



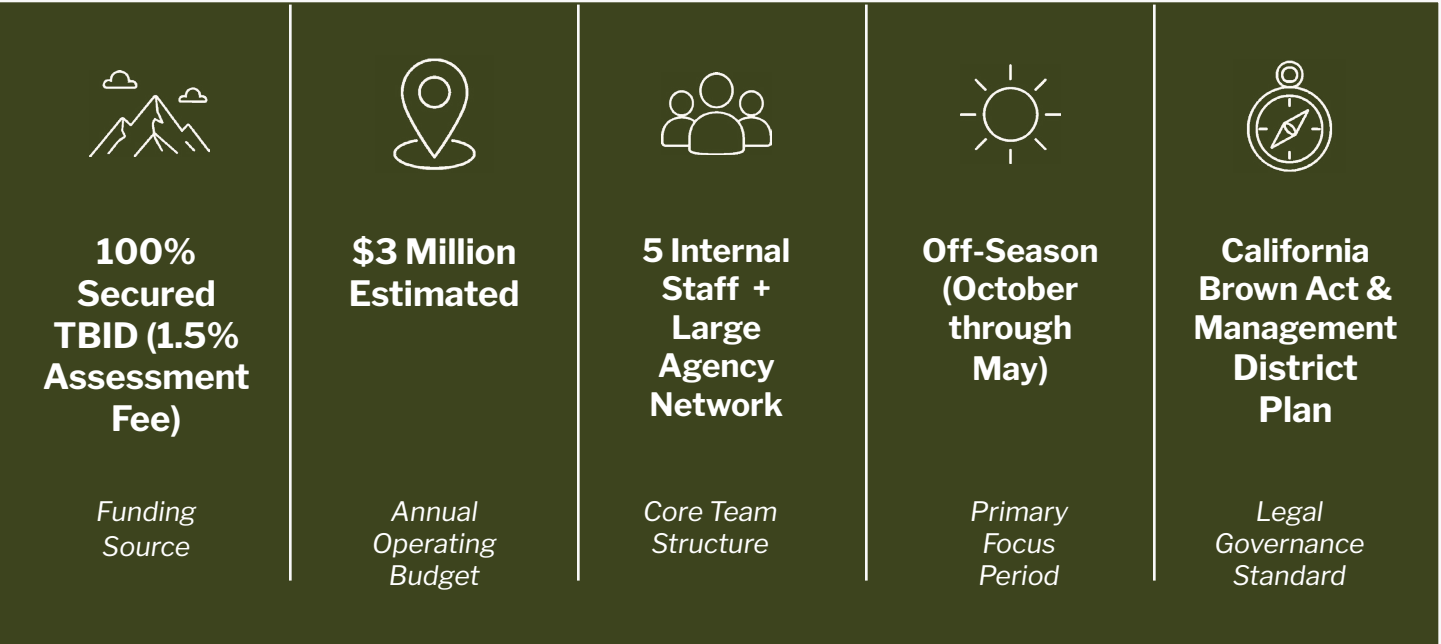
RECRUITMENT BROCHURE & POSITION OVERVIEW
CHIEF EXECUTIVE OFFICER / EXECUTIVE DIRECTOR
Yosemite Mariposa County Tourism Bureau (YMCTB)
Mariposa, California

Organization Mission

The Yosemite Mariposa County Tourism Bureau (YMCTB) is the official destination marketing organization for Mariposa County, California. We share the stories, places, people, and experiences that make Yosemite Mariposa County a remarkable place to visit, while helping strengthen the local economy and support the communities that call this region home.

Tourism is Mariposa County’s primary industry, supporting local businesses, jobs, services, and community resources throughout the county. Our work is focused on attracting visitors who stay overnight, with an emphasis on encouraging travel during the quieter seasons and helping spread the benefits of tourism throughout the year.

YMCTB by the Numbers



Organization Overview

The YMCTB is a 501(c)(6) non-profit entity whose funding solely originates from the collection of Tourism Business Improvement District (TBID) assessment (1.5%) fees represented by overnight stays up to 30 days. The YMCTB is governed by a Management District Plan and a Board of Directors consisting of registered lodging owners/managers, public entity organizations, and private citizens.

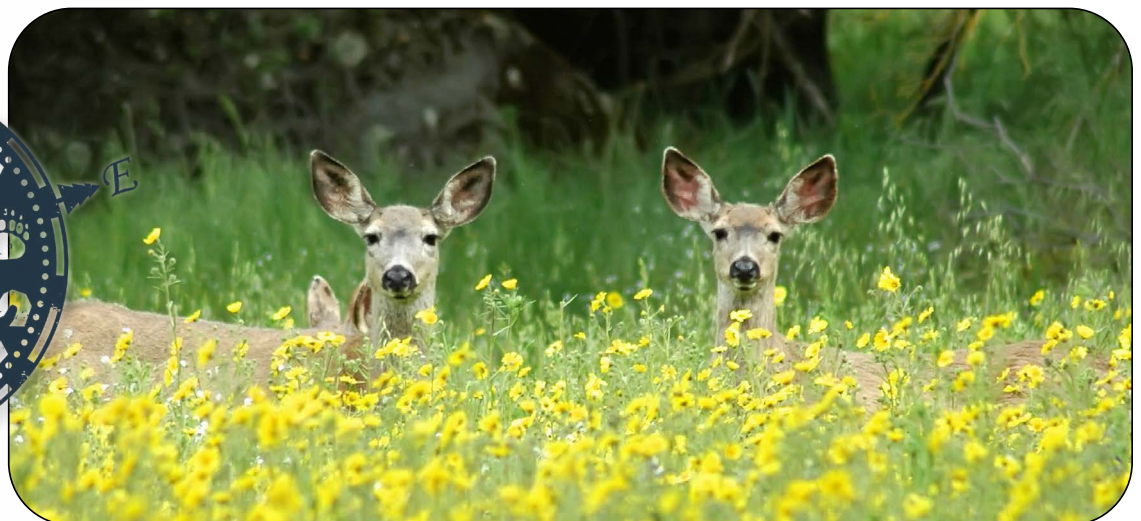
Our core objective is to promote lodging in Mariposa County as the preferred overnight stay location for visitors traveling to Yosemite National Park and the surrounding region. The YMCTB’s messaging centers on the destination as a year-round location for leisure, family, meeting, and conference travelers, actively encouraging longer stays and repeat visits in the off-season. We promote our region via direct consumer advertising within California, global marketing, deep public relations, an expansive platform of partnerships, and direct B2B/B2C sales.

Experience the Region



Our Stewardship Philosophy

We believe tourism can be a positive force for our community and our environment. We encourage visitors to travel mindfully, explore responsibly, support local businesses, stay longer, and discover the many communities and experiences that make Mariposa County unique. Our goal is simple: to invite visitors who value this special place, connect them with meaningful experiences, and help ensure that tourism continues to benefit Mariposa County for generations to come.



Role Overview and Core Responsibilities

The CEO/Executive Director is responsible to the Tourism Business Improvement District (TBID) and the benefit of the payors by managing operations for the organization, including all functions of a traditional tourism bureau. This experienced professional will manage day-to-day operations within an estimated budget of \$3 million in TBID funding. The position requires a complete operational understanding of all aspects of the organization, including measurement, reporting, strategy, and tactics across marketing initiatives, web management, public relations, sales, international trade, and administration.

1. Administration & Governance

- **Strategic Liaison:** Develop deep relationships with local, regional, statewide, and national tourism/conference-related businesses, partner organizations, lodging constituents, non-lodging businesses, committees, county staff, and elected officials.
- **Policy & Strategy:** Administer the policies of the YMCTB as defined by the goals, strategies, and objectives set forth by the governing body.
- **Board Reporting:** Report transparently to the Board of Directors through formal meetings or as often as necessary.
- **Compliance Oversight:** Ensure all local, state, and federal compliance requirements are met, with specialized adherence to the California Brown Act in relation to board management.
- **Talent Management:** Recruit, hire, train, and motivate all staff personnel. Oversee personnel duties including performance reviews, discipline, salary adjustments, and sales goals.

2. Financial Operations

- **Budget Development:** Prepare and manage the operating budget in close cooperation with the Board Treasurer for final approval by the directors.
- **General Ledger Accountability:** Review the General Ledger in detail monthly, analyzing balance sheets and budget-vs-actual variances, while approving all monthly expenses.
- **Transaction Approvals:** Review, approve, and ensure all corporate payments are processed timely via checks, virtual credit cards, or wire transfers.

3. Marketing, Sales, and Promotion

- **Campaign Conception:** Formulate and manage the annual marketing plan, bringing innovative, creative advertising concepts, packages, data collection, and campaign ideas to the table to supplement hired agencies.
- **Omnichannel Oversight:** Direct activities across tourism marketing, public relations, digital content, social media, advertising, meeting/conference solicitation, and travel trade outreach.
- **Sales Strategy Implementation:** Direct and assist in direct sales, sales mission participation, trade show attendance, direct mail, and lodging sales programs to guarantee strategic benchmarks are hit.
- **Regional Collaboration:** Work cooperatively with competing and adjacent Yosemite gateway regions where appropriate to cement the area as a “must include” component of a California itinerary.
- **Facility Expertise:** Maintain an exhaustive, high level of lodging facility knowledge throughout all of Mariposa County.



Extended Partnerships

The ideal candidate will actively represent YMCTB and maintain structural ties with the following high-level industry organizations and regional coalitions:

- **National & State DMO Networks:** Visit California, Brand USA, US Travel Association, CalTravel.
- **Regional & Trade Coalitions:** California Rural Committee, IITA, One West, and California Rural Committees including: GCVA, HSVC, and CVTA.
- **Local Alliances:** The Chamber of Commerce, Tribes, Yosemite Gateway Partners. and Mariposa County Economic Development groups.
- **Inter-Agency Governance:** Direct ongoing collaboration with the National Park Service, federal government representatives, county staff, and lodging stakeholders.

The Ideal Candidate

The CEO/Executive Director is the undisputed champion for Yosemite Mariposa County's lodging and tourism industry. The selected candidate must be a passionate, dynamic, and entrepreneurial professional driven to expand lodging and overnight stays.

Experience & Education Requirements

- **DMO Leadership:** Minimum of 10+ years of experience within a destination marketing organization, or an equivalent blend of industry experience.
- **Funding Structures:** Proven success working within a Tourism Business Improvement District (TBID), marketing district, or an equivalent structure involving assessment-based public funds.
- **National Park Context:** Direct experience managing tourism dynamics associated with a major national park or federal lands is highly preferred.
- **Education:** A bachelor's degree in hospitality, tourism management, or an equivalent blend of industry experience.

Key Skills & Behavioral Attributes

- **Lodging Industry Acumen:** Direct, working knowledge of the lodging and hospitality industry, including revenue management, seasonal demands, group sales, and destination demand vectors.
- **Analytical Mindset:** An expert ability to listen to, read, interpret, and act upon complex data sets, financial ledgers, legal documents, marketing research, and campaign reports.
- **Communication & Crisis Mastery:** Exceptional written, verbal, presentation, and crisis communication skills.
- **Consensus Builder:** A proven aptitude for building alignment among board members, lodging payors, county officials, and diverse local business owners.
- **Resiliency & Independence:** Ability to work independently with broad latitude to implement lodging industry goals while staying flexible enough to multi-task across competing, fast-moving priorities.
- **TBID Experience:** Experience forming or renewing TBIDs, TMDs, or BIDs is a plus.

Residency Requirement

- **On-Site Commitment:** A firm, uncompromising commitment to residing in Mariposa County full-time is required.

Compensation and Executive Benefits

Position Status	Full-Time, Exempt
Salary Range	\$150,000 to \$170,000 (Commensurate with experience)
Comprehensive Benefits	Significant medical, retirement, vacation, perks & allowances

Application Protocol

If you are a visionary, relationship-driven leader ready to champion the economic and environmental future of one of the world’s most iconic gateway regions, we invite you to apply.

How to Apply

Please submit your resume and a required cover letter detailing your specific operational vision for our region to the Human Resources Committee.

- **Email Submissions:** CEOSearch@Yosemite.com
- **Application Deadline:** October 26, 2026, by 5:00 p.m. PST
- **Inquiries:** All submissions will be handled with strict professional confidentiality.

