



BEE COUNTY CHAMBER OF
COMMERCE & VISITOR CENTER

COMMUNITY PROFILE & JOB DESCRIPTION

MARCH 2023 // DESIGNED & PUBLISHED BY
MISSION MARKETING GROUP LLC

CITY OF BEEVILLE


The City of Beeville, a National Main Street City and designated Bee City USA, is the gateway to the Gulf Coast and South Texas located 47 miles North of Corpus Christi, and 105 miles South of San Antonio. Beeville has an estimated population of 13,641 residents and is the county seat of Bee County, Texas. The State of Texas incorporated Beeville as a town in 1890.

Beeville is a rural community rich in both Hispanic and Ranching heritage. Residents and visitors alike associate Beeville as a community that is friendly, family-centered, welcoming and connected.

Beeville is home to several major organizations in education, health & manufacturing. Both private and public education options are available through 6th grade. Beeville Independent School District (BISD) operates 7 campuses and was recently awarded a B ranking among Texas schools. Beeville is also home to regional higher education Coastal Bend College (CBC), which offers both Associate's professional and technical degrees as well as dual credit opportunities for advanced High School students. Some of CBC's more popular



A Community Of
ART



programs include dental hygiene, industrial technology, nursing, radiology and other health industry specialties. The Joe Barnhart Library provides continuing education and a wide library of books for residents of all ages.

The city also has a history & appreciation of art. Beeville was the chosen hometown of Mt. Rushmore lead sculptor Lincoln Borglum. The Joe Barnhart Foundation, in addition to supporting Beeville education operates the Beeville Art Museum, which is known for it's contemporary arts exhibits. The CBC Foundation brings art into the community with a scholarship fundraiser of hand-painted bees, which individuals or businesses can purchase and commission. There are currently over twenty uniquely designed bee sculptures around the county.

Beeville is also a fun city to play in. With two golf courses - the Beeville Municipal Course and Beeville Country Club - there's plenty of ways to improve your golf game. Beeville has over 280 acres of public park space. Outgoing individuals can find most anything to do around here; from sports & leisure groups like road biking or garden club, to world-known service organizations

A Community Of HERITAGE



A Community Of CULTURE

Rotary and Lion's club, or perhaps something more cultural like Ballet Folklórico classes or two-stepping at the dance hall. Additionally, the City of Beeville hosts several annual countywide events, including the Bee County Livestock and Homemakers Show; the Diez y Seis parade in September during Hispanic Heritage Month or Dies de los Muertos procession in October; and our longest standing tradition of Western Week Celebration, a week-long community gathering that includes a citywide parade. Beyond Beeville, residents have access to three Texas State Parks within an hours' drive, and a myriad of coastal activities are available a short drive away to Corpus Christi, Rockport, or Port Aransas.

In short, Beeville is an inviting place to live, work and play, and a great small Texas town.

For more information, visit these resources:

City of Beeville Website

beevilletx.org

Bee County Chamber of Commerce

experiencebeecounty.org

Downtown Beeville Co-op of Small Businesses

downtownbeeville.com

BEE COUNTY

Bee County, established in 1857, is located in South Texas. The county seat is in the City of Beeville. In the 2020 US Census, there were a reported 31k residents in Bee County, covering an area of about 880 square miles on the Texas Coastal Plains.

Contrary to popular assumption, Bee County is not named after the insect but after Colonel Barnard Elliot Bee, who served the Republic of Texas as Sam Houston's Secretary of War and as Mirabeau Lamar's Secretary of State.

The Bee County Courthouse in the City of Beeville's Downtown District was designed by nationally renowned architect William Charles Stephenson. The courthouse lawn features a jet to commemorate the decades relationship between the city of Beeville and Chase Field & Naval Air Station.

As a rural community, the median income is lower than the state average, which makes for a community with affordable living & lower barriers of entry for individuals and businesses alike.



A Community Of
HISTORY

The county and city's economy was once largely dependent on Chase Naval Air Station until the early 1990s.

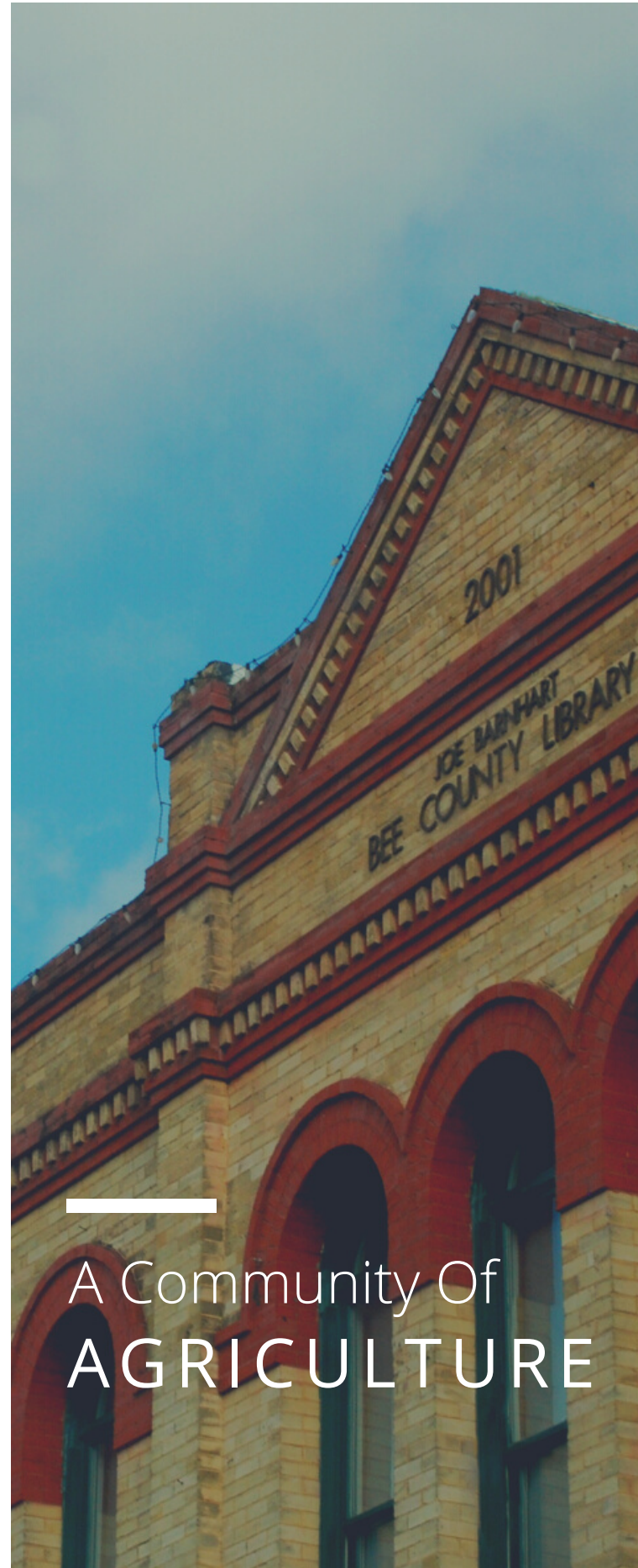
Following the navy's departure, the Texas Department of Criminal Justice filled that void, building regional offices and three facilities on Bee County property. In the past few years city and county organizations like Bee Development Authority (BDA), Bee Area Partnership (BAP) and Beeville Economic Improvement Corporation (BEIC), with the support of the Bee County Chamber of Commerce, has worked diligently to bring new business, industry and manufacturing to diversify Bee County's economic base.

OUR ORGANIZATION

BEE COUNTY CHAMBER OF COMMERCE AND VISITOR CENTER

The Bee County Chamber of Commerce serves over 100+ business members, providing value as a networking and business growth resource.

A recipient of Hotel Occupancy Tax (HOT) funds from the county and city, the Chamber hosts a myriad of events to draw in tourists and celebrate our local community, including: (over)



A Community Of
AGRICULTURE

Monthly/Quarterly Networking Events
National Women's Week
Beeville's Buzzed Race 5K/10K/Half-
Marathon
Annual Chamber Banquet
City-wide Golf Tournament
Wester Week Parade
Leadership Bee County.

The Chamber's 2022 major fundraisers garnered a net income of approximately \$22,500. The majority of the Chamber's operating income is derived from member dues (\$50,000) and HOT funds (\$120,000) for a total operating budget around \$280k.

The Chamber also operates a visitor center, and is considered the go-to location for tourists and citizens to learn more about what is going on in their community. The Chamber also keeps the community and guests up to date via website, email newsletters and on social media.

OUR MISSION

To promote and advocate for the business community of the Bee County region, in turn contributing to the betterment of the Coastal Bend Region, with the ultimate goal of improving the quality of life for our citizens through economic, educational, cultural and tourism development.

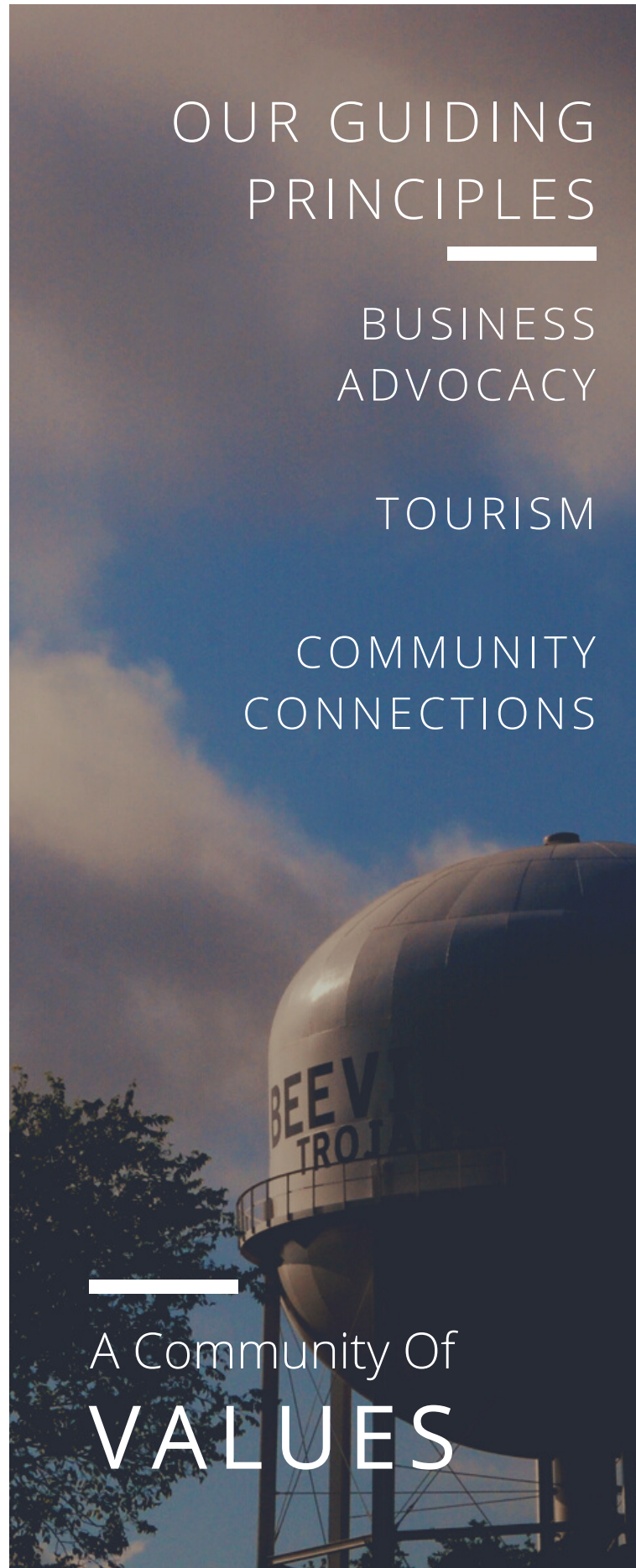
OUR GUIDING
PRINCIPLES

BUSINESS
ADVOCACY

TOURISM

COMMUNITY
CONNECTIONS

A Community Of
VALUES



JOB PROFILE: CHAMBER PRESIDENT/CEO

POSITION OPEN UNTIL FILLED

SALARY RANGE: \$55,000 - \$80,000 PLUS BENEFITS

POSITION OVERVIEW

The President/CEO oversees all operational, financial, marketing and vision-focused strategies of the Chamber. The President/CEO is responsible for the overall leadership and strategic development of the Chamber, its membership, and its programs, in alignment with our three overarching guiding principles: *business advocacy, tourism, and community connections.*

BUSINESS ADVOCACY

The President/CEO is a key representative and advocate for business owners and employers and is the official spokesperson for the Chamber. Our community of Bee County currently registers 467 businesses, of which 42% are currently chamber members. The President/CEO works to strengthen current member relations and build new partnerships to grow our overall membership. In order to advocate for members, the President/CEO interacts with leaders in business, government and community, and is actively involved in business and economic-related issues and events at the local, state, and regional levels.



CEO POSITION DESCRIPTION

TOURISM

The President/CEO encourages tourism to Bee County through collaboration, marketing and planning key annual Chamber events with the aim to create an exciting and inviting atmosphere that encourages:

- Spending and consumerism; first, in the local community, and secondarily, in the region.
- Growth in revenue for local businesses and governmental entities.
- Enhanced quality of life.

COMMUNITY CONNECTIONS

The President/CEO facilitates a broad spectrum of networking across the community with the aim to:

- Increases collaboration by nurturing productive relationships
- Increases the visibility and awareness of local products and services
- Encourages local spending, both at the business-to-business and business-to-customer levels.



CEO POSITION DESCRIPTION

RESPONSIBILITIES

- Oversees all operations asset protection, recruitment and marketing/public relations.
- In collaboration with the Board of Directors, develops, initiates, and oversees strategic plans, annual work plans and budgets.
- Institutes Board-approved policies and benefits in accordance with Federal and State requirements.
- Oversees all accounting functions including budgeting, financial analysis, capital management, and payroll and works closely with the Chamber Treasurer and Accountant in maintaining financial accountability.
- Seeks additional revenue sources through avenues such as increased membership, fundraising opportunities, grant applications or other innovative strategies.
- Solicits sponsorships for all Chamber events and programs and negotiates sponsorship benefits.
- Analyzes and evaluates vendor services for providers that best meet Chamber needs and meet the Chamber's values.
- Hires, orients, trains, supervises, and evaluates all staff and volunteers, and ensures they are provided with appropriate training and development.
- Manages all aspects of human resource management for employees including professional development, job descriptions, compensation concerns, disciplinary actions, and terminations.
- Develops and maintains cooperative relationships in the local community, including businesses, governmental agencies, and non-profit organizations.
- Recruits, promotes, and retains new/existing members so that all new & existing members receive promised value of Chamber membership.
- Executes and/or oversees membership communications including but not limited to: a community calendar, email newsletters, email announcements, social media organic and paid content, website management, and other similar channels or media.
- Organizes, coordinates, markets, and oversees key designated Bee County Chamber events as decided in conjunction with the Board of Directors.

RESPONSIBILITIES (CONT'D)

- Strategically markets the Bee County Chamber Visitor Center to the state and region to support tourism goals and encourage local spending.
- Writes and issues press releases and letters to the local and surrounding press, business clients, public officials, and publications towards each of the three guiding principles: business advocacy, tourism, and community connections.
- Represents the Bee County Chamber/Visitor Center at State and regional economic development events, activities, and meetings.
- Other duties as assigned.

KNOWLEDGE & EXPERIENCE

- Knowledge of the unique challenges of running a membership-based organization such as a Chamber of Commerce and/or non-profit operation.
- Experience in developing and executing annual work plans.
- Experience forging productive alliances across private, public, and governmental sectors.
- Experience in developing and managing budgets for membership-driven organizations.
- Experience in producing and presenting financial reports to the Chamber Board of Directors and other government agencies, including use and reporting of Hotel Occupancy Tax (HOT) funding
- Professional experience with public relations, media relations, and public speaking.
- Experience with governance issues and board development.
- Experience working with a Board of Directors.
- Experience in developing and managing strategic marketing.
- Experience in marketing chamber services to members.
- Experience creating and marketing tourism programs that increase visitor activity.
- Experience in developing business-to-business and business-to-customer programs.

LEADERSHIP & PERSONAL SKILLS

- Excellent listening skills, outstanding written and oral communication skills, and effective presentation skills to multiple stakeholders, including Chamber members, media and the community
- Strategic mindset: formulates a clear strategy and maps the steps needed to accelerate the organization toward its strategic goals.
- Builds networks
- The ability to work through formal and informal channels in the business community
- The ability to work through formal and informal channels with elected officials at the local, State and Federal levels
- Connect the right people to accomplish goals.
- Ability to build consensus to achieve the desired outcome
- Ability to effectively delegate to staff and volunteers as needed
- Ability to learn new software and technology as needed.

QUALIFICATIONS & MINIMUM REQUIREMENTS

- Bachelor's degree or equivalent work experience in marketing, business, finance, or related fields of study.
- Certifications through the US Chamber of Commerce or American Chamber of Commerce Executives (ACCE) are preferred.
- Minimum of three (3) years of experience leading and working closely with and gauging the expected level of interaction with board members.
- Minimum of three (3) years of business experience interacting with C-suite or senior-level leadership.



CEO POSITION DESCRIPTION

QUALIFICATIONS & MINIMUM REQUIREMENTS (CONT'D)

- Minimum of three (3) years in management supervising and directing staff.
- Minimum of three (3) years in developing and implementing agency budgets.
- Experience interacting with the media is preferred.
- Experience with working with similar-sized Chamber of Commerce organizations is preferred.
- Experience with Microsoft Office suite is required.
- Working experience with graphic design (e.g. Adobe, Canva) and other necessary software to complete marketing and promotional projects is preferred.
- Successful completion of a background check.

SALARY & BENEFITS

- Salary Range: \$55,000 - \$80,000
- This is a full-time exempt salaried position
- Paid holidays following the Beeville County public employee calendar, currently twenty-two days
- Paid Vacation, sick and personal leave
- Relocation compensation is negotiable
- Membership at Beeville Country Club through the Chamber of Commerce account
- Vehicle allowance or mileage reimbursement
- Stipend for personal health, dental and vision insurance
- Directors and Officers Liability Insurance



CEO POSITION DESCRIPTION

WORK SCHEDULE, ENVIRONMENT, AND OTHER INFORMATION

- Schedule based on Visitor Center hours (Monday through Friday, 9:00 am to 5:00 pm) with some flexibility; must be able to adjust to accommodate for events or meetings.
- Must be able to work evenings, weekends, and some holidays. Expected to balance time in the office and time out in the community interacting with current/prospective members and at community and/or Chamber-related events.
- Required to attend morning, evening, and weekend events.
- Occasionally exposed to outside weather conditions during travel situations and events.
- Required to stand, sit and walk for extended periods of time.
- Occasionally required to lift and move objects of varying weights.
- May need to climb stairs as needed.
- Required to see and read computer screens and operate technology.
- Required to travel outside of the office.

This is not necessarily an exhaustive list of responsibilities, skills, duties and working conditions associated with the job. It is intended to be an accurate reflection of the current job; however, the Board of Directors may revise jobs and tasks based on business needs including emergencies, staffing needs, and workload.



CEO POSITION DESCRIPTION

APPLICATION & SELECTION PROCESS

Interested candidates will email a cover letter and resume to **beecountychamberboard@gmail.com**.

Please direct any questions to board@experiencebeecounty.org and not to the Visitor Center or Chamber of Commerce phone or main email.

The position will remain open and applications will be accepted until the position is filled.

The Bee County Chamber of Commerce is committed to a policy of Equal Employment Opportunity and will not discriminate against an applicant on the basis of age, sex, sexual orientation, race, color, creed, religion, ethnicity, national origin, alienage or citizenship, disability, marital status, veteran or military status, genetic information, or any other legally-recognized protected basis under federal, state or local laws, regulations or ordinances. Applicants with disabilities may be entitled to reasonable accommodation under the terms of the Americans with Disabilities Act and/or certain state or local laws.



HOW TO
APPLY