

**Carson City Culture & Tourism Authority
Agenda Report**

Date Submitted: 02/07/18

Agenda Date Requested: 02/12/18

Time Requested: 15 Minutes

To: Carson City Culture & Tourism Authority - Board of Directors

From: Chris Kipp, Operations Manager

Subject Title: For Possible Action: To approve the reclassification of the CTA Marketing Assistant position to an Events Manager at an additional annual cost of \$12,520.40 (salary \$9,672 and benefits \$2,848.40).

Staff Summary: *As a result of funding restraints in 2013, the CTA eliminated the position responsible for programing, recruiting, organizing, implementing and evaluating special events, conferences, sports tournaments and activities that promote tourism. The 2017 (FY17) transient occupancy tax as reported in the CTA Audit totaled \$1,976,367. This reflects an increase of 56.4% (\$709,635) over that of the 2013 transient occupancy tax collection of \$1,257,732. The current annual compensation for salary/benefits the CTA Marketing Assistant is \$58,479.80 (salary \$37,128.00 and benefits \$21,351.80). The proposed beginning compensation for salary/benefits the CTA Event Manager will be \$71,000.20 (salary \$46,800.00 and benefits \$24,200.20). With a reclassification date of 2/16/2018, the current FY18 Impact is \$4,703.19 (salary \$3,571.20 and benefits \$1,131.99).*

Type of Action Requested:

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

Recommended Board Action:

I move to approve the reclassification of the current Carson City Culture & Tourism Authority's Marketing Assistant to that of an Events Manager for the CTA to start with an employment package of \$71,000.20 (salary \$46,800.00 and benefits \$24,200.20).

Applicable Statute, Code, Policy, Rule or Regulation:

Fiscal Impact: Additional \$4,703.19 (salary \$3,571.20 and benefits \$1,131.99).

Explanation of Impact: The current annual compensation for salary/benefits the CTA Marketing Assistant is \$58,479.80 (salary \$37,128.00 and benefits \$21,351.80). The proposed beginning compensation for salary/benefits the CTA Event Manager will be \$71,000.20 (salary \$46,800.00 and benefits \$24,200.20). The CTA Events Manager position will have an annual compensation package of \$20.00 - \$29.00 hourly / \$3,200 - \$4,640 monthly / \$41,600 - \$60,320 annually.

Funding Source:

Supporting Material: CTA Events Manager Job Description

Prepared By: Joel Dunn, NV Consulting, LLC

JOB DESCRIPTION

JOB TITLE: Events Manager

FLSA: Exempt

OFFICE: Carson City Culture & Tourism Authority (CTA)

GRADE:

REPORTS TO: CTA Operations Manager

DATE: Feb. 2018

Salary: \$20.00 - \$29.00 Hourly / \$3,200 - \$4,640 Monthly / \$41,600 - \$60,320 Annually

SUMMARY OF JOB PURPOSE:

Programs, recruits, organizes, implements and evaluates special events, conferences, sports tournaments and activities that promote tourism, organizes and conducts outreach efforts and collaborates with community groups, businesses, lodging properties and other organizations to promote event awareness and advance the overall mission of Carson City Culture & Tourism Authority. Under the direction of the CTA Operations Manager, this position serves as the lead staff member responsible for the coordination of major events occurring in Carson City which result in increased occupancy tax and media exposure. Responsible for developing and implementing strategies to attract events to Carson City with an inherent opportunity to drive tourism.

ESSENTIAL FUNCTIONS:

This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbent(s) may be expected to perform job-related duties other than those contained in this document and may be required to have specific job-related knowledge and skills.

- Responsible for recruitment, development, planning and implementation of special events which result in increased occupancy tax and media exposure for Carson City.
- Works closely with other CTA staff members, event committee members and partner organizations to coordinate all aspects of each event: completion of a permit application to be submitted to the City of Carson City Permit Center/Business License Division and/or Parks and Recreation Division, coordination of event marketing with the CTA Marketing Manager, for the successful execution of each event.
- Develop strategies/efficiencies to enhance the visitor experience and planning process for each event.
- Conducts extensive community outreach efforts; develops methods and opportunities for business/community input and participation; organizes and facilitates workshops, classes and public presentations and presents to the Carson City Culture and Tourism Authority Board.
- Develops, implements and oversees events; recommends, develops, and implements short/long term-goals, objectives, and projects; creates and seeks partnership opportunities; evaluates and modifies events for maximum efficiency and customer satisfaction by conducting participant surveys and researching similar events; prepares and presents event reports; generates awareness for events and projects by assisting in the development of collateral, updates for websites, community

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calendar and social media platforms; prepares information for quarterly brochure and e-blasts.

JOB DESCRIPTION

Events Manager

- Manages and participates in the development and implementation of CTA Special Event budget; researches, submits and administers applicable federal, state and local grants.
- Manages and participates in the development and implementation of goals, objectives, policies, and priorities for assigned events; recommend and administer policies and procedures.
- Communicate and confer with a variety of community organizations; agencies, special interest groups, and concerned citizens regarding special events; elicit opinions and relevant feedback, answer questions and address concerns, facilitate productive discussions, and represent the Carson City Culture & Tourism Authority in a positive and effective manner.
- Participate in a variety of activities to enhance community relations; develop and manage outreach efforts and activities to enhance event visibility within the community; make presentations, attend meetings and events, and participate in community organizations.
- Review, analyze, evaluate and summarize a variety of narrative and statistical data and feedback regarding events to monitor success in terms of utilization, customer satisfaction, cost effectiveness, return on investment and over-all value to the community; initiate and monitor necessary changes and modifications to current events as well as updating future planning and projections accordingly.
- Uses standard office equipment, including a computer, in the course of the work; drives a personal motor vehicle to attend meetings and visit off-site locations.
- Demonstrates courteous and cooperative behavior when interacting with elected officials, clients, visitors, and staff; acts in a manner that promotes a harmonious and effective workplace environment.

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QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Education and Experience:

Bachelor's degree with major course work in public administration, or a related field and two (2) years of special event coordination experience; OR an equivalent combination of education, training and experience as determined by Human Resources.

Required Knowledge and Skills

Knowledge of:

- Operational characteristics, services and activities of special events.
- Principles and practices of special event development and administration.
- Recent and on-going developments, current literature, and sources of information related to special event planning and administration.
- Principles and practices of governmental agency budget development, administration, implementation and reporting.
- Principles and practices of grant writing, fundraising and contract management.
- Applicable laws, codes and regulations.
- Computer applications related to the work.
- Business mathematics
- Records management principles and practices.
- Techniques for dealing with a variety of individuals, at all levels of responsibility, in person and over the telephone, often where relations may be confrontational or strained.
- Communicating effectively in oral and written forms.

Skill in:

- Overseeing and participating in the management of a comprehensive special event program.
- Participating in the development and administration of goals, objectives and procedures.
- Preparing and administering grant proposals, reports, letters of inquiry and large program budgets.
- Identifying, developing and implementing special events to meet community needs.
- Understanding and implementing oral and written directions in an independent and effective manner.
- Determining, planning, managing, and evaluating special events suited to the needs of the community.
- Managing facilities and/or use permits.

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- Conducting meetings and facilitating communications in a clear, concise and positive manner.
- Analyzing problems, identifying alternative solutions, projecting consequences of proposed actions and implementing recommendations in support of goals.

JOB DESCRIPTION

Events Manager

Skill in:

- Researching, analyzing and evaluating new service delivery methods and techniques.
- Coordinating multiple projects and complex tasks simultaneously.
- Assisting in the preparation of valid funding projections.
- Interpreting, applying and explaining complex federal, state and local laws, regulations and policies related to the areas of responsibility.
- Preparing clear and concise reports, correspondence and other written materials.
- Using initiative and independent judgment within general policy guidelines.
- Establishing and maintaining effective work relationships with staff, coworkers, contractors and the public.
- Ensuring proper authorization and documentation for disbursements and other transactions.

SUPERVISION RECEIVED AND EXERCISED:

- **Under Direction** - Assignments and objectives are presented to incumbents at this level and established work processes are to be followed. Incumbents have some flexibility in the selection of work methods, the timing of work processes, and the methods of completing tasks. Supervision is periodic and is usually initiated by employee and/or when important problems, significant changes from past procedures, and policy implications are involved.

REQUIRED CERTIFICATES, LICENSES, AND REGISTRATIONS:

- Valid driver's license

PHYSICAL DEMANDS & WORKING ENVIRONMENT:

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Mobility to work in a typical office setting, use standard office equipment and stamina to sit for extended periods of time; strength to lift and carry up to 20 pounds; vision to read printed materials; and hearing and speech to communicate in person or over the telephone; exposure to traffic conditions and external environment when traveling from one office to another.

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CONDITIONS OF EMPLOYMENT:

1. *This classification is considered FLSA exempt and is an at-will position. As such, the incumbent may be terminated at any time for any reason, or no reason.*

2. *Continued employment is contingent upon all required licenses and certificates being maintained in active status without suspension or revocation.*

I have read and understand the contents of this Job Description, and I have received a copy of this Job Description for my records.

PRINT NAME: _____

SIGNATURE: _____ **DATE:** _____

“The Carson City Culture & Tourism Authority is an Equal Opportunity Employer”

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