

OPPORTUNITY PROFILE:

PRESIDENT & CEO

GRAND RAPIDS WHITEWATER

**OPPORTUNITY OVERVIEW****Grand Rapids Whitewater, Inc.**

Grand Rapids Whitewater is seeking a dynamic President & CEO who will be a steward of the “river vision,” a catalyst for design and project initiatives, a skillful manager, and a collaborative leader who oversees an active, complex organization involving diverse public and private partner organizations, consultants, budgets and advocacy efforts. The CEO will be responsible for ongoing daily management of staff and consultants, financial oversight, records management, fundraising, public relations, and continued liaison with local, state, and federal organizations. The CEO will be responsible for guiding the implementation and execution of the Grand River Revitalization Project in accordance with established benchmarks in order to meet annual goals—on budget, on time. Following the completion of the rapids project, the CEO may have an opportunity to transition the organization to an appropriate “river corridor” model responsible for adjacent riverfront property development, environmental management, access, maintenance, and dynamic programming.

**HISTORY OF THE GRAND RIVER**

If not for its namesake rapids, Grand Rapids would not exist. The rich fishing and trapping grounds made possible by the rapids attracted the Ottawa, Chippewa, and Pottawatomie tribes to the area over 300 years ago.

In the late 1800s/early 1900s, the river was diverted to power stations, islands were removed, the river bottom was graded, and a series of five low-head dams were constructed to ease the transport of logs from the hard and soft wood forests upstream. As a result, the defining feature of Grand Rapids was removed and the identity of the City re-centered on its furniture industry.

THE GREAT OUTDOORS

Enjoy hiking, biking, fishing, and more



BON APPÉTIT
Enjoy unique culinary experiences

ARTS & ENTERTAINMENT
Experience the nationally recognized Grand Rapids Symphony

A TRANSFORMATIONAL OPPORTUNITY

Community leaders are undertaking one of the most ambitious and transformational initiatives in the storied history of Grand Rapids. A city who has become nationally known for catalytic projects that have created one of the most dynamic urban environments in the Midwest is now turning its attention to the Grand River. The Grand River will become the focal point of the city as the rapids are reintroduced in to the river which gave Grand Rapids its name. This transformative \$35M project will allow residents and visitors to enjoy kayaking, rowing, paddling, fishing, and other water recreation in the heart of an exciting downtown environment. The Grand River will become the city's front door to the future and create an unparalleled urban experience and catalyst for future growth.

The Organization

Grand Rapid Whitewater is a 501(c)3 non-profit organization. The organization and the board are comprised of individuals, rowing and paddling clubs, anglers and businesses dedicated to revitalizing the Grand River and putting the namesake rapids back in the Grand River for everyone's enjoyment. The board consists of seven (7) members, and currently employs a full-time staff of one. The mission of the corporation is to promote the creation and operation of a public park along the within the Grand River, including creation of a whitewater course to provide recreational and fitness opportunities to the general public, and to promote an environmentally sound design for such a public park to enhance the sustainability of the wildlife and natural resources within the park and the Grand River.

U.S. NEWS & WORLD REPORT RANKED
GRAND RAPIDS #19 ON ITS "100 BEST
PLACES TO LIVE IN THE USA" LIST.

COLLABORATIVE ORGANIZATIONS

- **Downtown Grand Rapids, Inc.**
www.downtowngr.org
- **Chamber of Commerce** — www.grandrapids.org
- **Experience Grand Rapids** — www.experiencegr.com
- **The Right Place, Inc.** — www.rightplace.org
- **City of Grand Rapids, Office of the Mayor**
www.grcity.us
- **Kent County, Board of Commissioners**
www.accesskent.com

GRAND RIVER BRIDGES



JOHN BALL ZOO ROPES COURSE



ROSA PARKS ICE SKATING



URBAN INSTITUTE FOR CONTEMPORARY ARTS



ABOUT THE REGION

Greater Grand Rapids is a growing, thriving area with a vibrant downtown. It has one of the hottest housing and job markets in the United States, and is home to many major international corporations and small businesses that are recruiting the next generation of workers. The region has grown while other Midwestern cities are struggling.

The region has been successful because it has embraced the needs of a 21st century urban area, namely placemaking. The Grand Rapids region recognizes that today's skilled workforce seeks certain qualities in an area when deciding where to live, work, and start a business—including cultural vibrancy, a multitude of entertainment options, walkable and bikeable communities, ample green space, outdoor recreation, healthy communities, and diversity.

Under the leadership of business and government leaders, a series of major projects have been completed which served as catalysts in transforming the region into a place sought after by skilled workers and businesses. These projects include: the JW Marriott, DeVos Place Convention Center, Van Andel Arena, Grand Rapids Art Museum, Grand Rapids Public Museum, Medical Mile, and the Downtown Market to name just a few.

THE PROJECT:

Grand Rapids Whitewater Project

PUTTING THE "RAPIDS" BACK INTO GRAND RAPIDS

- ▶ Project is estimated at \$35M.
- ▶ 3 Phases of construction dividing the project into 3 geographical sections of the river.
- ▶ There is great support for the project from private, public, civic, and philanthropic sectors.
- ▶ Targets 2 miles of the river in downtown.
- ▶ **Benefits:**
 - Transformational project for the city — especially in downtown.
 - Will be a catalyst for future projects.
 - Economic impact estimated to be \$15–\$19M annually.
 - Improve the environment.
 - Expand recreational opportunities.
 - Increase impact for tourism.

DEVOS PLACE CONVENTION CENTER



DOWNTOWN MARKET



OUTDOOR DINING



FESTIVAL OF THE ARTS 2016



GRAND RAPIDS PUBLIC MUSEUM



LIVE WORK PLAY AND STAY!

Miles of biking trails, parks, and a wide selection of outdoor experiences dot the landscape of Michigan's West Coast. From beaches and boating, to hiking and biking, the area is rich with outdoor beauty. Ice skating downtown and skiing and snowmobiling on the outskirts of the city make Michigan's West Coast a year-round place to work, live, play, and stay.

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RANKED FIRST —
"BEST BUY CITIES: WHERE
TO INVEST IN HOUSING 2016."

By Forbes Magazine

Cost of Living

Grand Rapids, Michigan is one of the most affordable cities in America. An article published by *Forbes Magazine* titled *Where to Invest in Housing 2016* ranked Grand Rapids in the #1 spot for investment. The median price of an existing single family home is 32% less than the national average.

Work

Grand Rapids recognizes today's skilled workforce seeks certain qualities in an area when deciding where to work, live, play, and start a business. The cultural vibrancy of the region offers a multitude of entertainment options and boasts awarding-winning schools, outstanding health care, and a vibrant downtown.

Beer City USA

Grand Rapids has a long history of brewing great beer and continues to hold the coveted title of Beer City USA and was named Best Beer Town and Best Beer Scene by USA TODAY readers. The Beer City Ale Trail boasts a tour of 40+ breweries. Each tour provides a personalized, insider look at every step of the process, from fermenting to bottling.

A City of Runners

America's largest 25K road race takes place in Grand Rapids—a city of runners. The race course includes city streets, paved "rail-to-trail" pathways, parks, rivers, and lakes. The city also hosts a wide variety of running events for all ages and abilities, from obstacle races to marathons.

Winter Sports

Activities like cross-country skiing, downhill skiing, snowboarding, ice fishing, snowshoeing and fat biking present an opportunity encounter nature in a different way.

LUBBERS FAMILY FARM



ROSA PARKS ICE SKATING



FOUNDERS BREWING CO.



FREDERIK MEIJER AMPHITHEATER



LIVE WORK PLAY AND STAY!

Boating

In West Michigan, you're never more than six miles away from a lake, river, or stream.

Fishing

Field & Stream Magazine named Grand Rapids the nation's sixth best fishing city. Anglers of all experience levels enjoy fishing for trout, bass, salmon, perch, and more.

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GRAND RAPIDS NAMED
THE NATION'S SIXTH
BEST FISHING CITY.

By Field & Stream Magazine

Canoeing, Kayaking, and Rowing

Paddlesport excursions are popular in Grand Rapids. Beginner and experienced paddlers alike enjoy the beautiful scenic views of the Grand River. Grand Rapids is a nationally ranked rowing destination and recently hosted the US Rowing Masters National Championships.

Hiking

Considered one the "best" walking cities, Grand Rapids is also great for hiking.

Biking

Grand Rapids has earned national recognition for its biking environment. The League of American Bicyclists named Grand Rapids a **top "Bicycle-Friendly Community"** in 2009, and Outside Magazine named Grand Rapids the **"Best Town for Mountain Biking"** in 2010.

Meijer State Games of Michigan

The Meijer State Games of Michigan is a twice-yearly Olympic-style sporting event bringing athletes of all ages from across the state to Grand Rapids. Both the Summer and Winter Games feature lavish opening ceremonies, broad sports lineups, medal presentations, and more. This year, the State Games of America will be held in Grand Rapids August 3-6, 2017. The State Games of Michigan will be combined with this event.

SIXTH STREET DAM WITH FISHERMAN



HARMONY BREWING CO.



WEST MICHIGAN WHITECAPS



CVB BIKERS



LIVE WORK PLAY AND STAY!

PARKS & RECREATION

The Grand River

A 2-mile portion of the Grand River running through downtown Grand Rapids offers recreation, great fishing, and is an economic driver for Grand Rapids and the region.

Blandford Nature Center

The nature center is approximately 143 acres in the City of Grand Rapids and is a perfect backdrop to provide quality environmental education and community programs that educate, engage, and empower the community.

Kent Trails

Stitched through the fabric of Michigan's second largest metropolitan area, the Kent Trails system weaves together a resource that is both scenic and valuable. Resulting from the collaborative effort of six governmental entities, the trail provides a unique opportunity for individuals and families to enjoy the outdoors close to home.

Millennium Park

Millennium Park is one of the nation's largest urban parks. With 1,400 acres of rolling terrain and six miles of frontage on the Grand River, the park is rich in natural resources, featuring unique habitats and large natural areas for wildlife to thrive.

Rosa Parks Circle

Created by internationally known artist, Maya Lin, the park is generally open for ice skating November through March. Water is featured in the frozen, liquid, and vapor states. Concerts are held on summer evenings and free ice skate rentals are provided in the winter.

Beaches

Grand Rapids is 30 minutes from the beautiful shores of Lake Michigan.

FESTIVALS & EVENTS

ArtPrize: www.artprize.org

The most-attended public art event on the planet.

Beer Month GR: www.experiencegr.com/beer-month/ "Cool Brews. Hot Eats." Restaurant specials & lots more.

Meijer LPGA Classic: www.meijerlpgaclassic.com June, Official tour stop for the world's top female golfers.

Pride Festival: www.grpride.org/fest Annual celebration in June of the local LGBTQ community.

Hispanic Festival: www.hispanic-center.org/hispanic-festival Annual celebration in August of the local Hispanic community.

Gilda's LaughFest: www.laughfestgr.com

Created to celebrate laughter for the health of it—this festival features stand-up, improv, film, showcases, and a variety of seriously funny stuff.

DOWNTOWN SKYLINE



ROSA PARKS CIRCLE



AMORE TRATTORIA ITALIANA



ARTPRIZE



HARMONY BREWING CO.



LIVE WORK PLAY AND STAY!

MUSEUMS AND ATTRACTIONS

Frederik Meijer Gardens & Sculpture Park: Ranked in the top 100 most-visited art museums worldwide by Art Newspaper, the leading publication in global art news, Frederik Meijer Gardens & Sculpture Park has grown to become an international destination.

Gerald R. Ford Presidential Museum: The newly renovated (2016) Gerald R. Ford Presidential Museum is the presidential museum and resting place of Gerald Ford and his wife Betty. Ford's presidential museum is the only such facility under the auspices of the National Archives and Records Administration.

Urban Institute for Contemporary Arts: The Urban Institute for Contemporary Arts (UICA) in downtown Grand Rapids is marking its 40th anniversary with exhibitions that challenge issues of race, culture, and religion. Most of the pieces in the collection are meant to challenge viewers and spark a sense of responsibility.

Grand Rapids Public Museum: The Grand Rapids Public Museum is a place of never-ending inspiration and discovery, with a focus on science, history, and culture.

Grand Rapids African-American Museum & Archives: The mission of GRAAMA is to promote, preserve, display, collect, and honor the lives, culture, history, and accomplishments of African, African American, and connected peoples in the Greater Grand Rapids Michigan community.

Grand Rapids Art Museum: Focusing on art, design, and creativity, GRAM provides diverse platforms for experiences, ideas, and dialogue that enrich the human spirit and build practical learning skills. Through dynamic exhibitions, collections, learning initiatives, and community collaborations, GRAM increasingly serves as a cultural beacon and civic anchor.

Grand Rapids Children's Museum: The Grand Rapids Children's Museum is dedicated to Play. The museum provides an environment for play, advocates the value of play, and builds minds through play.

John Ball Zoo: The zoo provides authentic exhibits, shows, and events for visitors of all ages.

PERFORMING ARTS

Grand Rapids Symphony: The Grand Rapids Symphony was established in 1930. The steadfast commitment of visionary community leaders has created an organization that has received national recognition for high quality concerts and educational programs.

Opera Grand Rapids: Opera Grand Rapids enriches the West Michigan community through creativity and excellence. Opera provides a night out filled with music, vocal athleticism, drama, and a story with an emotional appeal that brings people back time after time.

Broadway Grand Rapids: In 2009, Broadway Grand Rapids (est. 1988) and Michigan State University's Wharton Center for Performing Arts created a partnership that was dramatic—literally and figuratively. This pairing created an enhanced opportunity to secure top-notch shows for the DeVos Performance Hall venue.

Grand Rapids Ballet: Grand Rapids Ballet has made an exciting transformation that attracts world-class dancers, produces some of the most creative works in contemporary dance, and generates local, national, and international attention.

FREDERIK MEIJER GARDENS



GRAND RAPIDS ART MUSEUM



JOHN BALL ZOO



BROADWAY GRAND RAPIDS



GRAND RAPIDS BALLET



LIVE WORK PLAY AND STAY!

LOGISTICAL ADVANTAGE

Location and Transportation

Gerald R. Ford International Airport (GRR)

Ranked by Airports Council International as one of the top five best airports in the world (by size), GRR is the primary air transportation facility serving Grand Rapids and the entire West Michigan region. There are more than 120 nonstop flights daily to 23 popular destinations.



GERALD R. FORD AIRPORT (GRR)



RAPID BUS

GERALD R. FORD INTERNATIONAL AIRPORT NAMED **THE BEST AIRPORT** OF ITS SIZE IN THE WORLD

By Airports Council International

Public Transit: Rapid Bus

The Interurban Transit Partnership was formed in 2000. The public transport system named "The Rapid" provides services for the Grand Rapids metro area and beyond.

EDUCATION

Universities and Colleges

Grand Rapids is a college town. There are 15 institutions of higher education in the metro area serving tens of thousands of students. For students, Grand Rapids offers a variety of college experiences to choose from: state universities, private colleges, Christian colleges, and one of the nation's finest community colleges. Downtown campuses offer the opportunity to live and study in the midst of a dynamic business and entertainment district.

Grand Rapids Public Schools

Grand Rapids Public Schools is Michigan's fifth largest public school district serving nearly 17,000 students with 2,700 employees, including 1,400 dedicated teachers. The student population represents 55 countries with 54 different languages spoken, creating a value-added educational experience and benefit that is above and beyond a basic education.

Grand Rapids Public Museum School

As a Grand Rapids Public Schools Center of Innovation, the Grand Rapids Public Museum School serves grades 6 through 12. The school's curriculum delivers a unique education experience.



CALDER SCULPTURE



JAPANESE GARDEN



GROVE FARM-TO-TABLE RESTAURANT

ORGANIZATIONAL OVERVIEW

POSITION TITLE:

President and CEO

SCOPE:

The successful President & CEO will be a steward of the “river vision,” a catalyst for design and project initiatives, a skillful manager, and a collaborative leader who oversees a complex organization involving diverse public and private partner organizations, consultants, budgets, and advocacy efforts. The CEO is responsible for management of staff and consultants, financial oversight, records management, fundraising, public relations, and continued liaison with local, state, and federal organizations. The CEO will also be responsible for guiding the implementation and execution of the Grand River Revitalization Project in accordance with established benchmarks and budgets.

REPORTING TO:

Reporting to the board of directors, the President & CEO will be responsible for forming and implementing strategies for project completion, construction, funding, and long-term maintenance of the Grand River Revitalization Project. Additional responsibilities may include but are not limited to: executive project management, design guideline oversight, permit preparation and submission, creating a comprehensive plan for integrated water utilization, fundraising, community, and public relations and identifying a permanent management structure to maintain and program the Grand River corridor following the successful recreation of the rapids.

Putting the rapids back in the Grand River will restore the City’s namesake, improve the environment, expand recreational opportunities, and significantly boost Grand Rapids’ image as a distinct and attractive place to live, work, and play.

RESPONSIBILITIES:

Visioning, Leadership, and Organizational Management

- Participates with the board, staff, and stakeholders in developing a vision and strategic plan to guide the organization.
- Acts as a professional advisor to the board on all aspects of the organization’s activities.
- Fosters effective teamwork & communication between the board and CEO, and among staff.
- Directs supervision of the executive staff, partners, and contractors—approves and monitors performance expectations.
- Develops and reviews the Grand Rapids Whitewater operating plans and assigns responsibilities for executing the plan.
- Directs the design and execution of a comprehensive multimillion dollar fundraising campaign.
- Develops and maintains multiple, complex, public-private partnerships to ensure that the reintroduction of the rapids in to the Grand River is completed on time and on budget.
- Organizational development responsibilities include modifying the governance and operating structures of Grand Rapids Whitewater, Inc. as the project evolves and nears completion.

Project Oversight

- Prioritizes major projects and initiatives. Drives to completion—on time and within budget. Coordinates and oversees construction efforts.
- Oversees the operation, maintenance, and security of the Grand River Rapids Project to assure sufficient fund availability to support all components of the project including perpetual maintenance.
- Initiates, plans, directs, and represents efforts to maintain, increase, and enhance funding resources for the organization. Leads fundraising necessary to complete construction and address both maintenance and operations.
- Directs and pursues multiple strategies for overseeing political and lobbying activities.
- Envisions new, sustainable financial structure(s) to insure long-term viability of the organization along with continuing maintenance for existing and new projects.

ORGANIZATIONAL OVERVIEW, continued

COMMUNICATIONS AND PUBLIC RELATIONS

- Acts as the primary spokesperson for the organization.
- Clearly and persuasively communicates the Mission, Vision, and Strategy of Grand Rapids Whitewater to external and internal stakeholders.
- Develops an organizational media and communications plan that is strategic, proactive and includes emerging communications platforms (e.g., social media).
- Provides leadership and oversight of communications and messaging, and establishes good working relationships and collaborative arrangements with community groups, media, funders, politicians, and other organizations to help achieve the goals of Grand Rapids Whitewater.
- Oversees the creation of a public education and communications program to raise awareness and support the goals of Grand Rapids Whitewater on a continual basis.

FINANCIAL MANAGEMENT & FUND RAISING

- Ensures the financial soundness of Grand Rapids Whitewater.
- In conjunction with the board and staff, develops and reviews the annual budgets and long-range financial plans pertaining to the physical, financial, and human resources of Grand Rapids Whitewater.
- Ensures adequate systems in place for accounting and reporting of funds and financial results.
- Ensures the board is provided with comprehensive, regular reports on the revenues and expenditures of Grand Rapids Whitewater, as well as other key financial and non-financial metrics of the agency.
- Recommends resource allocation decisions to the Board.
- Serves as the organization's chief fundraiser. Works in conjunction with a fundraising consultant. Funding sources include: public, private and philanthropic entities; federal, state and local governments.

INSTITUTIONAL DEVELOPMENT & SUSTAINABILITY, COMMUNITY RELATIONS, AND ADVOCACY

- Provides relationship management and directs “advocacy” efforts with key stakeholders and the public.
- Provides leadership and programmatic direction for the organization and creates a cohesive, clear public identity.
- Works with city, county, and private investors as outlined in the Grand River Revitalization Project Plan. Develops a broad base of support for the Grand River through partnerships with city, state, federal government, private sector, philanthropic, and individual communities.
- Develops and oversees working agreements with partner organizations—both public and private—in order to capitalize on the unique assets and resources available to undertake each project.
- Represents the organization before local, state and national governmental bodies, and participates in local, regional, and national organizations and activities of relevance to the goals and functions of Grand Rapids Whitewater.
- Identifies organization's constituency needs. Identifies and anticipates changes in the community served by the organization in terms of needs and provides for the periodic review, evaluation, and modification of Grand Rapids Whitewater programs to meet changing needs.

ADMINISTRATIVE MANAGEMENT

- Supervises, directs, and evaluates senior staff in the performance of their duties.
- Provides oversight and direction of the human resources function of the organization.
- Ensures implementation of policies adopted by the board.
- Ensures that legal obligations of the organization are met.

ORGANIZATIONAL OVERVIEW, continued

EXPERIENCE REQUIRED

- Minimum of 10+ years of senior-level management experience, including experience leading and managing a large and diverse staff, and a multi-million dollar annual operating budget.
- Demonstrated project management experience with large-scale development preferably within riverfront, park, or "wet" projects.
- Strong track record with strategic fundraising and donor, long-range resource development; experience in facilitating public-private partnerships.
- Demonstrated passion for urban river development and experience managing relationships with diverse civic leaders and community stakeholders.
- Demonstrated ability to work effectively with, take strategic direction from and engage the board of directors.
- Experience with the successful development and execution of a strategic plan, including aligning programs, business models, internal systems and structures, staff and board skills, and finances to support that strategy.
- Excellent ability to communicate all phases of the organization's project to the community.
- Strong financial background; experience managing and understanding financial complexities of multiple projects and budgets.
- Familiarity with public policy issues related to river and park development and opportunities.
- Familiarity with environmental, water quality, and commercial and recreational use standards and best practices for multipurpose river utilization.
- Capacity to work constructively with staff and identify leadership development opportunities.
- Strong computer proficiency.
- Demonstrated experiences as a collaborative leader—strong consensus building skills are essential.
- Demonstrated success in fundraising and the ability to "close" a deal.
- A record of accomplishment of successful executive experience is required, including project management, financial acumen and marketing skills.
- Experience may have been gained in corporate, academic, not-for-profit, or government sectors.
- Having lived or worked in an urban, river development environment is strongly desired.

EDUCATION

A Bachelor's degree is required.

An advanced degree in a related area or business is preferred.

BEHAVIORAL LEADERSHIP PROFILE

Candidates will participate in a proprietary leadership assessment specifically designed for Executive Search. Assessments will be expressed in relation to the **Five-Factors of Leadership**:

- Orientation to Strategy
(Applying versus Conceiving)
- Orientation to Execution
(Driving versus Collaborating)
- Orientation to Process and Methods
(Structuring versus Adapting)
- Orientation to Information Gathering
(Contemplating versus Interacting)
- Orientation to Relationships
(Evaluating versus Engaging)



Downtown "Movie in the Park"

APPLICATIONS

Electronic applications preferred.

Nominations & applications should be sent to:

EconDev@dhrinternational.com

Please reference the subject line:

GRWW President & CEO



COMPENSATION:

A comprehensive, competitive compensation package will be provided.

APPLICATION DEADLINE:

Immediate or until the position is filled.



Grand Rapids Skyline at Sunset

THE GRAND RAPIDS WHITEWATER TEAM

David P. Smith

Partner, DHR

Economic Development

Steven Oberhoffer

Partner, Jobplex

Enterprise Solutions

Martita Mestéy

Partner, Jobplex

Diversity

Tina Winner

Partner, Jobplex

Emerging Leaders

**Some photos in this document have been provided courtesy of our partners: Frederik Meijer Gardens & Sculpture Park, Grand Rapids Ballet, Broadway Grand Rapids and Urban Institute for Contemporary Arts. And a special thanks to Experience Grand Rapids.*

