



## LOCATION

The Main Street DDA is based in Grand Haven, Michigan. Grand Haven is a fantastic community of choice, with a beautiful boardwalk (Grand River) and beach (Lake Michigan). Schools are nationally ranked and the crime rate is among the lowest in the US. The downtown is the epicenter of this magnificent community, and the Executive Director is at the helm.



## WHY SHOULD YOU APPLY?

- Fantastic opportunity to improve on an exceptional downtown shopping and dining district.
- Work with a variety of passionate volunteer board and committee members.
- Be a member of a strong local team that enjoys the support and appreciation of the public they serve.

## CONTACT INFORMATION

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<https://downtowngh.com/>

# GRAND HAVEN MAIN STREET DOWNTOWN DEVELOPMENT AUTHORITY

AND

# CITY OF GRAND HAVEN

## JOB POSTING:

### *Executive Director*

We are a thriving development agency based in Grand Haven, Michigan that offers its employees a high profile, exciting community leadership position.

The Mission of the Grand Haven Main Street Downtown Development Authority (MSDDA) is to enhance a vibrant historic business district through community partnerships.

- The MSDDA is an independent Authority that works very closely with the City of Grand Haven and other vital community partners (Chamber of Commerce, Convention and Visitors Bureau, Community Foundation, etc)
- Grand Haven is a unique mixture of world class beaches, an historic waterfront town, and a vibrant business community. Our downtown is the heart of our community. Our Main Street Downtown Development Authority's vision is to enhance this historic waterfront town by cultivating economic development. We promote Grand Haven with a variety of year-round activities to provide enjoyable experiences. These activities for residents and visitors bring promotional and economic benefit to the surrounding region and are accomplished through volunteers and community partnerships.

**We offer a rewarding  
and challenging  
position to create and  
maintain an exciting  
downtown district in  
Grand Haven**

### *The Position*

- We're looking for an Executive Director. The starting salary is \$47,500.
- We offer a flexible and challenging work environment.
- We also provide paid time off (including standard holidays).

### *Requirements*

- Knowledge of basic business management procedures and practices.
- Skill in communicating both orally and in writing.
- Skill in building and maintaining effective working relationships with multiple constituencies.
- Ability to deal effectively with deadlines and delegate work tasks when appropriate.

### *Responsibilities*

- Support of the DDA Tax Increment Financing and Development Plan activities with City Planning Department and City Manager.
- Representation of the program within the community as well as regionally and nationally.
- Implementation of the Principal Shopping District (PSD) marketing program.
- Implementation of the Main Street program.



# CITY OF GRAND HAVEN

## Job Description:

### Main Street/ DDA Director

**Supervised By:** DDA Board Chair and City Manager

**Supervises:** Part-time staff and volunteers

**FLSA:** Exempt

## Position Summary

Under the supervision of the Downtown Development Authority (DDA) Board Chair and the City Manager, the DDA Director is responsible for overseeing the planning, directing, coordinating and performing of the activities associated with the City's DDA Plan and the Main Street program. The oversight activities are to be done with an emphasis on downtown revitalization within the context of historic preservation and economic development. The Director functions with considerable independence in job related activities and is held accountable for results. They have responsibility for a broad range of functions including but not limited to:

- Support of the DDA Tax Increment Financing and Development Plan activities with City Planning Department and City Manager.
- Representation of the program within the community as well as regionally and nationally.
- Implementation of the Principal Shopping District (PSD) marketing program.
- Implementation of the Main Street program.

## Essential Job Functions

An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily. **Items are listed in order of importance** following a 2019 prioritization exercise by the Board of Directors.

1. Develop and implement programs and procedures regarding business recruitment, retention and expansion including the regular contacts to promote success of the businesses and the DDA program. This activity also involves the Economic Development Corporation.
2. Become thoroughly familiar with all persons, institutions and regulations directly or indirectly involved in the downtown commercial district and develop strategies for maximizing the community's human and economic resources.
3. Based on the DDA's studies and with the involvement of various downtown interest groups, develop an action plan for implementing a downtown revitalization program focused on historic preservation/design, economic development; promotion, and organization.
4. Monitor capital improvement projects that have been approved by the DDA Board and by the City Council, as appropriate, including review and assistance with Requests for Proposals (RFPs) and Requests for Quotes/Qualifications (RFQs) and/or writing grant applications and then assisting in project coordination through completion including receipt of "as built" plans as appropriate. This activity may involve the Design Committee and/or the City Manager and City Staff.
5. Responsible for all administrative aspects of operating the office including record keeping, budget development and monitoring, report preparation as required by the City, the DDA Board and funding agencies. This task also involves working with the City Clerk on the preparation of DDA Board and Committee meeting agendas, taking of the minutes of those meetings and posting notices of those meetings in accordance with the Open Meetings Act of Michigan.
6. Participate on staff teams to approach appropriate public and private agencies at the local and state levels to obtain necessary funding for design assistance, building rehabilitation, parking and public improvements. This activity also involves the Preservation and Place Committee and Façade Improvement Program and/or City Manager and City Staff.
7. Work effectively with volunteers and others involved in downtown related projects, understand the importance of volunteer involvement, and play an active role in coordinating and utilizing this important resource. This activity involves the various Main Street Committees.



8. Assess the management capacity and capabilities of downtown organizations and civic groups to undertake joint activities with an eye toward encouraging a cooperative climate and working relationship among downtown businesses, organizations, City committees and local public officials and to assist in the recruitment of volunteers for various DDA/Main Street events. This activity also involves the Organization Committee.

9. Collaborate with City staff to develop and conduct continuing public awareness and education programs designed to enhance appreciation of the downtown's architecture, history, green space and other amenities and to foster an understanding of the DDA's goals and objectives. As a part of this, keep the program constantly in the public eye locally through the use of social media, press releases, public speaking engagements and media interviews.

10. Develop and maintain data systems to track the process and progress of projects giving consideration to the use of the Main Street Work Plan system. This tracking also consists of maintaining information on each individual building, including photographs, in the downtown area, its historic value, square footage, current use, and rental rate, if applicable, and tracking changes in use and appearance and information of job creation and business retention.

11. Assist individual tenants and/or property owners with physical improvement projects through personal consultation, and assisting in locating appropriate contractors and funding as needed. This activity also involves the Preservation and Place Committee and Façade Improvement Program.

12. Foster a strong and effective team environment by coordinating effective staff evaluation and oversight practices with the Board Chair and City Manager.

13. Assist in the coordination of joint promotional events such as seasonal festivals, concerts, sidewalk sales, and parades with other organizations located in or involved with the downtown area with the goal of improving the quality and excitement of events to attract people to the downtown area. This activity also involves the Promotion Committee.

14. Perform other duties as required.

## Required Knowledge, Skills, Abilities, and Minimum Qualifications

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### Requirements include the following:

- Knowledge of basic business management procedures and practices to effectively control the DDA financial operations within budget and policy guidelines.
- Skill in communicating both orally and in writing with the ability to provide concise and articulate reports and presentations to a variety of audiences.
- Skill in building and maintaining effective working relationships with public officials, business owners, landlords, various professionals, community groups and the general public along with the ability to influence others to work cooperatively for larger goals and the common good of the City.
- Ability to deal effectively with deadlines and delegate work tasks when appropriate.
- Skill in developing and using effective public relations and community promotion techniques preferred.
- Bachelor's degree in urban planning, marketing, public or business administration or similar relevant field of study preferred.
- Five year's experience in increasingly responsible position involving similar job duties; or the equivalent combination of education and experience preferred.
- Skill in the use of Microsoft Office software for word processing, spreadsheet, data base and presentation purposes and in the use of desktop publishing and web page software preferred.

## Physical Demands and Work Environment

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***The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.***

This position regularly works in an office setting with a controlled climate where they sit and work on a computer, communicate by telephone, email or in person, and move around the office or travel to other locations.

An employee in this position is also required to regularly work outside an office throughout the downtown area and at other city properties and facilities. This may include walking outdoors and exposure to inclement weather conditions.