



DOWNTOWN TRACY

TRACY CITY CENTER
ASSOCIATION



POSITION TITLE: EXECUTIVE DIRECTOR

OVERSEES: 1-2 PROGRAMS ASSISTANTS

POSITION SUMMARY

The role of the Executive Director (ED) position is to lead, facilitate, and motivate personnel to accomplish all Tracy City Center Association (TCCA) objectives as outlined in the mission statement, By-Laws, Management District Plan (MDP), Disbursement Agreement, and Memorandums of Understanding (MOU) with various entities.

Subject to the direction of the Board of Directors, the ED supervises, directs, and manages the day-to-day business and management of the association, and the Property Based Improvement District (PBID). While the ED has other duties and powers as may be conferred by the Board of Directors, the person holding this position makes the decisions necessary and/or appropriate for the effective and efficient day-to-day management of the organization.

The overall goal of the ED position is the fulfillment of Tracy City Center Association's mission statement: to facilitate the investment of private and public capital, the offering of quality public improvements, educational, cultural, artistic, charitable, and social events & services that will result in the increased economic well-being of residents, employees, business & property owners within the TCCA district and the downtown locality.

POSITION ENVIRONMENT

Downtown Tracy is a well-positioned, emerging environment in a city of 90,000+ residents, and is in the midst of a renaissance after years of private-public investment. Major streetscape, transportation, and infrastructure improvements have, and continue to take place as important components of downtown's revitalization. Downtown Tracy's blossoming Downtown features over 100 merchants (service, retail, restaurant, education, cultural arts), over forty-five property owners, and encompasses approximately ten city blocks. Featured events include: Taps on Tenth (Craft Beer Tasting), Wine Stroll, Halloween Festivities, Holiday Parade & Tree Lighting, and Ornament Stroll. Events sponsored by City of Tracy include: Summer Block Party Series, Girls' Nights Out, Blues Brews & BBQ, Art Walks, and various events at the Grand Theatre Center for the Arts.

TASKS AND RESPONSIBILITIES

Leadership and Planning

- Provide leadership in the implementation and enhancement of the MDP through quantifiable objectives and goals consistent with the organization's mission statement.
- Ensure that all requirements of the PBID management agreements 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.

Tracy City Center Association

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- 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, correspondence, and compliance with the Brown Act.

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:
 - Maintenance of public spaces, streets & sidewalks, parking lots under various agreements with property owners and City of Tracy
 - Streetscape enhancements
 - Security Implementation
 - Wayfinding & Parking Management
- 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 public spaces within the District boundaries.

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 and surveys
 - 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 District's 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 & Experience

A combination of education and/or experience that would likely provide the required knowledge and abilities is qualifying:

- Education - A Bachelor's degree with an emphasis in general recreation activities, community services or non-profit administration is preferred.
- Experience - Two years of progressive work experience in designated program area, with at least twelve months supervisory or assistant supervisory capacity, is preferred.

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, 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, and Microsoft Office Suite
- 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, and ability to lift 45 lbs.
 - Reach with hands and arms
 - Talk and hear
 - Vision close vision, distance vision, and color vision

SALARY

Range of \$45,000-\$55,000 annual compensation, commensurate with experience and skills.

TO APPLY

Candidates should apply via email: apply@tracycitycenter.com by November 15, 2017 including cover letter, resume, and contact information with at least three professional references.

