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JOB DESCRIPTION

Calgary Sport & Major Events Committee Member (2-year term, maximum terms 3 or 6 years)

COMPANY OVERVIEW

Tourism Calgary is the official destination marketing, sales, and development organization for Calgary's tourism industry. For more than 50 years, the organization's primary purpose has been to promote Calgary and the area as the destination of choice. With a vision of making Calgary the ultimate host city, Tourism Calgary markets the city locally, nationally, and internationally and advocates for its ongoing development as a destination. The organization hosts and attracts visitors, culture & sport events, business meetings and conventions and activates the city by fostering the growth of shareable, memorable experiences. Pre-pandemic, Calgary's tourism industry contributed more than \$2.5 billion in visitor spending by nearly 8 million visitors annually. For more information about Tourism Calgary, please visit www.visitcalgary.com.

ABOUT CSME

Calgary Sport & Major Events Committee (CSME)

The Calgary Sport & Major Events Committee (the "CSME") is an advisory committee to both the City of Calgary and the Board of Tourism Calgary. The CSME provides strategic direction, advice and due diligence to the Tourism Calgary Board and management in the proactive process of selecting, evaluating and attracting major sport and culture events for Calgary. Committee members also help open doors and champion collaborative efforts to bid for major events using their own personal and professional networks and spheres of influence across Calgary and beyond.

The vision for the CSME, working with Tourism Calgary and other key organizations in Calgary, is to win bids for and attract major sport, recreation, and cultural events to generate incremental economic and social benefits for Calgary. This includes activation of existing facilities and advocacy for the development of new and improved facilities.

Composition of the CSME

The CSME is comprised of a minimum of eight and a maximum of 14 committee members, as well as two ex-officio representatives of the City of Calgary. There are currently 13 committee members of the CSME (see [here](#) for the current roster).

THE POSITION

The CSME is seeking individuals who possess the following personal attributes, which have been proven to create high-performing committee and board cultures:

- Has the courage to do the right thing for the right reasons
- Willing to constructively challenge management, when appropriate, contributing to positive and productive discussions

- Has an independent perspective and avoids “groupthink”
- Strategic thinker with innovative ideas and big picture perspective
- Has a passion for community-building and making Calgary the ultimate host city
- Bold and visionary; is a self-starter who is persuasive, intuitive, and exercises sound professional judgement, maturity, integrity and diplomacy

QUALIFICATIONS

Qualifications Required

For this year’s recruitment, the CSME is seeking high-profile and respected community and thought leaders in Calgary, who can leverage their personal brand and credibility, as well as broad network, for the greater good of the city and the CSME. Tourism Calgary is seeking those who have significant volunteer experience, a desire to give back to the community and/or a demonstrated interest in the tourism industry.

In addition, the CSME is also seeking individuals who bring proven executive-level experience in one or more of the following areas:

- Indigenous relations
- Sport sector or creative industry leadership and governance
- Consumer brand activation and/or corporate sponsorship

While not a strict requirement to be considered for this opportunity, previous Board experience in the public or not-for-profit sector will also be considered a strong asset.

KEY RESPONSIBILITIES

- Availability to commit to approximately 8-10 hours per quarter, as well as attend a minimum of 4 meetings per year during daytime hours

Start Date: October 2024 or subsequent years

Type of Position: Volunteer

Number of Appointees in 2024: 2 to 4

APPLICATION PROCESS:

Reply in confidence with a cover letter with a current resume by July 31st, 2024, to:

Christina Steed

Corporate Secretary and Chief of Staff, Tourism Calgary

christinas@tourismcalgary.com

Please note only those selected for an interview will be contacted.

Promoting diverse and inclusive boards and committees is a top priority for Tourism Calgary and the CSME. We are seeking applicants with diverse backgrounds, networks, perspectives, expertise and personal attributes to ensure diversity of thought on the CSME.