



**DENISON AREA CHAMBER OF COMMERCE
PRESIDENT AND DIRECTOR OF TOURISM**



©Chris Jennings

DENISON MOTTO

**MOVING FORWARD.
KICKING BACK.**



THE COMMUNITY

Conveniently located about an hour north of Dallas and four miles south of the Texas-Oklahoma border, Denison, Texas, is a dynamic city with a welcoming, small town atmosphere. Its strategic location in a growth corridor along U.S. Highways 69 and 75—one of the nation’s busiest trucking routes—provides direct access from Mexico through Denison to Chicago. The City offers great connectivity and easy access to international and regional airports. The North Texas Regional Airport has a 9,000-ft. runway and a 250-acre business park with all the amenities to support aviation-related business, and Dallas/Fort Worth International Airport and Love Field are located just over an hour from Denison. With an estimated population of 23,000, this family-oriented community, with rich historical roots, has much to offer its residents, including a high-quality of life, low crime rate, affordable cost of living, great schools, excellent recreational activities, and superior medical facilities.

Covering 29.2 square miles, Denison is ideally situated near Lake Texoma, an 89,000-acre lake on the Red River which boasts 600 miles of shoreline, secluded islands, and sandy beaches. Widely recognized as a top fishing lake and one of the most popular recreational destinations in the Southwest, the lake area includes two wildlife refuges, two state parks, 54 parks managed by the U.S. Army Corps of Engineers, 26 resorts, hundreds of campgrounds, and a variety of excellent golf courses. Lake Texoma is ranked the #1 lake in Texas by corporate executives for yachting and weekend homes.

Cultural and recreational opportunities are abundant in Denison. The City is known regionally as a live music venue for emerging artists as well as the world’s most famous mega stars. Downtown Denison is a National Historical Registered District, a State of Texas Cultural District, and a thriving business and arts district, featuring many galleries and studios displaying a diverse assortment of paintings, sculpture, stained glass, photography, and ceramics produced by regional, national, and international artists. Hagerman Wildlife Refuge with 11,300 acres is a paradise for migrating and wintering waterfowl and is nationally known by bird watchers. Other area attractions include Grayson County Frontier Village, Waterloo Indoor Pool, and Munson vineyards. Denison is home to the Eisenhower Birthplace State Historic Site, which displays the home where President Dwight David Eisenhower was born in 1890, and Eisenhower State Park, which provides 425 acres for picnicking, hiking, biking, nature study, fishing, boating, swimming, ATV and mini-bike uses, all in a variety of camping options. Also, the Denison area features a diverse selection of eight golf courses.

Ranked one of the top small cities in North Texas by *Dallas Magazine*, Denison has a cost of living index of 86—ranking it as the 9th least expensive urban area in the nation. Denison’s residents are dedicated to preserving and celebrating this charming community’s rich history. In 1988, Denison was officially designated a Main Street City by the Texas Historical Commission. Many homes in Denison have preserved their original character and design, and historic walking and driving tours guide visitors through neighborhoods and the historic downtown area.

Education plays a vital role in Denison’s quality of life. Denison Independent School District (DISD) has been a long-standing leader in education in the region and earned the prestigious “recognized district ranking” from the State of Texas in 2010. DISD serves over 4,400 students in grades Pre-K through 12 on nine campuses, and the district enjoys a low 13:1 student/full-time equivalent teacher ratio. Newsweek ranked Denison High School in the top 4% of high-performing schools in the nation. In 2011, an \$80 million bond package was approved by Denison voters and was used to construct a new high school campus and renovate existing grade schools.

Several colleges and universities are located nearby, for those seeking higher education offerings. Denison is home to Grayson College, which recently completed a \$40,000,000 renovation and expansion and offers more than 60 degree majors in a variety of technical fields. Additionally, Austin College is located just a few miles south in Sherman, Southeastern Oklahoma State University is just 30 minutes to the north, and the University of North Texas is less than an hour away in Denton.

Denison is enjoying local business and industry growth at a sustainable pace. Over the past two years, Denison has added 1,155 direct jobs, and 2,320 indirect jobs to the region. Major employers include Caterpillar, Ruiz Foods, CIGNA, NOVO 1, ACS Manufacturing, Sign Warehouse, Stanley Black & Decker, Denison Industries, Champion Cooler, and Texoma Medical Center, the region’s state of the art comprehensive healthcare provider. Recently, over \$125 million in new construction efforts were completed in the community, including a \$30 million expansion to Ruiz Foods and a new \$60 million state-of-the-art high school facility. In addition, Texoma Medical Center recently began a \$50 million expansion that will be completed in 2018.



MISSION STATEMENT

WE SERVE AS ADVOCATES FOR OUR MEMBERS THROUGH THE DEVELOPMENT OF BUSINESS, TOURISM AND COMMUNITY. BY ENCOURAGING PARTNERSHIPS THAT EMPHASIZE LEADERSHIP, EDUCATION AND CULTURAL EXPERIENCES, WE BRIDGE THE GAP BETWEEN OUR RICH HISTORY AND OUR BRIGHT FUTURE.

ABOUT THE CHAMBER

The Denison Area Chamber of Commerce has a strong history of more than 100 years of successful and continuous operation. It is a non-profit, highly event-driven organization with approximately 450 members ranging in size from large corporations to small businesses, from non-profit agencies to higher education. The Chamber’s mission is to serve as advocates for its members through the development of business, tourism, and community. By encouraging partnerships that emphasize leadership, education, and cultural experiences, the Chamber bridges the gap between Denison’s rich history and its bright future.



The Denison Chamber is a highly event-driven organization. Current events include Fall Festival, Christmas Parade, Memorial Day Parade, Plug-In Texoma Networking, Fishing Tournaments, Clay Shoot, Kits for Kids, Education Events, Leadership Institute, Youth Leadership Institute, Young Professionals Group, and more. Plus, the Chamber offers resources and volunteers for many events sponsored by the City, Main Street, Parks and Recreation Department, and others.

The Chamber has an operating budget of approximately \$188,000, and the Conventions and Visitors Bureau has a budget of approximately \$411,000.



ABOUT THE POSITION

As the top paid administrative executive of the Chamber, this position is responsible for the full range of activities and day-to-day management of all Chamber functions and for carrying out the policies and duties established by the Board through an annual Program of Work. Major duties also include the coordination and growth of existing special events, motivation of volunteers, budget planning and monitoring of income and expenses, recruitment and retention of memberships, employment, training, and supervision of staff, facility maintenance, and long-range planning.



This position reports to the Chair of the Executive Committee of the 15-member Board of Directors. The executive supervises the Chamber staff: two full-time Chamber representatives, a full-time Tourism Marketing Coordinator, and a part-time bookkeeper. Other important interactions include ex-officio representation on an economic development board, local and state elected officials and their staff members, education officials at all levels, other Chambers, area hotel property owners and managers, and business-focused organizations in the area.



Special relationships exist between the City of Denison leadership and the City Council as the Chamber receives significant funding to run the Convention and Visitors Bureau for the City, as well as the Arts Council activities. Additionally, the Chamber is an integral partner of the Denison Main Street, Downtown Denison, and Denison Parks and Recreation.



The President and Director of Tourism has regular contact with the Board of Directors and its committees that support the Program of Work and works cooperatively with local government and other partner agencies to achieve the chamber goals. The President and Director of Tourism also maintains appropriate relationships with other associations and vendors to enhance the image of the Chamber and the attainment of its objectives.

Specific Duties and Responsibilities:

Marketing and Public Relations

- Represents the Chamber at community meetings and events, and promotes and enhances the role of the Chamber with government entities, elected officials, businesses, and residents.
- Oversees an effective communications program responsive to the needs of the membership including but not limited to a newsletter, website, and press releases.
- Creates appropriate marketing materials and advertisements to support the mission of the Chamber and the Convention and Visitors Bureau, and their activities.



Membership Development and Membership Services

- Recruits new members and maintains member relationships.
- Attends ribbon cuttings, grand openings, and groundbreakings.
- Develops and implements education programs to advance the professional, technical, and managerial skills of the membership.
- Maintains the membership at a level that will ensure sufficient revenue to support the operations.
- Organizes and conducts an annual membership meeting consistent with the objectives of the Chamber in accordance with bylaws.

Event Management and Support

- Maintains current events and activities and expands with new opportunities.
- Sells event sponsorships.
- Ensures events meet budget and maximize fundraising success.
- Coordinates and oversees volunteers of all major events.
- Evaluates each event upon conclusion.
- Supports partner agencies' events with appropriate resources and volunteers.



Managerial and Planning

- Responsible for budget development and cash flow management for the Chamber of Commerce, Conventions and Visitors Bureau, and Arts Council.
- Responsible for the identification of Chamber and community needs and for the preparation of a Program of Work designed to meet these needs. This involves continuous evaluation of the program, recommending changes as needed, and systematic measuring of progress toward goal attainment.
- Conducts and monitors strategic planning to meet the emerging and long-range needs of the Chamber and revises activities to meet the needs.
- Conducts Board of Director training and orientation to ensure smooth and consistent transitions.
- Maintains efficient and professional staffing through periodic performance reviews and adjusting duties and responsibilities as appropriate.
- Prepares monthly budget reports for Board meetings.
- Prepares budget reports for Convention and Visitors Bureau and Arts Council as needed.



IDEAL CANDIDATE

The Chamber President and Director of Tourism plays an integral role within the community. The candidate selected for this position must have a passion for public service and must be dedicated to serving the Denison community. The ideal candidate will be a creative self-starter with a high energy level, demonstrated leadership skills, and a desire for municipal growth and success that matches their personal career goals.

The next President and Director must have proven experience in the management of staff, related personnel issues, HR policies, and applicable labor laws. A natural leader with a collaborative approach to management who encourages teamwork and facilitates partnerships within the organization and throughout the community is strongly desired. Experience in working with volunteer boards of directors, leadership training for volunteers, and providing a basis for cooperation and goodwill within the organization is essential.

The selected individual will have high ethical values that favor accountability and integrity in all situations. The President and Director must be able to delegate with authority and make sound decisions with little oversight, taking a hands-on approach as needed. The ability to strategically formulate long-term plans and goals for the community that make the best use of available resources is a required trait. A candidate with a strong background in budgeting and finance, including developing finance related policies and procedures, is preferred.

The chosen candidate will be a multi-tasker with excellent organizational abilities, a proven track record of event planning, and strong communication skills (written and verbal), including exceptional public speaking abilities. Proficiency with computers, business and accounting software, and accounting practices is required. Experience with ChamberMaster and QuickBooks is a plus.

EDUCATION & EXPERIENCE

It is preferred that the selected candidate hold a bachelor's degree or higher. A minimum of five (5) years of relevant experience is required, with preference given to experience in Chamber of Commerce management. A Chamber of Commerce credential is a plus (U.S. Chamber of Commerce Institute training with the designation of Institute for Organization Management (IOM) or Certified Chamber Executive (CCE)). The selected candidate must live in the Denison/ETJ community.

COMPENSATION & BENEFITS

The salary for this position is commensurate with experience. A full range of retirement, insurance, and leave benefits is offered.

APPLICATION PROCESS

Please apply online at: <http://bit.ly/SGRCurrentSearches>

For more information on this position contact:

Katie Corder, Senior Vice President
Strategic Government Resources
Katie@GovernmentResource.com
214-926-3283

This position is open until filled. To view the status of this position, please visit:
<http://bit.ly/SGRCurrentSearches>

The Denison Area Chamber of Commerce is an Equal Opportunity Employer and values diversity in its workforce. Applicants selected as finalists for this position will be subject to a comprehensive background check.

RESOURCES

**DENISON AREA
CHAMBER OF COMMERCE**

WWW.DENISONTXAS.US

CITY OF DENISON

WWW.CITYOFDENISON.COM

**DENISON DEVELOPMENT
ALLIANCE**

WWW.DENISONTX.ORG

DENISON ISD

WWW.DENISONISD.NET

