

**Downtown Development Authority
and Main Street Director
Job Description**

1. **Work Objectives**

The Downtown Development Authority and Main Street program director coordinates activity within a downtown revitalization program which utilizes historic preservation as an integral foundation for downtown economic development.

He/she is responsible for the development, conduct, execution, and documentation of the DDA and the Main Street program. The director is the principal on-site staff person responsible for coordinating all program activities locally as well as for representing the Community regionally and nationally as appropriate.

2. **Full Range of Duties to be Performed**

- a. Coordinate activity of Downtown Development Authority which also serves as the board for the Main Street program; coordinate committees ensuring that communication between committees is well-established; assist committees with implementation of work plan items.
- b. Manage all administrative aspects of the Main Street program, preparing all reports required by the State Main Street Program and by the National Main Street Center, assisting with the preparation of reports to funding agencies and supervising part-time employees or consultants.
- c. Develop, in conjunction with the Main Street Program's board of directors, strategies for downtown economic development through historic preservation utilizing the Community's human and economic resources. Become familiar with all persons and groups directly or indirectly involved in the downtown commercial district. Mindful of the roles of various downtown interest groups, assist the Main Street program's board of directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on four areas: design/historic preservation, promotion, organization/management, and economic restructuring/development.
- d. Develop and conduct the ongoing public awareness and education program designed to enhance appreciation of the downtown's architecture and other assets and to foster an understanding of the Main Street program's goals and objectives.
- e. Assist individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; when possible, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements.

- f. Assess the management capacity of major downtown organizations and encourage improvements in the downtown community's ability to undertake joint activities such as promotional events, advertising, uniform store hours, special events, business recruitment, parking management, and so on. Provide advice and information on successful downtown management. Encourage a cooperative climate between downtown interests and local public officials.
- g. Advise downtown merchants' organizations and/or chamber of commerce retail committees on Main Street program activities and goals and assist in the coordination of joint promotional events, such as seasonal festivals or cooperative retail promotional events, in order to improve the quality and success of events to attract people downtown; work closely with local media to ensure maximum event coverage; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown.
- h. Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
- i. Utilizing the Main Street program format, develop and maintain data systems to track the process and progress of the local Main Street program. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes and information on job creation and business retention.

3. **Resource Management Responsibilities**

The program manager supervises any necessary temporary or permanent employees, as well as professional consultants. He/she participates in personnel and project evaluations. The program manager maintains local Main Street program records and reports, establishes technical resource files and libraries, and prepares regular reports for the state Main Street program and the National Main Street Center.

4. **Job Knowledge and Skills Required**

The program manager should have education and/or experience in one of the following areas: architecture, historic preservation, economics, finance, public relations, design, journalism, planning, business administration, public administration, retailing, volunteer or nonprofit administration, and/or small business development. The program manager must be sensitive to design and preservation issues. The manager must understand the issues confronting downtown business people, property owners, public agencies, and community organizations. The manager must be entrepreneurial, energetic, imaginative, well-organized and capable of functioning effectively in a very independent situation. Excellent verbal and written communication skills are essential. Supervisory skills are desirable.

ESSENTIAL POSITION TASKS	Frequency	Most Important	Percentage of Time	Physical	Environment	Sensory
Develops strategies for downtown economic development through historic preservation; develops and implements the downtown management program; guides the development of the organization's mission and vision, goals, and work plan; measures and evaluates the success of projects and programs.	D	+	15%	2	0	8, 7, 1
Builds professional acquaintances with all persons and groups directly or indirectly involved in the downtown commercial district; builds and sustains partnerships to promote optimum downtown business conditions; builds strong and productive working relationships with appropriate public agencies at the local and state levels; encourages a cooperative climate between downtown interests and local public officials.	W	+	10%	2	0	8
Acquires and manages funds and resources; develops two organizational budgets (city budget and DDA budget) and manages both.	D		10%	2	0	8
Coordinates the activities and relationships of a 7 member board of directors; prepares meeting agendas; assists chairman with meeting management.	D	+	15%	3	0	8
Supervises a contract part time employee, contracted consultants, and occasionally a college intern.	M		5%	2	0	8
Develops and manages effective communications for the organization; designs and produces marketing and image campaigns; markets downtown's unique characteristics to residents, investors, business owners, and visitors; plans and ensures design excellence in all aspects of promotion in order to advance an image of quality for the downtown; through speaking engagements, media interviews, news stories and photos, keeps the organization visible in the community.	W	+	10%	3	0	8, 7, 2, 1
Develops and administers a grant program for restoring and repairing downtown commercial buildings; solicits funds from local banks to capitalize the grant program to preserve downtown's unique architectural details.	M		5%	2	0	8, 7, 1

Designs and produces special events (concerts, farmers market, etc.); plans and coordinates, and advises downtown merchants' organization and chamber of commerce on DDA/Main Street/Better Hometown program activities and goals and assists in the coordination of joint promotional events in order to improve the quality and success of events to attract people downtown.	W		10%	4	1	8, 7, 2, 1
Manages a program for downtown real estate and economic development; builds a climate for investment resulting in job creation and retention, improved property values, increased sales tax revenue, and raising the profitability of the district by managing/guiding downtown real estate; creates and maintains an inventory of businesses & buildings; acquires and analyzes market data and develops strategies to respond to economic issues; provides data, advises, and supports the expansion of existing businesses; recruits new businesses.	W		10%	2	0	8, 7
Provides advice, guidance, and technical information to downtown property owners and business owners; provides educational and financial resources for downtown business owners, business development, property maintenance, and new construction; advises property owners on development and construction of sensitively designed new structures; assists property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assists in locating appropriate contractors and materials; provides advice and guidance on necessary financial mechanisms for physical improvements.	D	+	5%	3	1	8, 7, 6, 5, 1
Manages programs to ensure appropriate and attractive streetscape and landscape features, signage, banners, and pedestrian safety.	M		2%	2	1	8, 7, 1
Prepares all reports required by the State Main Street Program; prepares reports to funding agencies	M		2%	2	0	
Acquires professional training and provides professional training to board members and partners.	S		1%	2	0	8