

Tacoma Regional Convention + Visitor Bureau Board of Directors Application Form

We are delighted you are interested in serving on our Board!

TOURISM MATTERS IN PIERCE COUNTY

In 2012 our region benefitted!

4.993 Million Visitors
\$935 Million in Visitor Spending
\$70 Million in Tax Revenues
10,820 Jobs

2012 Pierce County Travel Impacts Report:

<http://www.traveltacoma.com/membership/member-toolbox>

As the destination marketing organization for Pierce County, the TRCVB undertakes many projects in order to be the best custodians possible for our local tourism industry. Our Board members are asked to play an active role in the organization's strategic planning and goal-setting. Because of this, we ask you to consider the following criteria when making your nomination.

Time investment:

- 6 Board meetings per year
- Several Committee meetings per year [between 6 and 10]
- Annual 2-day retreat
- Annual Meeting
- TRCVB member events as available

Financial investment:

- Travel to meetings [held at various locations in Pierce County]
- Board retreat registration [room + meals, \$300-\$350]

Self Evaluation:

The following questions are intended to inspire thoughtful applications. The answers need not be documented but may assist in your decision as to whether there is a good fit for your experiences and relationships with the TRCVB Board.

- What % of your job is tourism/economic development?
- What is your relationship with the tourism businesses in your community?
- What is your view on regionalism [marketing Pierce County as a region rather than in specific parts]
- How much time to you have available to commit to the TRCVB?
- What is your main job function?

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Name			
Nickname			
Title			
Business & length of tenure in present position			
Is your business a member in good standing of the TRCVB?			
Address			
Work Phone		Cell Phone	
Email			
Tell us about your club/civic memberships: (committees/advisory councils, education programs instructed, etc.)			
Industry involvement: (positions of leadership, achievements and awards from other allied industry associations, regional CVBs and/or state and local tourism organizations)			

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What qualities will you bring to the TRCVB Board of Directors? <i>(Please check the criteria that closely matches your capabilities.)</i>	
	CEO Authority to act on behalf of your organization
	Proven leadership expertise Connected to resources and/or external environment
	Strategic thinking/planning skills Interest in advancing the TRCVB mission and vision
	Strong problem solving skills
	Ability and willingness to support Association programs
	Strong decision-making skills
	Recognition of fiduciary responsibility to the Association
	Logical/analytical thinker
	Values are consistent with TRCVB values: integrity, commitment to a self sustaining and socially responsible industry, and service excellence
	Results oriented
	Historical perspective (industry and Association)
	Open minded
	Interest in advancing the industry
	Strong ethics
	Integrity Prestige within industry and community
	Proactive Global perspective
	Capability to participate, commit time
	Team player
	Prior Board experience
	Visionary – can identify and articulate opportunity

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What makes the TRCVB important to you?
Why are you volunteering your time to be a TRCVB board member?
What do you want to get out of board service?
What would you prefer NOT to do as a board member?

Please return to:

**Bennish Brown, CEO, TRCVB
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Tacoma, WA 98402
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