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**Main Street Coordinator**

**City of Kings Mountain -Overview**

The City of Kings Mountain is located on the western side of Charlotte, NC adjacent to confluence of I-85 and 4 lane Rt. 74 and is approximately 25 minutes from Charlotte Douglas International Airport. With over 10,000 residents and a $40 million dollar annual budget, the City continues a rapid pace growth in industrial, commercial and residential development. The City of Kings Mountain is one of only 2 cities in North Carolina that have 5 utilities available for one stop customer service, including, water, sewer, natural gas, electric and telecommunications-dark fiber. The City of Kings Mountain has economic development as one of the community’s top strategic priorities.

The City of Kings Mountain owns three lakes with the largest lake, Moss Lake a 15,000,000,000 gallon impoundment located 7 miles west of Kings Mountain and serving as the City of Kings Mountain Water supply with over 8 million gallons a day excess capacity and also providing additional recreational advantages.

Kings Mountain Benefits

* Smart Asset ranked in 2020, Kings Mountain as the Healthiest Housing Market in the U.S. Four criteria were used to determine rankings including stability of the housing market, affordability, ease of sale and risk of loss. Kings Mountain ranked in the top 10 national rankings for stability, risk and ease of sale which helped position the city for the overall top score.
* Kings Mountain has been ranked as 20th in the 2019 NC Safest Cities to live.
* Kings Mountain is one of 48 NC communities designated as a 2020 Accredited Main Street America ™ program.
* Downtown Kings Mountain consists of 121 businesses with an approximate valuation of $22 million dollars and is located in an opportunity zone with many new businesses and investors starting to invest in the downtown.
* Downtown public improvements valued at over $1,000,000 installed in last 2 years.
* Downtown Streetscape plan significant public improvements expected in next 5 years subject to city council final approvals each year.
* Within the next 18 months the City of Kings Mountain is embarking on a looping of public infrastructure of dark fiber, water, electric and natural gas.
* A new downtown strategic plan and city economic development plan have been approved in the last year and the City is embarking on a comprehensive plan update and Unified Development Ordinance within the next 12 months for greater business friendly best practices to enhance economic development.
* The City Council has approved a new branding for the City and the City will be implementing this new branding for the downtown and the city with assistance from the marketing communications director (hired in last few months) to assist in coordination of marketing and branding for the City.

**General Statement of Duties**

 Performs highly skilled administrative and professional work through coordination and implementation of the NC Main Street program as part of the downtown revitalization and downtown historic preservation effort under the general supervision of the City Planning and Economic Development Director and in partnership with the Main Street Advisory Board.

**Distinguishing Features of the Class**

 An employee in this class works collaboratively to plan, organize and administer work related to the development and revitalization of downtown Kings Mountain and the Greater Kings Mountain City area.  Work includes facilitating activities, projects, efforts, and relationships that directly or indirectly improve downtown areas.  Work includes assisting with administering development, revitalization, and improvement programs; assisting with coordinating and implementing downtown special events; fostering a climate downtown to recruit and maintain businesses and residents; and maintaining Main Street program status.  Works collaboratively consulting with local officials, business owners, and community leaders for the purpose of improving and promoting downtown business development as directed. A focus in the role includes community development efforts to improve downtown development in the City.  Work involves significant public contact and public speaking. Work requires considerable planning and timely execution of work.  Employee must exercise independent judgment and simultaneously must consider financial, socio-economic, legal, and regulatory variables as they affect the City.  The employee is subject to indoor and outdoor environmental conditions.  Work is performed under the general supervision of the Department Director and is evaluated through conferences, reports, and results.

**Duties and Responsibilities**

**Essential Duties and Tasks**  
\* Serves as the central contact for the Office of Main Street; maintains City’s Main Street status and works collaboratively to administer grants and organize program activities in the areas of design, promotion, economic prosperity, and partnership development.  
\* Works with Town officials, staff, and business owners to develop strategies to increase opportunities downtown, attract new users to existing facilities, expand market opportunities, and promote existing businesses under supervision.  
\* Works to recruit new businesses and sustain existing businesses.   
\* Works with the Director, other staff, and developers on redevelopment projects in downtown area.  
\* Works to maintain Main Street Program national and state designation; researches and follows historic preservation program guidelines.  
\* Works collaboratively with Director, Board and City staff to Identify, apply for, and administer various downtown and neighborhood development grants.  
\* Works in consultation with code enforcement and planning staff on downtown development and revitalization efforts.  
\* Assist Main Street Advisory board of directors and subcommittees in developing an annual work plan for a downtown revitalization program on two primary strategies to increase downtown housing and to attract and recruit entertainment, food and beverage and additional retail entrepreneurs to the downtown.   
\* Assists with building rehabilitation efforts and other downtown improvements; discusses improvement ideas with potential downtown business owners; seeks funding for improvement efforts;   
\* Works with Special Events Department to implement downtown special events that cultivate economic impact and increase visibility of the Downtown.   
\* Maintains and improves website as tool for marketing downtown; speaks to various community and civic groups to promote downtown area.  
\* Meets regularly with the Main Street Advisory Board and committees to plan and address downtown issues.   
\* Maintains contact with community leaders, and representatives of businesses, industry and nonprofit agencies; visits businesses regularly to stay abreast of their status, any potential for expansion, and assists with problems; works to resolve issues that affect downtown property owners and businesses; follows up on requests; recruits and trains volunteers for various programs.  
\* Assist with preparing and administering office budget; develops and maintains various databases; researches strategies and programs; develops marketing and promotional material; and uses social media to promote program.

**Additional Job Duties**  
 Performs other related duties as required.

**Recruitment and Selection Guidelines**

**Knowledges, Skills, and Abilities**  
\* Considerable knowledge of principles, practices and processes involved in downtown development including land use planning and development, research techniques and design applications, economic development, and marketing and public relations.  
\* Considerable knowledge of Main Street guidelines and regulations, and historical preservation practices.  
\* Considerable knowledge of commercial and residential revitalization programs, and federal and state historic tax credit and grant funding programs.  
\* Knowledge of the assets of the community and federal, state, and local laws pertaining to economic development and planning.  
\* Knowledge of municipal budgeting and purchasing laws, policies and procedures.  
\* Skills in data collection and analysis, and establishment of databases about pertinent City statistics and demographics.  
\* Skills in organizing large events and providing leadership to volunteer and part-time staff.  
\* Strong skills in writing and administering grants.  
\* Ability to plan and implement large scale community events and provide leadership to volunteer and part-time staff.  
\* Ability to plan, coordinate and facilitate meetings.  
\* Ability to build consensus among diverse groups.  
\* Ability to organize, multi-task and handle varied assignments.  
\* Ability to establish and maintain effective working relationships with developers, business owners and representatives, public officials at the local and state level, contractors, community leaders and organizations, other department heads, other employees, and the general public.  
\* Ability to communicate effectively in oral and written forms and deliver presentations.

**Physical Requirements**  
 Must be able to perform the basic life operational skills of lifting, walking, reaching, fingering, talking, and hearing.   
 Must be able to perform medium work, exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.  
 Must possess the visual acuity to prepare and analyze data and figures, to operate a computer terminal, to read extensively, view building structures and open space areas, and to review the thoroughness and accuracy of the work.

**Desirable Education and Experience**  
 Experience as manager/director/coordinator in the field of downtown revitalization and the Main Street Program, graduation from an accredited college/university in the field of public administration, economic development, design, or a related field, or certification from National Main Street Program is preferred; or any equivalent combination of education and experience.   
  **Special Requirement**  
 Possession of a valid North Carolina driver’s license. Requires weekend and Holiday work.

**Salary Range**:  $42,226.68 – $62,528.33