



POSITION GUIDE

ORGANIZATION:	NCM Motorsports Park
POSITION:	NCM Motorsports Park General Manager
REPORTS TO:	NCM President & CEO
LOCATION:	Bowling Green, KY

ABOUT NCM MOTORSPORTS PARK

The idea of building a Motorsports Park to complete the Corvette Museum experience began in 2007 with overwhelming support from Corvette enthusiasts. The success of High-Performance Driving Events (HPDE) and feedback from enthusiasts who enjoyed exercising their cars got the attention of NCM leadership. When an opportunity came up to obtain some property adjacent to the existing Museum campus, the suggestion was first made to use it for a track, until it was decided that there wasn't enough room there to do it properly. Still, it seemed like a good idea worth pursuing later.

At that time, the Museum's expansion was the priority and the track plan went on the back burner. This changed when a nearby property owner with 20 acres on the other side of the interstate contacted the Museum offering to sell the land for future growth. An adjoining 50 acres became available as well, adding up to 70 acres. The Board of Directors agreed that the land should be purchased as it would be a good investment for future development, including the possibility of building a track. When the expansion was complete, the strong business case for a Motorsports Park prompted Museum leadership to bring in track designer Alan Wilson as a consultant, along with others who determined that more property would be needed to make this the world-class facility it had the potential to be. A total of 184 acres were eventually purchased and as member support grew, so did the momentum and excitement. Track designer Steve Crawford was hired to design the road course with input from Corvette Racing, resulting in a multiple, reconfigurable, track layout with features from Le Mans, making the NCM Motorsports Park the track that every motorsports enthusiast would want to drive.



The First Phase of the Park is situated on 200 acres. The adjoining 219 acres are under option and have also been incorporated into Phase II of the Master Development Plan

and may be used for future development. The MSP has a total staff of 15, comprised of 9 full-time and 6 part-time employees. There is a 9-member Board of Directors and a budget of \$2 million.

ABOUT THE MUSEUM

Since 1953, the Corvette has been America's Sports Car. The National Corvette Museum (Museum) was established as a not-for-profit foundation with a mission of celebrating the invention of the Corvette; preserving its past, present, and future; and educating the public about Corvette. The Museum was formed, and is totally supported by, Corvette enthusiasts. The Museum, in its current location, opened in 1994 and is a 115,000 square-foot facility located on a 55-acre campus. Bowling Green, Kentucky, less than one hour north of Nashville, TN and less than two hours south of Louisville, KY, is home to the world's only General Motors Corvette Assembly Plant.

Having originally opened its doors on September 2, 1992, the Museum houses more than 80 Corvette models and one-of-a-kind concept cars spanning the history of Corvette. Also, on hand are thousands of Corvette-related photos, movies and videos, advertisements, scale models and rare memorabilia. Spotlighted are the people who have made Corvette an American icon.



The Museum's Library & Archives (L&A) is the repository for all materials documenting the past, present and future of Corvette, Corvette enthusiasts and the Corvette Museum. The materials managed and preserved in the L&A include audio and visual media – both digital (DVDs) and magnetic (VHS and beta tapes), periodicals, books, drawings, paintings, posters, memorabilia and documents, including some important historical memorabilia and build sheets. Most materials have been donated to the Museum from individual enthusiasts, publishing companies, print media, aftermarket suppliers, clubs and organizations such as NCRS, and from GM/Chevrolet. Currently the L&A has over 1500 DVDs cataloged, nearly 700 VHS tapes, over 4500 magazines, 350 books, 100 cassette tapes and more.

The Corvette Hall of Fame was established by the National Corvette Museum in 1998 to confer official recognition upon the most influential individuals in the history of the Corvette and honor their achievements.

Hall of Fame inductees have distinguished themselves, not only through their accomplishments, but also by their high standards of integrity and character that reflect and enhance the reputation of the Corvette and the Museum.



On February 12, 2014, many people across the globe woke up to some startling news – a 30-foot sinkhole had opened up inside the Museum, and eight Corvettes were laying at the bottom of it. Fortunately, the cars and building were the only things damaged as it occurred in the early morning hours before anyone was in the Museum. The story captivated those who watched it, and while the Museum initially planned to put the past behind them, the interest in the sinkhole and damaged Corvettes was undeniable. In order to capture this phenomenon, the Museum opened a permanent exhibit to illustrate this event. The exhibit is divided into sections including The Day, Media Coverage, Pop Culture, Cars Affected, The Recovery, Karst Landscapes, What It Took to Fix the Sinkhole and The Grand Finale combining photos, videos, informational text and interactives to create an experience that is enjoyable for all ages.



Annual museum attendance is approximately 220,000. With nearly 33,000 members across the globe, the Museum has a total staff of 112 comprised of 52 full-time and 60 part-time employees. There is a 13-member Board of Directors and a budget of \$10 million.

THE OPPORTUNITY

The NCM Motorsports Park (MSP) is a for-profit organization owned by the National Corvette Museum and is an organization poised for growth.

The NCM Motorsports Park General Manager is the most senior manager of the NCM Motorsports Park reporting directly to the President & CEO of the National Corvette Museum. An excellent career opportunity for a hands-on individual responsible for all aspects of the NCM Motorsports Park operations playing a leading role in strategic business development and planning.

The NCM Motorsports Park General Manager will have priorities including:

- Building upon the success of the MSP and continue to drive revenue and meet and exceed the needs of the clients MSP serves.
- Diversifying revenue streams to create a sustainable business model.
- Advancing community engagement strategies to increase service to membership and enthusiast audiences, grow participation in programs and foster contributions and community.
- Collaborating and promoting innovative approaches to fully utilize available resources.
- Anticipating future organizational needs by retaining talent and building upon staff capacity and expertise.

POSITION SUMMARY

The NCM Motorsports Park General Manager is responsible for the overall planning, development, and management of the NCM Motorsports Park's daily business operations and resources to ensure the accomplishment of goals and achievement

of a positive image. S/He will work the NCM Motorsports Park staff taking a leading role in developing and implementing short- and long-term operating plans to foster growth and sustainability. S/He will foster collaboration with National Corvette Museum team members to oversee program planning, integration, and collaboration.

The NCM Motorsports Park General Manager is responsible for the overall financial condition of the NCM Motorsports Park and will actively promote efforts in all areas to balance the budget and control operating costs. S/He will establish and implement policies, goals, objectives, and procedures that are in harmony with the vision of the NCM President & CEO and MSP Board of Directors. The NCM Motorsports Park General Manager will serve as the primary liaison between the organization and membership and stakeholders, the wider community, and the motorsports profession.

CANDIDATE PROFILE

The NCM Motorsports Park seeks an accomplished, business leader with motorsports industry experience being a plus. This individual will be a tireless advocate for the success of the NCM Motorsports Park's and will inspire others to support the organizations outcomes and success. Key skills and attributes include:

- **Leadership and Vision.** Provides leadership and support to the Board, staff, and other constituents in achieving the long and short terms goals of the NCM Motorsports Park. Effective in developing, leading, and managing strategic plans while maintaining unquestionable personal and professional integrity.
- **Business acumen.** Establishes goals and quantifiable objectives and runs a fiscally sustainable organization. Supports and develops a strong team that executes a strategic plan to grow the impact of the organization. Is accountable for the organizations results.
- **Relationships.** Builds strong, trusted, and sustainable relationships that translate into successful collaborations and impactful partnerships both internally and externally.
- **Communication and Interpersonal Skills.** Excellent verbal, written and interpersonal skills displaying considerable confidence, tact, and diplomacy,

A bachelor's degree is required.

To apply, please submit a current resume and letter of introduction to:
HR@corvettemuseum.org

For more information about the NCM Motorsports Park and/or the National Corvette Museum please visit:

<https://www.motorsportspark.org/>

<https://www.corvettemuseum.org/>