

Reports to: The Director is directly supervised by the Manistee Downtown Development Authority (DDA) Board Chairperson. The Director's duties will encompass a variety of tasks as determined by the Manistee DDA Board. Annual evaluations will be based on defined goals and strategic objectives agreed upon by the Director and the Manistee DDA Board.

Overview: Administers and manages the economic development activities and marketing of the Manistee Downtown Development area. Performs a variety of administrative, technical and professional work in preparation and implementation of economic and business development plans, programs, and services. Promotes the business and economic development interests within the downtown community. Provides guidance to individuals and companies to establish, relocate, or expand their businesses within the downtown development area. Assists in the planning and coordination of community development projects, assisting business and residential applicants with local and state permitting processes and providing research for sponsored projects. Oversees and ensures completion of goals for the design, organization and marketing committees.

Classification: Exempt; includes holidays and weekends as needed

Economic Development Responsibilities: This position will spend 80% of time in Economic Development Responsibilities as follows:

- Develops and administers a comprehensive economic development strategy.
- Develops and administers a comprehensive outreach program to new and expanding business.
- Develops a business visitation program and conducts personal visits to downtown businesses to assess and resolve business climate issue and concerns
- Develops and administers a prospect visitation program
- Manages the marketing efforts of the downtown to include developing and implementing promotional and marketing programs and materials
- Identifies the interests and priorities of businesses located within the downtown
- Monitors and evaluated the effectiveness of various economic development programs and efforts
- Establishes and maintains a database of existing downtown businesses and vacant commercial and residential property
- Researches sources of possible federal and state funding affecting local goals and objectives
- Provide assistance in resolving problems encountered to establish businesses and prospects
- Develops and maintains supportive relationships with the other local, regional and state economic development organizations, existing City businesses and real estate networks
- Participates in local and regional committees and boards addressing business issues and concerns
- Prepares reports, drafts policies and procedures and makes presentations as needed
- Prepares and maintains information on local utilities and requirements

Other Responsibilities: This position will spend approximately 20% of time in other responsibilities as follows:

- Ensures that the volunteer based committees including marketing, organization and design reach goals set by the DDA board including but not limited to the following:
 - Manages all administrative aspects of the downtown program , including purchasing, record keeping, budget development, accounting, preparing all reports required by the DDA Board and supervising committees, employees and consultants
 - Works closely with local media to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown
 - Works to instill good maintenance practices in the downtown district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new

construction, developing sensitive design management systems, educating business and property owners about design quality, and long term planning

- Encourages preservation of historic building stock, interfacing with the City of Manistee Historic District Commission and other entities as appropriate
- Attends City Council meetings is also required on somewhat regular bases, including an annual report and budget presentation
- Maintains local DDA program records and reports, establishes technical resource files and libraries, and prepares regular reports for the DDA board
- Monitors the annual program budget and maintain financial records
- Other duties as assigned

Qualifications:

- *Education.* A bachelor's degree required in related field
- *Experience.* Performance of this job requires 3-5 years of proven economic development experience and a demonstrated knowledge of principles and practices pertaining to one or more of the following areas: planning, retailing, marketing, design, nonprofit or DDA management, grant writing, small business development and historic preservation.
- *Other Knowledge, Skills and Abilities.* Must be entrepreneurial, energetic, well-organized, self-starter, imaginative, able to facilitate cooperation between multiple interest groups, and an independent worker who can produce results with minimal supervision. Excellent public speaking and oral and written communication skills are required. Must have general computer skills and be proficient in word processing and spreadsheet applications. Basic graphic design skill is desirable.

Certification or Licensure:

- A valid driver's license is required
- Certified Economic Developer (CECD) preferred, but not required