



## **River District Alliance Executive Director Description & Objectives:**

The River District Alliance (RDA) is currently searching for an Executive Director. This role will be responsible for managing all aspects of the non-profit merchant organization and lead its future growth and direction within the redevelopment district.

The Executive Director must be a reliable self-starter with dynamic communication skills. This role reports to the Board of Directors and must guide the future direction of the RDA while also implementing Board directives. Regular and positive interface with businesses, committees, and general membership, Fort Myers Community Redevelopment Agency (CRA) Commission and city officials is critical. Oversight of more than 50 free and family friendly events with staff support is also a key element of the role as well as generating funding.

The role is a full time salaried position and may include after business hour work (9 am – 5 pm weekdays). The Executive Director is expected to attend before/after hours and weekend meetings and certain events.

The Executive Director must be able to function with considerable independence on a day-to-day basis in performing job related activities and is held accountable for results.

**The Executive Director will be responsible for a broad range of functions, including but not limited to:**

- Attend and participate in all Board of Directors and committee meetings.
- Work with committees on initiatives (and marketing of initiatives) such as event production, membership initiatives, economic development opportunities, etc.
- Recruit new business members and community partners, and retain current members.
- Develop annual plans with committees (including budgets) and execute throughout the year.
- Expand existing public awareness programs designed to enhance downtown businesses, foster understanding of the RDA and to keep the organization highly visible.
- Direct efforts at business retention, expansion and recruitment, including providing information, expertise, and appropriate referrals to business owners, marketing the River District and work to enhance the retail, restaurant, commercial and attractions within the downtown area.



- Marketing includes weekly e-blasts, social media posts, press releases, etc. and updates to the RDA website.
- Fundraising and identifying and applying for grants from various private and governmental organizations and managing applicable grants.
- Recruit and manage community volunteers.
- Prepare required reports to the CRA and post grant requirements.
- Maintain a strong relationship with elected officials, business, and community members.
- Oversee the Events Coordinator and the more than 50 events hosted by the RDA annually.
- Build relationships with tourism and support tourism targeted marketing.

### **Requirements and Experience**

- Minimum of 5+ years' experience in a similarly related position
- Have working knowledge in "Main Street" management, economics, community organizing, fundraising and grant writing, marketing, small business development and tourism.
- Understanding of National Register Historic Districts and preservation principles
- Successful history working within redevelopment districts and understanding of redevelopment programs
- Strong knowledge in budgeting and financial management
- Excellent verbal and written communication
- Well organized, energetic, imaginative and capable of functioning effectively independently
- Experience in both private and public development is beneficial
- Strong understanding of Main Street programs and Community Redevelopment Agencies is highly desirable
- Social media, basic website management, Word, Excel, and Adobe suites is required

**Compensation:**

Approximately \$65,000 DOQ in addition to benefit options. Successful revenue generation by the Executive Director will aid in compensation increases.

**About the RDA:**

The RDA is the non-profit merchant organization within the historic downtown Fort Myers River District. The RDA works to promote and enhance the business success within the commercial district, and works in support of the CRA

Once an active Main Street community, the RDA continues to fulfill in many elements of the Main Street philosophy. The RDA works to promote and support the approximately 100 current merchant members and expand membership throughout the overall district boundaries including approximately 300 businesses. In support of businesses the RDA hosts more than 50 free and family friendly events annually.

A recently developed marketing campaign is furthering recognition of the RDA and is a forward step in the evolution of the organization. As the RDA continues to grow it is anticipated that a long term role may include transition into a Business Improvement District.

The RDA operates with direction from the Board of Directors who represents downtown businesses, attractions, or organizations with a vested interest in the economic, social, and cultural success of the River district. The RDA employs an Events Coordinator that manages day to day aspects of RDA events and who reports to the Executive Director. Additional future staff will report to the Executive Director.

The River District encompasses more than 500 acres including a commercial core, government centers, attractions, parks and leisure, and residential uses. The commercial core is listed on the National Register of Historic Places and is a local historic district.

Significant new development including high-rise residential has occurred in the last decade. Currently a new mixed use building is under construction within the downtown core as is a hotel with major renovations underway at the city owned event center. Several new high-rises are preparing for construction and interest in downtown development is very high.

**Please send cover letter and resume by email to:**

**[riverdistrictevents@gmail.com](mailto:riverdistrictevents@gmail.com)**

**No phone calls please.**

**Deadline to submit: August 5<sup>th</sup>, 2017**

**Please visit: [www.fortmyersriverdistrictalliance.com](http://www.fortmyersriverdistrictalliance.com) for more information.**