



DIRECTOR OF SPECIAL EVENTS
Town of **Addison, Texas**

Recruitment Services Provided By



The Opportunity

Addison is renowned on a national level for its highly successful events and presents an opportunity for top event managers to be its next Director of Special Events. This opportunity occurs during a unique period of reimagination and creativity.



About Addison, Texas

The Town of Addison is located in an area once called Peters Colony. It was settled as early as 1846 when Preston Witt built a house on White Rock Creek. The area was not known as Addison until 1902. Addison was named after Addison Robertson, who served as the community's second postmaster from 1908–1916. In 1902, the first industry was introduced to Addison when a cotton gin was built on Addison Road, near the railroad, by the Pistole brothers.

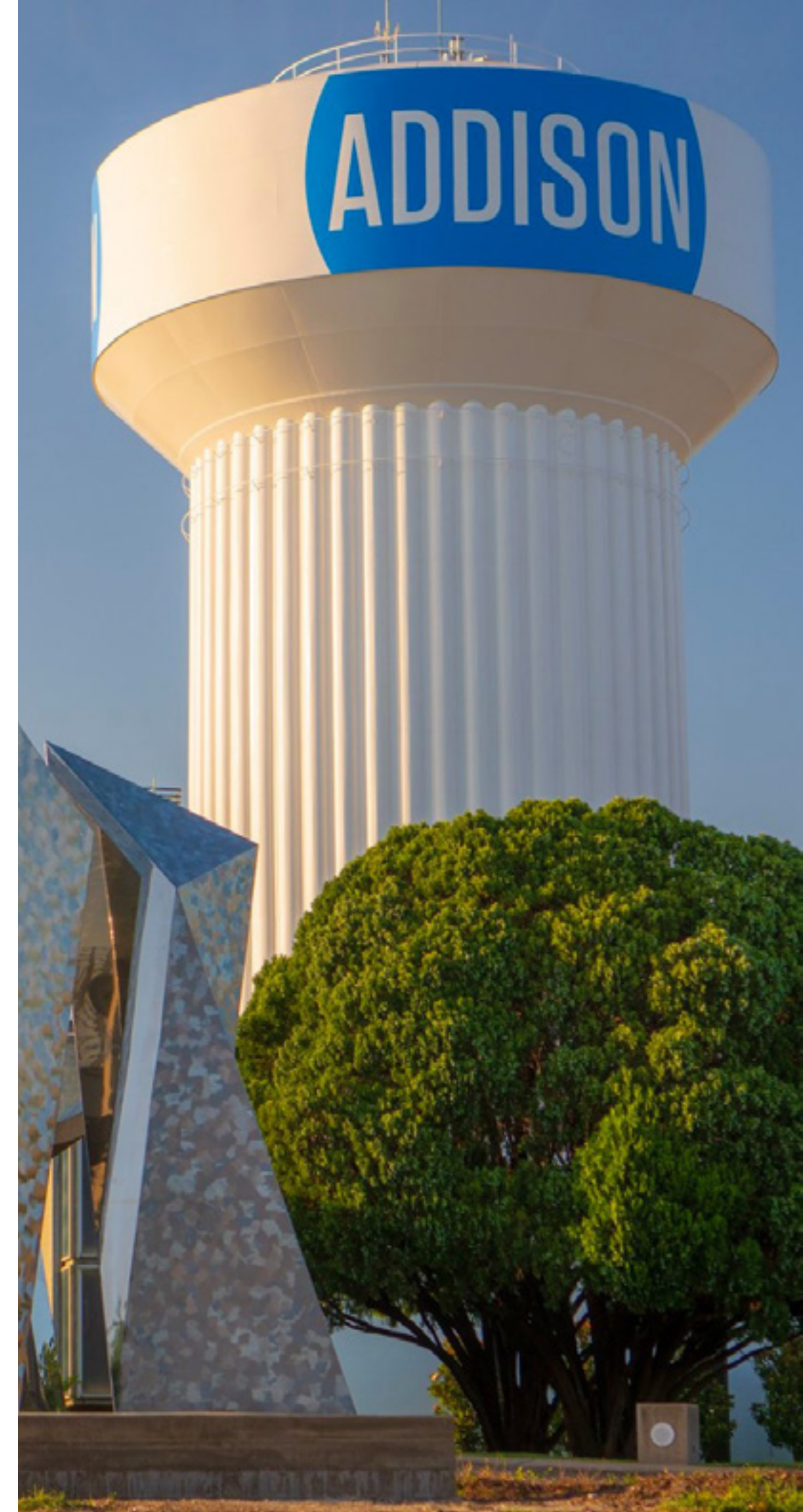
In 1975, a town election to allow liquor served by the drink was a major contributor to the expansion of businesses and restaurants. All combined, Addison's restaurants and eating establishments can seat over 20,000 patrons at one time.

The region, which developed rapidly over the past five decades, is home to affluent neighborhoods, hundreds of million-dollar companies, and scores of quality restaurants. Because of Addison's overwhelming commercial atmosphere, residents of Addison enjoy a unique lifestyle not common in other suburbs. Though Addison has only 16,661 residents in 4.4 square miles, the Town has developed into a cosmopolitan center which serves well over 125,000 business persons, shoppers, and visitors daily.

The area commands a central location in proximity to downtown Dallas, DFW International Airport, Dallas'

Platinum Corridor, and the Plano Legacy corporate campus area. Addison places a special emphasis on quality of life that demands all development meet the most rigorous building requirements. For example, all commercial development must submit landscaping plans to ensure attractive green areas accompany buildings. The attention to aesthetics extends to all of Addison's major boulevards, which are also landscaped. This approach has made Addison a cosmopolitan "downtown uptown" distinguished from almost any other urban area in the nation.

With its central location in the north Dallas metro area and significant transportation assets – including Addison Airport, the Dallas North Tollway, and the DART bus terminal and (coming soon) rail station – Addison is an attractive place to locate a business. Texas' business-friendly environment and Addison's location near the geographic center of the country have helped to fuel a recent rush of corporate relocations to North Texas; proximity to Addison Airport and the convenient air transportation access it provides has been a key factor in many relocations, especially for companies with far-flung business interests. Business aviation is about convenience and efficiency, so businesses that rely on aviation will choose a location close to a suitable airport. Addison Airport doesn't just serve Addison; it is a regional transportation asset serving adjacent communities including Carrollton, Farmers



Branch, Richardson, Irving, and Dallas. Addison is the closest airport – and therefore the primary choice for many business aviation users – to business centers in Las Colinas (Irving), Legacy (Plano), Dallas' Platinum corridor, the Galleria (Dallas), and of course along the Dallas North Tollway (Farmers Branch and Addison). In addition to numerous corporate aviation departments and air charter operators, Addison Airport is home to many flight training operators, aircraft maintenance shops, and associated businesses ranging from aviation insurance to aircraft detailing. Addison Airport is a key asset that helps drive economic growth in the community and the wider region.

Addison's reputation for maintaining a high quality of urban life has attracted considerable development over the past few years. Addison is home to nearly 12 million square feet of quality office and warehouse space. Addison also boasts 22 hotels with over 3,600 rooms and over 200 restaurants (an average of 46 restaurants per square mile). Developments such as Addison Circle and Vitruvian Park have not only become a desired location to live but a focal point for some of North Texas' major events such as nationally recognized Addison Kaboom Town!, Oktoberfest, and Taste Addison.



City Government

The City of Addison was incorporated on June 15, 1953, and in 1982 the name was changed to the Town of Addison. With a council-manager form of government, policy-making and legislative authority are vested in a seven-member governing City Council. The Council is comprised of a Mayor and six members who are elected in at-large elections. Members are elected for two-year terms in alternating years and may serve up to three consecutive terms.

The Town's all-funds budget for fiscal year 2021-22 totals \$87.7 million and the City has a total of 300 FTE positions. City Departments include Airport, Athletic Club, City Manager's Office, City Secretary, Conference and Theatre Centre, Development Services, Economic Development, Finance, Fire, General Services, Human Resources, Information Technology, Marketing and Communications, Municipal Court, Parks and Recreation, Police, Public Works and Engineering, Special Events, and Tourism.

Addison's strong financial position includes AAA/Aaa bond ratings from S&P and Moody's and allows it the opportunity to achieve what many cities cannot. While strong financial stewardship remains important, Addison is a city willing to pay for quality and that is evidenced throughout.





The Addison Way

The “Addison Way” is the Town’s service delivery philosophy that serves as the cornerstone of how staff delivers outstanding service to its internal and external customers. This philosophy is known by Addison residents and employees and is the foundation of Addison’s organizational culture of service. The heart of the “Addison Way” is to:

- Be service-minded and kind;
- Exceed expectations;
- Be solution driven; and
- Value employees as partners.

Staff searches out all options to exceed expectations during each customer service interaction. This service credo is celebrated through established and celebrated employee awards and appreciation programs, is recognized throughout the community, and is the hallmark of Addison culture.

Special Events Department

With an annual department budget of \$6.1 million and a staff of 6 employees, Addison makes a significant investment in special events, which very successfully attract tourism and enhance the spirit and brand of Addison. Signature events include:

Taste Addison: A celebration of Addison, Taste Addison features national music artists, top restaurants, family-friendly activities, wine sampling, shopping and more. A North Texas legend since 1993, Taste Addison is the region's original food & music festival.

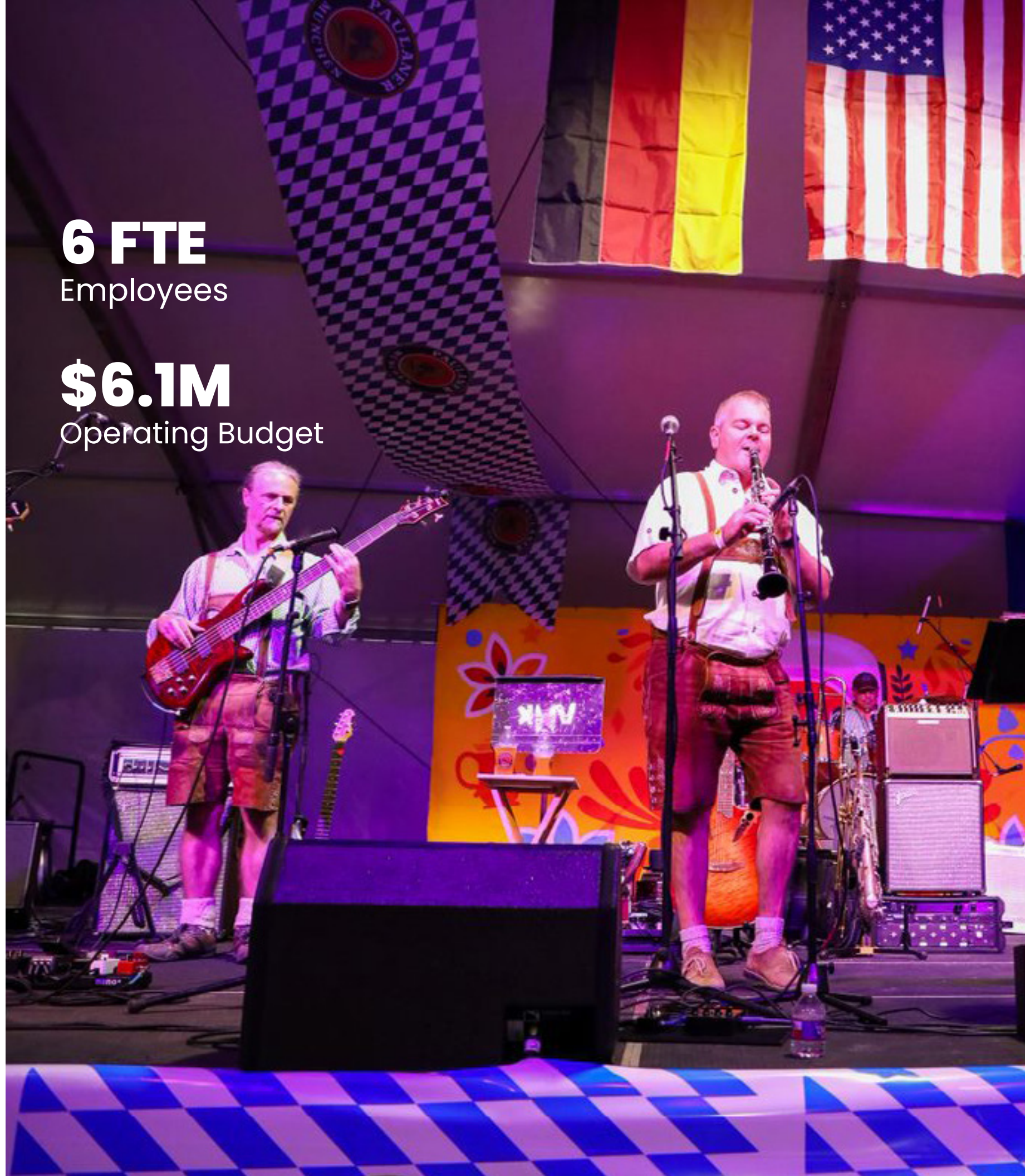
Kaboom Town!®: Rated one of the Top 10 Independence Day fireworks displays by USA Today, Wall Street Journal, CNN and more, the aerial entertainment also features the Addison Airport Airshow. Approximately 500,000 people head to Addison each year to enjoy the show, including thousands who celebrate at the official watch party in Addison Circle Park.

Addison Oktoberfest: This authentic recreation of Munich Oktoberfest celebrates German food, music and culture with multiple music stages, interactive games, family-friendly activities, the classic Dachshund Dash, delicious food, and great German beer.

Addison After Dark: This popular entertainment series features free admission with a different theme, offering a variety of activities, live music, food trucks, and unique experiences.

6 FTE
Employees

\$6.1M
Operating Budget





The Position

The Director of Special Events is an exempt, at-will position that reports to a Deputy City Manager. The position directs all activities, staff, budgets and operations of the Special Events Department and the Conference and Theatre Centre. Additionally, the Director provides vision and oversees the execution of all festivals and events produced by, or associated with, the Town of Addison. Key responsibilities include:

- Manages full-cycle event planning for high-profile Town events, including but not limited to identifying event goals, objectives and requirements, vendor selection and management, promotion and marketing strategies, event implementation, and post-event evaluation.
- Accountable for the continued success of Town events and is responsible for developing strategies for creative revenue generation through sales of tickets, merchandise, concessions, sponsorships and VIP opportunities.
- Develops the annual budgets for the Special Events Department and the Conference and Theatre Centre, controls expenditures and monitors performance to meet performance and revenue goals.
- Provides supervision to assigned staff. Oversees all hiring, training, evaluating, disciplining, and terminating of personnel within the Special Events Department and the Conference and Theatre Centre.

The Position

- Develops, plans and implements goals and objectives. Provides leadership, direction, and guidance in operational strategies. Determines priorities and resource requirements.
- Works in conjunction with the Director of Public Communications and the Tourism Department and is responsible for developing and implementing marketing strategies and initiatives for special events and promoting tourism and weekend stays in area hotels.
- Oversees content on Special Events and Conference and Theatre Centre websites.
- Implements recommendations from the Special Events Strategic plan.
- Develops and executes an event sponsorship program to secure national, regional, and local sponsorship agreements, both cash and in-kind, as well as media partnerships to promote Addison events.
- Serves as the liaison with individuals or entities desiring to hold special events on Town-owned property.
- Oversees the permit process for third-party events and ensures the events are produced in accordance with the ordinance adopted by the City Council and in a way that is congruent with the Town's quality standards.
- Reviews sponsorship proposals submitted by third-party event producers and makes recommendations to City Management regarding the Town's proposed investment.
- Develops and administers the annual department budget
- Represents the Town at public and private meetings and conferences, serving as media spokesperson as needed.
- Prepares and presents periodic written and oral reports to the City Council, city management, community groups, and the general public.
- Oversees operations of the Addison Conference and Theatre Center.



Challenges & Opportunities

The next Director of Special Events will be presented with a few known challenges and opportunities in which to excel, including:

- Addison's remarkable events are primarily funded by revenues generated by its Hotel Occupancy Tax. For decades, the events generated additional hotel stays and revenues. The COVID-19 pandemic has significantly impacted these revenues which have not fully recovered. The next Director will have the opportunity to fully evaluate the events and create a sustainable funding model for the future.
- Related, there is an opportunity to increase sponsorship of Addison's events. Previously outsourced, the Council created a new position in the department specifically to recruit sponsorships.
- A new station on the Dallas Area Rapid Transit Silver Line, along with a \$470 million transit-oriented development will soon be coming to Addison. The impacts of these developments are significant to Addison's events. Both the loss of real estate will require reconfiguration of the event spaces, and the opportunity for additional attendees to arrive via rail will create significant opportunities to improve Addison's events.
- The Town Council in Addison is highly supportive of Addison's events and has continued to make strong investments in their success and has a longstanding record of supporting creative ideas.





Ideal Candidate

In addition to being ethical, well qualified, and experienced, the next Director of Special Events should possess certain traits that will be essential for success.

- Attention to detail and a penchant for planning is critical to this role.
- Prior experience planning events with significant attendance will be a key ingredient to success.
- A contemporary understanding of popular attractions and performers will help create events that build upon Addison's past successes.
- The ability to use creativity and innovation to enhance operations and solve problems will be an asset.
- The ideal candidate will be an effective relationship builder and seek opportunities to generate support for Addison's events.

Qualifications

Any combination of education and experience that is likely to provide the necessary knowledge, skills, and abilities is qualifying. The following is a typical way to qualify.

Education: A bachelor's degree in Business Administration, Public Administration, Marketing, Tourism, or a related field is required.

Experience: A minimum of five years of directly related supervisory experience in producing large-scale festivals and special events, preferably in a municipal or non-profit organization.





Compensation & Benefits

The salary for the Director of Special Events is up to \$157,850, depending upon qualifications. The Town of Addison offers an excellent benefits package including the following major areas:

Retirement: Texas Municipal Retirement System (TMRS) with a 7% employee contribution and a 2:1 match by the Town of Addison upon retirement. Additionally, the Town matches up to 4% of salary at a 2/3 rate in a 457 Deferred Compensation plan.

Insurance: The Town provides excellent insurance benefits for employees including two health plan options, and dental and vision coverage. Additionally, life insurance, long-term disability, and an Employee Assistance Program are Town provided.

Leave: The selected candidate will receive vacation and sick leave, in addition to paid holidays, and a personal day for the candidate's birthday.

The Recruitment Process

Interested candidates should submit a comprehensive résumé and compelling cover letter online at www.mosaicpublic.com no later than **Tuesday, January 17, 2023**. References will not be contacted until mutual interest has been established.

Due to the public nature of searches in the State of Texas, confidential inquiries are recommended to Greg Nelson or Bryan Noblett at (916) 550-4100 before submission of materials.

This recruitment incorporates existing rules and regulations that govern public sector recruitments in the State of Texas. In accordance with public disclosure/open record laws, information submitted for consideration may be made available to the public upon request by interested parties.

The Town of Addison is an Equal Opportunity Employer.

