



Cheyenne Downtown Development Authority/ Main Street
Downtown Business Development Specialist
Job Description

This position is responsible for the initiation, implementation and management of strategies to retain and grow private investment through business retention, recruitment and expansion. It also includes the oversight and coordination of the Design and Promotion Committees as part of DDA's Main Street focus. All initiatives undertaken within this position will be guided by the strategic direction set by the Board of Directors.

Primary Duties and Responsibilities:

Business Development

Works under the direction of the Executive Director to support and increase private investment and business activity within the Downtown Development Authority district area. Develops and oversees downtown business development activities, projects, programs and initiatives. Duties include:

- Work with existing downtown businesses to provide tailored assistance to help expand their market share and presence.
- Using existing market, demographic and business location data, develop and implement business recruitment initiatives that create and expand downtown business clusters, including boutique manufacturing.
- "Match-make" desired businesses to preferred, or "best fit", downtown locations.
- Create, and regularly update, information on available downtown properties, that are for sale or lease, on DDA's website.
- Build positive working relationships with downtown property owners and managers, local business owners, community partners and the local real estate community to increase downtown investment.
- Track market trends, conditions and data to provide needed information to downtown stakeholders and prospects – as well as guide development efforts.
- Create informational and engaging business recruitment packet (in both hard-copy and electronic formats) that positions downtown as the preferred place for private investment.
- Identify issues negatively impacting private investment and provide information and solutions to assist in addressing these barriers.
- Work with existing businesses to develop succession plans, as needed.
- Proactively meet with potential and existing businesses and groups. Attend meetings and functions to network on behalf of DDA, as needed.
- Work closely with the Executive Director and Development Committee to integrate business development initiatives with DDA development projects.
- Additional tasks as required.

Primary Duties & Responsibilities, con't:

Committee Coordination and Management

- Provide day-to-day oversight of the Design and Promotion Committees and associated projects/programs.
- Ensure that the operation of the committees meets the expectations of clients, DDA Board and funders. Work closely with the Executive Director to coordinate committee activities into broader DDA initiatives.
- Develop committee operational plans which incorporates goals and objectives that supports the strategic direction of the organization.
- Apply for grant monies for designated committee projects; complete all reporting on funds as required.
- Keep accurate financial records of all committee programs that grant funds.
- Complete monthly reports to Wyoming Main Street, as required.
- Participate in monthly call-ins to Wyoming Main Street, as required.
- Participate in conferences and trainings presented by state and national Main Street entities.
- Review existing committee policies on an annual basis and recommend changes as appropriate.
- Determine committee requirements for effective programming. Recruit, interview and select committee members that have the right mix of technical abilities, contacts and personal skills.
- Ensure that all committee volunteers receive orientation and training.
- Additional tasks as required.

Experience, Knowledge, Skills and Commitment:

- Knowledge of best practices, principles and procedures of downtown development programs and activities – and experience in the delivery of these services.
- Knowledge of best practices and proven strategies as they relate to small business development, recruitment, retention and expansion within a downtown context – and experience in the delivery of these services.
- Knowledge of commercial real estate and downtown redevelopment fundamentals – and experience in the delivery of related services.
- Experience in working with small- and mid-sized business owners, commercial property owners, managers and developers.
- Experience in tracking market trends and using that information in the recruitment and expansion of locally owned businesses.
- Commitment to customer service that is focused on positive results/outcomes.
- Skilled in verbal and written communications.
- Skilled in establishing and growing relationships with business and property owners, real estate professionals, city officials and other downtown development partners.
- Skilled in working independently and in a team environment.

- Ability to keep personal and business confidences.
- Ability to exercise good judgment and make sound decisions.
- Skilled in planning, executing and evaluating projects and programs.
- Actively participates with the Board of Directors and Executive Director in developing a vision and plan to guide DDA.
- Fosters effective team work, and ongoing communication, among the committees, Executive Director and DDA staff.

Qualifications & Requirements:

Education:

- Minimum: Bachelor's Degree; with Masters' Degree preferred in planning, economic/community development, business, public administration, marketing or related field. (Related job experience may substitute for educational requirements.)

Experience

- Five or more years of professional work experience in economic/community development, downtown development, business recruitment, or related.

Computer Proficiency:

- Word
- Excel
- Powerpoint
- Publishing
- Website editing
- E-mail

Other Proficiencies:

- At ease with meeting new people and encountering new situations
- Public speaking and presentations
- Experience with management of grants and granting programs
- Data collection and analysis
- Writing skills

Valid Driver's License:

- Must have a valid driver's license for the State of Wyoming or get one within one month of hiring.

Personal Characteristics

The Business Development Specialist should exhibit the following characteristics:

- A "People Person": Outgoing and personable, with the ability to build positive relationships.

- **Adaptability:** Demonstrates a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- **Strong Personal and Business Ethics:** Understands ethical behavior and business practices and ensures that personal behavior and professional dealings are consistent with these standards; aligning with the values of the organization.
- **Collaborative:** Works cooperatively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness. Builds partnerships with other groups and organizations to help achieve common goals.
- **Relationship Building:** Establishes and grows positive working relationships with others, both internally and externally, to achieve the goals of the organization.
- **Effective Communicator:** Speaks and writes in a clear and effective manner using appropriate and effective communication tools and techniques.
- **Creativity/Innovation:** Explores new and unique ways to solve problems, create new opportunities and move the organization forward.
- **Focus on Client Needs:** Anticipates, understands, and responds to the needs of internal and external clients to meet or exceed their expectations within the organization's mission.
- **Leads:** Positively influences others to achieve results that are in the best interest of the organization.
- **Decision-maker:** Assesses situations to determine the importance, urgency and risks; then makes clear decisions which are timely and in the best interests of the organization.
- **Organized:** Sets priorities, develops a work schedule, monitors progress towards goals, and tracks data, information and activities; adjusts for improvements, as necessary.
- **Planner:** Determines strategies to move the initiatives forward; sets goals, creates and manages action plans, and evaluates the results.
- **Problem Solver:** Assesses problem situations to identify causes, gather and generate possible solutions, and make recommendations for next steps.
- **Strategic Thinker:** Assesses options and actions, based on trends and conditions in the environment, that support the vision and values of the organization.

Working Conditions

- For this position, the work will be both in and out of office. It is expected that a good deal of time will be spent in existing downtown businesses as well as at other locations when working on potential business recruitment initiatives. It is expected this position may require out of town travel for business recruitment and training activities.
- This position is for a standard 40-hour work week with occasional evening or weekend obligations, at which time the office time may flex. There is no overtime pay.

Salary Range

Salary is dependent on a combination of progressively responsible, and relevant, work experience, education and skills. Salary range is \$48,000 - \$52,000.

To Apply:

Send cover letter and resume (including three professional references) **no later than August 31, 2018** via email (pdf format) to: vicki@downtowncheyenne.com. Hard copies may be sent to: Cheyenne DDA, 1601 Capitol Avenue, Cheyenne, WY 82001. No phone calls or personal inquiries, please.

About Cheyenne Downtown Development Authority:

The Downtown Development Authority was established by vote in 1984 as an organization to expressly oversee downtown development with district boundaries that include House Avenue on the east, Snyder Avenue on the west, 22nd Street on the north, and the Union Pacific Railroad tracks on the south. The district also includes a small strip on the south of the Central Avenue viaduct that is bounded by Central Avenue on the east, Capitol Avenue on the west, Deming Drive on the south, and West 11th Street on the north.

DDA joined Main Street in 2013 to focus further on the economic development, revitalization and vitality of the downtown district. DDA provides enthusiastic leadership for the economic and physical improvement of Downtown Cheyenne.