

Job Advertisement – Executive Director
Concord Downtown Development Corporation
Issued February 5, 2018
Deadline to Respond: Friday, February 23, 2018

The Concord Downtown Development Corporation (CDDC) is seeking a qualified Executive Director to begin work July 1, 2018, immediately following the end of the term of the existing Executive Director's contract. Deadline for submitting resumes is 5:00 pm EST, Friday, February 23, 2018.

Concord, NC

Concord is the county seat of Cabarrus County and the second largest city in the Charlotte Metropolitan Area. Of the state's fifteen largest cities, the biggest growth rate recently was in Concord, growing 2.56 percent, and with a population of 89,891 is now larger than Asheville. Recently Money Magazine ranked Concord as the 38th best place to live in the United States. Concord has been an active Main Street community since 1990 and is accredited by both North Carolina Main Street and the National Main Street Center. Since becoming a Main Street community, Downtown Concord has experienced over \$180 million in combined public/private sector investment, the second highest level of investment of more than sixty North Carolina Main Street communities.

Downtown Concord

Downtown Concord is comprised of approximately one million square feet of leasable space with more than 180 active businesses, including shops, restaurants, professional offices, galleries, and theatres. It is home to the offices of both Cabarrus County and the City of Concord governmental centers, as well as the Cabarrus County Courthouse. The workday population is estimated at approximately 1,200 employees. In addition, the district has twenty-eight market-rate apartments, with an additional forty coming ready for occupancy this spring.

CDDC

The CDDC is a 501c6 private non-profit organization managed by an eleven-member board of directors. It is under contract with the City of Concord as a third-party agency receiving Municipal Service District (MSD) tax dollars as compensation for providing downtown management services. The CDDC has diversified funding sources which include funds from the City of Concord (26%), Cabarrus County (8%), and MSD taxes (37%), with the balance of funds raised by the CDDC primarily through sponsorships and event income (29%).

The Executive Director is supported by a part-time Administrative Assistant and a full-time Marketing Coordinator. There are four active standing committees (Organization, Promotions, Design and Beautification, and Business Development) that meet monthly. Each spring the CDDC conducts an annual planning process where the Economic Development Implementation Plan is updated to revise goals, objectives, and actions that support the three economic vitality strategies:

1. Establish Downtown Concord as the creative center of the city.
2. Establish Downtown Concord as the place where the community comes together.
3. Establish Downtown Concord as the location of the city's most distinct venues for the arts and entertainment, dining, recreation, parties and receptions, and meeting spaces.

Current and Future Emphasis

As with many downtowns across the nation, Downtown Concord has been rebuilding since the economic recession of 2008. Over the last seven years we have seen a sharp reduction in vacancy rates for first-floor spaces, from seventeen percent in 2010 to less than nine percent in January of 2018. The organization has moved sharply toward an economic development focus that has resulted in significant new investment within the district. Activities have included:

- Recruiting a developer to purchase and redevelop three properties (the district's "white elephants") totaling over 90,000 square feet
- Updating the CDDC website to serve as one-stop shopping for information on grants, properties for sale/lease, and pertinent studies including parking study, urban design study, and market study
- Proactively working with financial institutions to move properties that have gone through foreclosure into the hands of capable property owners
- Developing a robust social media and marketing program that supports the retention of existing businesses while recruiting new businesses that are a beneficial addition to the existing business mix
- Building strong working relationships with City of Concord staff who are directly involved in economic development efforts

The CDDC has all intentions of continuing to work as a leading economic development agency under the leadership of the new Executive Director and is seeking an individual who has the skills and knowledge to produce positive economic results within the Downtown Concord MSD.

Duties of the CDDC Executive Director

The Executive Director is responsible for coordinating activity within Downtown Concord that utilizes historic preservation as an integral foundation for downtown economic development. He/She is responsible for the development, conduct, execution, and documentation of the Concord Main Street program. The Executive 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. In addition, the Executive Director should help guide the organization as it grows and as its objectives evolve. Specific responsibilities include, but are not limited to, the following:

Organization:

- Supervise the CDDC support staff, including conducting annual performance evaluations
- Develop and retain strong working relationships with downtown stakeholders, including property owners, business owners, and residents
- Develop and retain strong working relationships with City and County staff, as well as directors of partnering organizations including the Chamber of Commerce, EDC, and the Cabarrus County Convention and Visitors Bureau
- Develop and manage the annual CDDC budget in coordination with the CDDC Treasurer
- Manage monthly meetings of the CDDC Board of Directors and standing committees
- Assist in the recruitment of directors and committee members as needed
- Conduct the annual strategic planning session and revise the Economic Development Implementation Plan
- Review and approve the monthly financial reports prepared by the Administrative Assistant, and assist with the annual financial review conducted by a local CPA

- Retain existing relationships with sponsors while fostering additional relationships that result in meeting or exceeding the budget for sponsorships as part of the CDDC's budget
- Organize and conduct the CDDC's Annual Party

Promotion:

- Support the staff in carrying out the existing calendar of events
- Provide input on existing events that includes assessing the effectiveness of events and making recommendations to improve the existing events while determining which events no longer support the current economic vitality strategies
- Assist the Marketing Coordinator with the CDDC's social media campaigns
- Assist the Marketing Coordinator with management of the CDDC's website, working closely with the website hosting contractor

Design:

- Assist the Design and Beautification Division Committee in reviewing grant applications that fall under the committee's responsibility to approve
- Work with property owners and business owners to encourage thoughtful and appropriate design improvements that meet the Secretary of the Interior's Standards for Rehabilitation
- Work with city and county staff on public improvements being considered for the MSD
- Provide staff support for specific design improvement projects that are developed through the Design and Beautification Division Committee

Business Development:

- Assist the Business Development Division Committee in reviewing grant applications that fall under the committee's responsibility to approve
- Maintain a data base of available spaces and properties
- Field inquiries for available business locations and properties for sale, connecting interested parties to the appropriate contacts to facilitate leasing and purchasing
- Stay abreast of resources and programs that support business recruitment and business retention
- Work with developers in navigating the development process, serving as an advocate/liason with elected officials and city/county staff as necessary to facilitate large- and small-scale development projects that support the overall economic well-being of the district

As part of and in addition to the above Duties, the Executive Director is responsible for seeing that the CDDC meets the Scope of Services and Performance Measures as outlined in the Contract for Services between the City of Concord and the CDDC. These have been attached to the end of this advertisement.

Job Knowledge and Skills Required

All candidates must have the following:

- Undergraduate degree in a field related to economic development, planning, construction, design, or any other field(s) that relate directly to the above job description
- Minimum two years of experience as a manager of a Main Street program or downtown revitalization program
- Direct or indirect experience in property development OR direct experience in managing an independently-owned business

Candidates must have the following characteristics:

- be sensitive to design and preservation issues
- understand the issues confronting downtown business people, property owners, public agencies, and community organizations
- be entrepreneurial, energetic, imaginative, well organized, and capable of functioning effectively in an independent situation
- have excellent verbal and written communication skills

Salary and Benefits

The CDDC Executive Director will be offered a competitive salary commensurate on experience, plus paid vacation and sick leave, additional compensation to cover health and dental insurance, 401K contribution, and a phone allowance.

Application Process

Interested candidates should email the following to Marie Ward, CDDC Administrative Assistant, at Marie@ConcordDowntown.com:

- Current Resume
- Three references with email address and phone number
- A brief (one page maximum) written description of why the candidate's experience and skill set make him/her a strong candidate for this position

For additional information please email Marie Ward a list of questions or a request for specific additional information and the CDDC will respond accordingly. No phone calls, please.

Contract between the City of Concord and the CDDC

Scope of Services & Performance Measures:

Note on Scope of Services & Performance Measures

The CDDC should take actions that address the ten needs below confirmed by property owners, businesses, and residents of the downtown MSD district on an annual basis. The City acknowledges that the CDDC has limited control over some of the outcomes related to the performance measures below. The purpose of the performance measures is to ensure that the City, through this agreement with the CDDC, makes progress in addressing the needs of the downtown MSD. The City and CDDC should review the measurement results each year to ensure that the MSD's needs are being addressed and if not, make changes to address the identified needs.

Based on the findings of the CDDC's annual survey, the needs of downtown MSD property owners, businesses, and residents and relevant performance measures may change year to year. As such, the scope of services and performance measures outlined below may be changed through an addendum to this agreement as approved by both the CDDC and City of Concord.

1. Business Activity

Develop and execute strategies to increase business activity.

Performance Measures: Annual percentage increase in sales equal to or greater than the North Carolina real Gross Domestic Product growth rate (1.6% in 2016) in a majority (51% or more) of businesses who are willing to give the CDDC data. CDDC will poll retailers, restaurants, and galleries to obtain April – June 2017 figures for the number of purchases generated in their establishments. Of those who respond, the CDDC will poll the respondents again in early July 2018 to obtain the same information for April – June 2018.

2. Economic Development

Work in an open and transparent partnership with the City to recruit and retain businesses.

Performance Measures: Report the number of businesses who have received support from the CDDC annually. Support may be in the form of, but not limited to, guidance regarding permitting, distribution of CDDC grant applications, information related to available properties, and sharing of the Market Study prepared by DFI during the most recent Downtown Masterplan Update. Such report shall contain the type and amount of support given for each business.

3. Marketing

Provide effective marketing services for downtown events, businesses, venues, and available real estate. Marketing efforts should attract local and regional visitors to the downtown.

Performance Measures: Five percent (5%) increase annually in social media followers and unique website views, determined by reporting the number of website views and the number of Social Media Followers, measurements taken on June 30th of each year.

4. Communication

Communicate and engage with all downtown stakeholders and the public sector. Performance Measures: Percentage of businesses, property owners, and residents reporting that they received communications from the CDDC. Report on the number of communications directed to business owners, property owners, MSD residents, and the community, as well as the open rate of weekly e-communications.

5. Safety

Assist the City of Concord in maintaining a safe environment. Identify, report, and follow up with the City to address illegal behavior and public safety issues.

Performance Measures: Percentage of businesses, property owners, and residents indicating a sense of safety in downtown. The City acknowledges that by identifying, reporting, and following up with the City on safety issues that the CDDC plays a limited role in ensuring that downtown remains a safe environment and has limited control over the desirable outcome.

6. Building Vacancy Rate

Reduce and maintain vacancy rates for available properties, both ground floor and upper story.

Performance Measures – Identify at the end of each fiscal year the following:

- Number of vacant spaces, categorized as ground level or upper story, that are ready to rent as-is.
- Number of vacant spaces, categorized as ground level or upper story, that are available for rent but require improvements.
- Number of vacant spaces, categorized as ground level or upper level, that are not presently available for rent.

If there is an increase in vacancy in any grouping, the Contractor will identify the factors that have led to the increase and possible steps to be taken to decrease vacancy.

7. Clean Environment

Assist the City of Concord in maintaining and promoting a clean environment. Identify, report, and follow up with the City to address cleanliness and environmental issues.

Performance Measures: Percentage of businesses, property owners, and residents indicating that downtown is kept clean from litter and graffiti. The City acknowledges that by identifying, reporting, and following up with the City on cleanliness and environmental issues that the CDDC plays a limited role in ensuring that downtown remains clean and has limited control over the desirable outcome.

8. Public Space Maintenance

Assist the City of Concord in ensuring public spaces are well maintained. Identify, report, and follow up with the City to address sidewalk, crosswalk, street tree, and green space maintenance needs.

Performance Measures: Percentage of businesses, property owners, and residents indicating that publicly owned sidewalks, crosswalks, street trees, and green spaces are well maintained. The City acknowledges that by identifying, reporting, and following up with the City on public space maintenance issues that the CDDC plays a limited role

in ensuring that downtown public spaces are well maintained and has limited control over the desirable outcome.

9. Planning

Support the strategic goals of the City's Downtown Master Plan, support historic preservation, and maintain the City's NC Main Street Program status.

Performance Measure: Percentage of downtown property owners, businesses, and residents indicating an understanding of the CDDC's role in supporting the downtown master plan, historic preservation, and participation in the Main Street program following a joint work session with the City of Concord.

10. Events

Organize and promote downtown events such as concerts, festivals, 5Ks, and other like events. Encourage, support, and promote such events hosted by or in partnership with government agencies or reputable non-profits.

Performance Measures: Number of downtown events such as concerts, festivals, 5Ks, and other like events hosted by or in partnership with the CDDC, government agencies, or reputable non-profits. Total cumulative number of attendees who attended such events.