



CITY OF VERNON

Tourism/Main Street Coordinator Job Description

General Program Description

The City of Vernon Tourism / Main Street Program aims to develop and encourage economic opportunities through the use of local hotel/motel tax and reuse of existing buildings and underutilized space to attract new businesses and assist in the development of viable marketplace enterprises.

Attributes of a Successful Tourism and Main Street Coordinator

A successful Tourism and Main Street Coordinator MUST:

- Have excellent interpersonal skills
- Have a sense of entrepreneurship and be a self-starter.
- Understand and be able to work with city government.
- Have an ability to communicate, both individually and to groups.
- Have an appreciation and understanding of community involvement.
- Be success-oriented and a motivator.
- Be smart and humble enough to accept and overcome areas in his or her background that are weak.
- Be personable, persevering and patient

Definition of Position

The Tourism and Main Street Coordinator is responsible for managing, developing, and implementing tourism and downtown revitalization strategies and recommendations in consultation with the appropriate governmental officials and advisory bodies and coordinating their implementation to achieve project goals.

The Tourism and Main Street Coordinator will work to administer the local tourism effort by utilizing hotel/motel tax to promote the local tourism industry according to state regulations.

The Tourism and Main Street Coordinator will work to maintain local development efforts utilizing the Main Street Four Point Approach™ of the National Trust Main Street Center and in conjunction with the Texas Main Street Program of the Texas Historical Commission.

Position Qualifications

The Tourism and Main Street Coordinator should have an undergraduate degree or equivalent experience in a similar capacity. The coordinator must understand the issues involved in local tourism and commercial revitalization from the various points of view of merchants, public

agencies, property owners and community organizations. The coordinator must have writing ability and excellent verbal communication skills enabling the manager to articulate local program goals in group situations and on a one-to-one basis.

The Tourism and Main Street Coordinator must be an energetic, self-motivated, imaginative and accomplished organizer capable of functioning effectively in an independent situation, while maintaining a sense of the overall goals of the commercial revitalization project.

Administrative Framework/Accountability

The Tourism and Main Street Coordinator will work in the provided office reporting directly to the City Manager and/or designee. Employee shall also administer and facilitate meeting of advisory boards and work to accomplish established goals.

The Tourism and Main Street Coordinator will perform complex and responsible work and enjoy considerable latitude in discharging duties, exercising independent judgment and discretion in carrying out day-to-day responsibilities. The Tourism and Main Street Coordinator will participate in budget preparation and other matters related to the program.

Duties to Be Performed

- Familiarize public officials, retailers, community groups, the general public, etc., with the nature and orientation of downtown and commercial revitalization efforts.
- Work cooperatively with the local community to develop and implement a local action plan and timetable including public and private activities.
- Assist individual merchants and property owners with design assistance requests and construction of physical restoration projects.
- Assist and coordinate promotional events/activities through the planning, design and implementation stages.
- Prepare and maintain a continuing record of the program through photographs (before and after) and/or slides, files on the building, business recruitment, promotions, monthly reports, etc.
- Develop a downtown development program consistent with and that scores well in the Texas Main Street Program 10 Point Criteria System.
- Answer tourism related telephone calls.
- Disseminate tourism literature and information.
- Develop and keep web-site and social media current and up to date.
- Send out calendar of events to free listings such as Texas Highways, Texas Monthly, and other state or national publications that list events for free.
- Develop a comprehensive tourism based advertising campaign consisting of billboards, ads, and collateral that will drive tourists into Vernon.

- Develop driving tours or maps that a tourist could use to find interesting places in the area. Such as Doan's Crossing, Cynthia Ann Parkers Re-capture site, Historic downtown buildings, or even sites in neighboring communities with the intent to bring the tourist back to Vernon for food and lodging.
- Develop maps or brochures to assist tourists for lodging, eating and shopping needs.
- Co-ordinate event funding hearings and mailings.
- Assist events in registering participants to get real numbers of participants, to gauge the amount of impact the event has on the community, and to assist guests with needs they have (Food, Lodging, directions, etc.).
- Visit monthly with lodging owners to determine number of room nights used for tourism events.
- Determine that post activity reports are obtained in a timely manner.
- Assist committee in budgeting and accounting for Hot Funds
- Promote Vernon's sporting facilities including the football fields, baseball fields, basketball gym's, etc. for playoff games or tournaments to coaches or others needing these facilities.
- Promote Wilbarger County Auditorium as a place for concerts, conventions, and meetings, to people developing these activities.
- Promote our museums and shopping to out of town guests.
- Educate existing merchants, restaurateurs, and hoteliers about upcoming events and opportunities for increased revenues during peak time periods.
- Work with event coordinators within a 30 mile radius to encourage their guests to visit Vernon.
- Make sure Texas State Travel Centers have information on Vernon.
- Write necessary grant applications.
- Provide monthly report to the Board on activities and progress before monthly Board meeting.
- Any other service which is similar and allowed under State Law.
- Provide Report to City Commission on a Quarterly Basis.

Environmental/Hazard Demands of Job Functions

- 25% of work time in travel; majority work time indoors; sometimes required to move vehicles/objects.
- Work exposure primarily dry atmosphere with some use of cleaning supplies/abrasives and solvents (degreasing agents).
- Physical demands of job require some lifting; pulling; carrying and pushing of objects – approximately 15 pounds.
- Physical demands of the job required include: bending, simple grasping, finger/manual dexterity, standing, walking, twisting upper body, stooping, and hearing.