Main Street Program Manager - 1521

Primary Reason Why Classification Exists

To coordinate the City of Newton's downtown revitalization program

Distinguishing Features of the Class

An employee in this class coordinates the City's downtown revitalization program utilizing historic preservation as an integral foundation for economic development. Works cooperatively with the Downtown Newton Development Association (DNDA), a 501(C)3 non-profit organization, as the principle point of contact and is responsible for the development, execution and documentation of the Main Street program as outlined by the North Carolina Department of Commerce "Four Point Approach". Those four points include the following elements:

1. Organization: Building partnerships to create a consistent revitalization program and develop effective management and leadership downtown. Diverse groups – merchants, bankers, public officials, the Chamber of Commerce and civic groups – must work together to improve downtown.
2. Promotion: Reestablishing downtown as a compelling place for shoppers, investors and visitors. This means not only improving sales but also rekindling community excitement and involvement. Promotion ranges from street festivals to retail merchandising, from community education to marketing and public relations.
3. Design: Enhancing the visual quality of downtown. Attention is given to the downtown environment elements – not just buildings and storefronts but also public improvements, rear entries, signs, landscaping, window displays and graphic materials.
4. Economic Restructuring: Strengthening the existing economic assets of the business district while diversifying its economic base. Activities include conducting market analysis to understand the changing market place, adapting vacant buildings that have outlived their original purposes for use as entertainment or cultural facilities and sharpening the competitiveness of Main Street's traditional merchants.

Work is performed under the general direction of the Assistant City Manager and performance is evaluated on the basis of attainment of specific performance objectives, personal observation, feedback from Downtown Newton Development Association, merchants, stakeholders and visitors.

Illustrative Examples of Work

- Assists DNDA Board of Directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on the following four areas: (1) design/historic preservation, (2) Promotion, (3) organization/management, and (4) economic restructuring/development.
- Actively coordinates promotional activities for downtown, including sales promotion, special events and festivals, heritage tourism with specific focus on the County's Historic Museum and conducts related ongoing public relations.
- Cooperatively works with the City, County, non-profit and private sector organizations to accomplish beautification, landscaping, public art and public improvement projects.
- Implements economic development programs, including analysis, monitoring, business

development and business recruitment activities.

- Seeks grants and funding support for DNDA, private and public investment, promotions, festivals and events.
- Coordinates activity of DNDA program committees, ensuring that communication between committees is well established; assists committees with implementation of work plan items.
- Manages all administrative aspects of the Main Street program, including purchasing, record keeping and reporting, budget development and accounting.
- Develops, in conjunction with the Main Street program's Board of Directors, downtown economic development strategies that are based on historic preservation and utilizes the community's human and economic resources.
- Becomes familiar with all persons and groups directly or indirectly involved in the downtown business district.
- Develops and implements public awareness and education programs designed to enhance appreciation of the downtown's architecture and other assets and to foster an understanding of the Main Street program's goals and objectives. Uses speaking engagements, media interviews and personal appearances to keep the program in the public eye.
- Assists individual tenants or property owners with physical improvement projects through consultation or by obtaining professional design consultants; assists in locating appropriate contractors and materials; and provide advice and guidance on necessary financial mechanisms for physical improvements.
- Advises downtown merchant's organization, Chamber of Commerce, CVCC, SBTDC and other interested parties of Main Street program activities and goals.
- Coordinates joint promotional events, such as seasonal festivals or cooperative retail promotional events, in order to improve the quality and success of events and attract people downtown; works closely with local media to ensure maximum coverage of promotional activities.
- Encourages design excellence in all aspects of promotion in order to advance an imagine of quality for downtown.
- Helps build strong and productive working relationships with appropriate public agencies at the local and state levels.
- Utilizes the Main Street program format to develop and maintain data systems to track the process and progress of the local Main Street program. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes and information on job creation and business retention.
- Represents the community to important constituencies at the local, state and national levels. Speaks effectively on the program's directions and findings, always mindful of the need to improve state and national economic policies as they relate to smaller communities.
- Performs related tasks as required.

Knowledge, Skills, and Abilities

- Considerable knowledge of modern principles and practices in one or more of the following areas: architecture, historic preservation, economics, finance, public relations, design, journalism, planning, business administration, public administration, retailing, volunteer or

non-profit administration and/or small business development.
- Ability to establish and maintain effective working relationships with business representatives, government officials, associates and the general public
- Ability to conduct independent research and prepare clear and precise reports
- Ability to communicate ideas clearly and concisely, both orally and in writing
- Be sensitive to design and preservation issues
- Ability to understand the issues confronting downtown business people, property owners, public agencies and community organizations.
- Entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent situation.
- Ability to comply with municipal business ethics and confidentiality in all activities
- Ability to read and understand various contracts, blueprints, proposals, and other documents

Physical Requirements

This is primarily sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects. Work requires reaching, fingering, and repetitive motions, long periods of time at a computer desk, and series of meetings and conferences. Vocal communication is required to express or exchange ideas and information by means of the spoken word. Hearing is required to perceive and understand information at normal spoken word levels. Visual acuity is required to prepare and analyze written or computer data, graphs and charts, financial and engineering data, and to determine the accuracy and thoroughness of work and observing general surroundings and activities

Working Conditions

The employee's work is performed primarily in an office setting with environmentally controlled conditions. However, there would be occasions when the employee would have to attend meetings with developers or other parties and visit buildings or underdeveloped land which may include standing or walking on uneven surfaces or in dilapidated structures requiring the use of safety hats and other safety precautions.

Education and Experience

Graduation from an accredited college or university with a Bachelor's degree in public administration, business administration, marketing, or other field of study related to the nature of the work performed; and at least 3 - 5 years experience in commercial and economic development, land use planning, and/or commercial real estate.

Special Requirements

- Valid North Carolina driver's license
- Completion of the Community and Economic Development program at the UNC - Chapel Hill School of Government is preferred

FLSA Status: Exempt-Administrative (primary duty is office work or non-manual work directly related to the general business operations (administration of human resource management) of the City where the employee customarily and regularly exercises discretion and independent

judgment with matters of significance in order to fulfill the position requirements)

Disclaimer

This classification specification has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to perform the job. The Physical Requirements and Working Conditions section of this classification may vary from position to position and a more thorough description of these elements can be found in the employee's Position Analysis Questionnaire (PAQ). The City of Newton reserves the right to assign or otherwise modify the duties assigned to this classification.

March 2015