population of Topeka & Shawnee County Area:** 178,941

**Average Daily Temperatures:** January 28.7 degrees, April 51.9 degrees, July 78.9 degrees, October 60.3 degrees



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## SIGHTSEEING & RECREATION

Entertainment isn't always man-made. In Topeka you'll find a large variety of parks, trails and green spaces celebrating the beauty of nature. Venture down the Landon Nature Trail, part of the rails-to-trails movement which converts unused railroad lines to nature trails. Hike through the woods of Kaw River State Park, Kansas' newest state park and only urban park in the state. Enjoy a picnic at one of Topeka's many parks and playgrounds.

## ARTS & CULTURE

Topeka's arts and culture scene is thriving like never before. From features in the New York Times and high praise from the chairman of the [National Endowment for the Arts](#), everyone is buzzing about Topeka's art scene. Explore our [galleries](#) featuring talent that rivals the big city, delivered with the value and charm that only the Midwest can provide. From the oldest community dinner theater in the country to our city-wide [First Friday Art Walks](#), Topeka is an art lover's paradise.



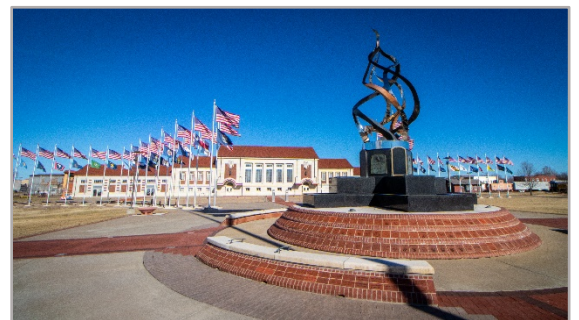
## ATTRACTIONS

Explore Topeka and discover a city filled with history, culture and fun. Travel back in time with a ride on a 1908 vintage carousel and enjoy the sights of Gage Park on board a mile-long mini-train ride. Follow the paths of trailblazers in the [1850s Free State Topeka Movement](#) and in the 1950s, the federal desegregation of public schools at the [Brown v. Board of Education National Historic Site](#).

Step into the life of prairie pioneer at [Old Prairie Town](#) at Ward-Meade Park. [Kansas Children's Discovery Center's](#) interactive exhibits are pure fun with unique indoor and outdoor play stations. Get your engine revving at a heart-pounding dirt, course or drag race at Heartland Park Topeka. Marvel at the spectacular and breath-taking murals and architectural features located throughout the recently renovated Kansas Statehouse, one of the [most beautiful capitols](#) in the United States. As you explore Topeka's many attractions, you'll discover history and culture around every corner.

## WASHBURN UNIVERSITY

[Washburn University](#) is the top-ranked public master's level university in Kansas according to America's Best Colleges rankings released by U.S. News and World Report. The University has also been named one of the top 20 public institutions in the Midwest.



## STORMONT VAIL EVENTS CENTER

A multi-event facility that offers flexible meeting space at affordable rates. Landon Arena has 22,400 sq. ft. with 7,500 permanent seats and can accommodate 8,500 comfortably. The Exhibition Hall provides 44,500 square feet of column free space for your exhibit area.

The Stormont Vail Events Center has broken ground on a \$48 million renovation project, that will provide a refreshing revitalization to Topeka's largest venue complex. Renovations will focus heavily on improving the patron experience. You will soon see extensive renovations to the Domer Arena, Landon Arena, Exhibition Hall, and Domer Arena Equine and Livestock facility, including new stalls and panels, concessions, LED lighting, bleacher and bathroom upgrades, etc. The multi-facility campus renovation is projected to be completed by May 2021.



## THE GREATER TOPEKA PARTNERSHIP

As of January 1, 2018, four Topeka organizations unified as the Greater Topeka Partnership. The organizations include, the Greater Topeka Chamber of Commerce, GO Topeka, Visit Topeka, and Downtown Topeka, Inc. The organizations maintain their individual managers and boards, as well as becoming the founding organizations of the Greater Topeka Partnership. Matt Pivarnik, serves as the President and CEO of the Greater Topeka Partnership. The Partnership is governed by one chair and chair-elect from each organization and seven community elected members. Together, the organizations focus on Momentum 2022, an economic development plan for Topeka & Shawnee County. The unity provided by combining the organizations allow resources to be shared and more common goals to be met.



## VISIT TOPEKA

As Visit Topeka, it's our job to promote the city of Topeka. Each year, thousands of visitors come to Topeka to visit friends and family, attend a business convention or association conference, to participate in a sporting event and as part of a group motor coach tour. Visit Topeka markets our city and its attractions to each of these visitor segments and works directly with meeting and sport event planners to bring new business to Topeka. We rely on partnerships with local businesses to provide planners and visitors with up-to-date information and timely content.

**Click the Links Below for Additional Information!**

- [Visit Topeka](#)
- [Choose Topeka](#)
- [The Gig](#)



## POSITION SUMMARY

**Reports To:** CEO of The Greater Topeka Partnership and Board of Directors (“BOD”)

Topeka is looking for a visionary leader to help turn momentum into lasting change. The President of Visit Topeka and Senior VP of the Greater Topeka Partnership is an integral member of The Greater Topeka Partnership Executive Leadership Team and is responsible for all destination development and tourism initiatives.

This individual will work with the Board of Directors and the Executive Leadership Team to establish long-range goals, strategies, plans and policies to help market Topeka as an ideal travel, meeting and sports tourism destination. This position is also responsible for administering all Visit Topeka programs including policy administration, personnel management, strategic planning, human resources and finance. The President will exercise high-level problem-solving skills, energy and passion in matters which have a major impact on the ongoing success of the destination.

Visit Topeka is a 501c6 organization governed by a twenty-three-member board of directors and five-member executive committee, with a total budget of \$1.2 million. The Partnership’s model allows for shared resources (finance, marketing and HR). The Greater Topeka Partnership total combined budget is \$10 million.

## MAJOR DUTIES

- Provide leadership and strategic vision for Visit Topeka and the Greater Topeka Partnership by assisting with the implementation of a sound operational and strategic plan.
- Establish employment and administrative policies and procedures for all functions and for the day to day operations of Visit Topeka.
- Guide and control financial actions by initiating, coordinating and enforcing policies and procedures.
- Lead, facilitate, and collaborate on key industry and organizational initiatives i.e. long-term strategic plans, key partnerships and business relationships, regional branding, etc.
- Direct marketing, advertising, and public relations strategies and set priorities to promote Visit Topeka and to strategically and cost-effectively reach identified target markets for both the convention sales and tourism divisions.
- Drive new marketing strategies to impact sales and attendance with emphasis on electronic media and strategic public relations.
- Participate in the sales process, build relationships with top clients and develops customer service strategies which support the sales efforts.
- Develop strategic direct sales efforts through group and leisure sales which grow hotel occupancy, restaurant covers, turnstile increases at local attractions and other benefits for Topeka.
- Work with the BOD to establish measurable goals for each fiscal year, measuring progress and providing reports to the BOD at regular intervals.
- Increase Management and employees’ effectiveness by coaching, counseling, communicating values, strategies and objectives, assigning accountabilities, appraising job results, developing incentives and providing and participating in educational opportunities.
- Implement safety policies and procedures to ensure the safety and security of all staff, visitors and the facility at all times.
- Represents Visit Topeka as the chief spokesperson which includes actively seeking out and maintaining community contacts; participate in community events to help build a positive image and relationships.
- Supervise the implementation of an annual operating and marketing plan to promote Visit Topeka to local, state, regional, national and international audiences.

- Cultivate and sustain new positive relationships with public officials, City of Topeka employees, current stakeholders, board and the community at large.
- Maintain stability by establishing and communicating a unit value system, enforcing ethical business practices and complying with, or influencing the development of laws and regulations.
- Works collaboratively with the Greater Topeka Partnership staff to build and maintain a strong team environment to accomplish the tasks necessary to serve and support the goals of both The Partnership and Visit Topeka.
- Conduct business with integrity and confidentiality and prevents the occurrence of unethical or unlawful behavior.
- Performs additional duties as assigned by the BOD.

#### **QUALIFICATIONS (but not limited to...)**

- A Bachelor's degree in business or a related field is required.
- Ten (10) years of progressively responsible business experience is preferred. A combination of education and experience may be accepted in lieu of a degree as determined relevant by The Greater Topeka Partnership.
- Experience in and exposure to convention, tourism and travel industries is required.
- Knowledge of travel and tourism sales and marketing and a passion to increase travel and tourism to Topeka is required.
- Experience in budget preparation and fiscal management and the ability to develop and maintain recordkeeping systems and procedures.
- Experience working with boards and developing strong, meaningful relationships with multiple stakeholder groups including City Council and hoteliers.
- Experience in developing and implementing successful regional partnership programs and initiatives.
- Proven ability to make critical decisions to drive positive operational and financial performance.
- Knowledge of business and management principles involved in strategic planning, resource allocation, leadership technique, coordination of people and resources and the ability to provide strategic direction, leadership and vision to Visit Topeka employees.
- Knowledge of employee practices and related laws, regulations and standards.
- Ability to develop and implement cost saving measures while working within the approved budget.
- Ability to analyze data or information by identifying the underlying principles, reasons or facts of information and use logic to address work-related issues and problems.
- Ability to make decisions while exhibiting sound and accurate judgment.
- Strong interpersonal communication skills and the ability to establish and maintain effective working relationships across all levels of the Greater Topeka Partnership.
- Demonstrated poise, tact, and diplomacy with the ability to handle sensitive and confidential information and situations.
- Commitment to the Topeka community expressed through active involvement.
- Passion for Topeka attractions and knowledge of community events.
- Ability to communicate clearly and professionally through both verbal and written skills.
- Valid driver's license is required for moderate travel (20%) within Topeka, regionally and/or nationally.
- Intermediate computer and word processing skills, in particular Microsoft Word, Excel, and Outlook.

#### **KEY CHARACTERISTICS**

- |  |                     |
|--|---------------------|
| • High energy  | • Strategic mindset |
| • Strong verbal communication and public speaking skills | • Passion           |
| • Collaborator   | • Visionary         |



## PRIORITIES

1. Begin to develop strong and meaningful relationships with key stakeholders and maintain effective on-going communication to establish yourself as a strategic leader. Stakeholders include but are not limited to customers, staff, board, Lodging Association, hotel ownership, business leaders, city and county-elected officials, and other partners and vendors.
2. Immerse yourself in the Greater Topeka Partnership by understanding how the Partnership runs and operates, its relationship to Visit Topeka, and developing strong relationships with the internal team.
3. Learn about the city of Topeka, review and understand the current business plan, and build a fresh and innovative marketing strategy to brand the destination.
4. Understand the market to develop a tactical sales strategy to drive regional convention business to Topeka, in turn increasing hotel occupancy and outside tourism.

**If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.**



**Elizabeth McHeffey**, Recruiting and Research Manager | SearchWide Global

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### **About SearchWide Global**

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.

