



Downtown Fresno Partnership

JOB DESCRIPTION

POSITION TITLE: PRESIDENT and CEO

REPORTS TO: BOARD CHAIR/ EXECUTIVE COMMITTEE

SUPERVISES: 5 Full-time/1-2 Interns/1-2 Clean Ambassadors

\$900,000/Annual Budget

Downtown Fresno Partnership

- Business Improvement District/PBID 64 Square Blocks
- Special Events
- Voluntary Members

POSITION SUMMARY

The purpose of the President position is to lead, facilitate, and motivate personnel to accomplish all Downtown Fresno Partnership objectives as outlined in the mission statement and the Management District Plan.

The President acts as the Chief Executive Officer of the organization. Subject to the direction of the Board of Directors, the President supervises, directs and manages the day-to-day business and management of the organization and the property business improvement district (PBID). While the President has other duties and powers as may be conferred by the Board of Directors, this position makes the decisions necessary and/or appropriate for the effective and efficient management of the organization.

The overall goal of the position is the fulfillment of the Downtown Fresno Partnership's Mission Statement: to improve and promote the economic well-being through the implementation of a management district and related activities.

POSITION ENVIRONMENT

Downtown Fresno is an emerging, culturally diverse environment in the midst of a renaissance due to years of private-public investments. Several major streetscape projects, including Bus Rapid Transit and the \$20 million conversion of Fulton Mall to Fulton Street, are set to be completed this summer.

Downtown Fresno's blossoming Brewery District sits adjacent to Chukchansi Park and the South Stadium District which houses one of the fastest growing technology sectors in the country. The Property-Based Improvement District was renewed in 2016 for an additional seven years, with an 80% approval rating.

The Downtown Fresno Partnership is committed to complying with State and Federal laws - including



Fair Employment Practice laws, which provide equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status or disability.

ESSENTIAL TASKS AND RESPONSIBILITIES

Leadership and Planning

- Provide leadership in the implementation and enhancement of the Management District Plan through measurable objectives and goals consistent with the organization's mission statement.
- Ensure that all requirements of the PBID management contract with the City are fulfilled in a timely and professional manner.
- Develop additional funding sources to augment the organization's assessment revenues.
- Serve as the organization's chief spokesperson and primary advocate representing the organization with media, government agencies, associations, and other public organizations.
- Stay abreast of developments in the downtown revitalization industry. Research successful BID programs and introduce new ideas to further the development of the organization.
- Facilitate consistent, informative communication and effective outreach to the organization's Board of Directors, property and business owners, government agencies and other constituents. Create awareness and build consensus for the District's activities, programs, and services.
- Oversee the planning, implementation, and follow-up of Board and Committee meetings, task forces, presentations, and special events. Oversee the coordination of Board agendas, meetings, minutes, and correspondence.

Administration and Management

- Recruit, manage, and train a highly-qualified staff to carry out the organization's programs and objectives.
- Provide leadership and oversight of the PBID objectives.
- Manage internal office organization.
- Oversee the creation, organization, and implementation of administrative, management, and financial systems which maximize the organization's operating efficiency and accountability.
- Oversee the development and execution of customer service programs, establishing PBID customer service protocols.
- Prepare annual PBID and individual project and program budgets. Monitor budget variances and facilitate regular budget and other finance-related reports.
- Oversee the preparation and distribution of monthly, quarterly, and or annual reports and newsletters analyzing the progress of organization projects, programs and operations.
- Oversee the processing of District assessment billings and maintenance of comprehensive property owner and assessment databases.
- Research, negotiate, monitor, and manage all contracts on behalf of the organization.



- Any other tasks assigned by the Board of Directors relevant to achieving the objective and the purpose of the position.

Environmental Enhancements

- Provide leadership to ensure the achievement of all program goals and objectives, which may include but are not limited to:
 - Clean Team Ambassadors
 - Streetscape enhancements
 - Security
 - Wayfinding
- Monitor the effectiveness of public-service programs and oversee the development and implementation of tracking and reporting systems.
- Provide leadership and support to oversee the activation of the Fulton District.

Marketing, Business Development, and Events

- Provide leadership to ensure the achievement of goals and objectives set forth in the yearly action plan, which may include, but are not limited to:
 - Market research
 - Marketing/communication, public relations and advertising activities
 - Business recruitment and development
 - Collateral materials
 - Website and social media
 - Other programs as developed
- Provide leadership to ensure business recruitment and retention efforts reach all program goals and objectives.
- Provide leadership and support for event operations including:
 - Commitment to high quality specials events
 - Event sponsorship outreach
- Monitor the effectiveness of all programs and oversee the development and implementation of tracking and reporting systems.

Special Projects

- Oversee the development of special projects which enhance the environment of the District.
- Oversee the planning, development, and coordination of inter-agency community and field initiatives to secure routine and special projects that facilitate the districts mission.
- Oversee the development, execution, management, and evaluation of sponsorships and grants.
- Develop, support, and promote new third-party partnership programs, which enhance the District environment.



- Identify business opportunities for downtown revitalization.
- Generate new business leads for downtown.

POSITION SPECIFICATION

Education: Bachelor's degree in related field (i.e. business administration, economic development, public administration, urban planning).

Experience: Three to five years of downtown management experience within a city with a population of 100,000 plus with an annual budget of \$600,000 plus. Experience operating a property based assessment district preferred. Five to 10 years of management experience including direct oversight of administration, financial, service delivery systems, and staff resources. Background in business improvement district management, planning, economic development, and/or real estate development is a plus. Background dealing with the media and public speaking experience.

Knowledge and Skills: Applicants who have demonstrated the following skills and knowledge will be highly regarded by the search committee:

- Creative, entrepreneurial leader with the ability to articulate and implement a clear vision for the organization.
- A leader who believes they are part of the team and is willing to help whenever and wherever needed.
- Skilled consensus builder, able to work well within the framework of a complex and politically sensitive public-private sector environment with a broad cross-section of personalities.
- In-depth understanding of the wide range of issues facing business improvement districts in North America, as well as knowledge of successful programs in other districts that have addressed these issues.
- Effectively facilitate multiple projects while simultaneously meeting deadlines.
- Demonstrate proven integrity and sound judgment.
- Excellent oral and written communication skills.
- Proficiency in computer skills.
- Language skills:
 - Ability to read, analyze, and interpret common scientific and technical journals, financial reports and legal documents
 - Ability to respond to common inquiries or complaints from customers, regulatory agencies or member of the business community
 - Ability to write speeches and articles for publication that conform to prescribed style and format
 - Ability to effectively present information to top management, public groups and/or boards of directors



- Mathematical Skills:
 - Ability to work with mathematical concepts such as probability and statistical inference, fundamentals of mathematics and all mathematical skills needed to be successful in this position
- Reasoning ability:
 - Ability to define problems, collect data, establish fact, and draw valid conclusions
 - Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables
- Physical demands listed here are representative of those that must be met to perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:
 - Stand, walk sit, stoop, kneel, crouch or crawl
 - Reach with hands and arms
 - Talk or hear
 - Close vision, distance vision and color vision
- Work environments listed here are representative of those that might be encountered while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
 - The noise level is generally quiet as work is generally, but not always, indoors

SALARY AND BENEFITS

Salary and benefits are commensurate with experience and skills.

TO APPLY

Candidates should apply by July 14, 2017 with cover letter, resume, and contact information for five professional references. Apply to jgeil@geilenterprises.com.

MISSION STATEMENT

The mission of Downtown Fresno partnership is to improve and promote the economic well-being through the implementation of a management district and related activities.

Downtown Fresno Partnership provides a unified voice for the 175 property owners and 200 merchants in downtown Fresno. Together, the constituents work for the advancement of downtown by strengthening relationships with local and regional governments, and citizen-based organizations.