



Downtown South is currently searching for an Executive Director. This role will be responsible for managing the Downtown South Main Street district, as well as the Neighborhood Improvement District (DSNID). See below for list of functions.

This individual must be a *self-starter with dynamic communication skills*. The Executive Director will interface regularly with the Main Street Board of Directors, DSNID Advisory Council, working committee members and general membership. Excellent organization skills will help this individual in this role. Knowledge of design principles and vernacular is necessary.

The Executive Director will manage one coordinator. Interns may be hired, as long as the Executive Director can manage the team. Executive Director will work closely with committee members to execute Main Street initiatives.

The role is a full time salaried position and may include after business hour work (9 am – 5 pm weekdays) that may include event execution, meetings, etc. Besides regular business hours, Executive Director is expected to attend before/after hours and weekend meetings and 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 role of Executive Director reports directly to and is managed by the Downtown South Main Street Board of Directors. Downtown South Main Street has a contract with the NID to execute deliverables.

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

Main Street Responsibilities:

- Recruit new residential members and community partners and retain current members. Must be able to learn membership software.
- Attend and participate in all Board of Directors and committee meetings (see exhibit B).
- Work with committees on all Main Street initiatives (and marketing of initiatives) such as event production, membership initiatives, design and beautification efforts, economic development opportunities, etc.
 - Develop annual plans with committees (including budgets) and execute throughout the year.
 - Marketing includes weekly e-blasts, social media posts, press releases, etc.
 - Maintain and regularly update the Downtownsouth.org website
- Report to Main Street Board of Directors and community about DSNID efforts.
- Fundraise to (at least) meet City of Orlando matching grant dollars.

DSNID Responsibilities:

- Creating, implementing and managing the DSNID annual and long-term budgets, capital improvement plans, as well as the DSNID Neighborhood Improvement Plan.
- Helping land owners and business owners find ways to develop their land and improve their business opportunities.
- Educating Downtown South stakeholders regarding financing mechanisms such as: Special Benefit Assessment Areas (“SBAA”) and/or Municipal Service Taxing Units (“MSTU”).
- Identifying and applying for grants from various private and governmental organizations and managing applicable projects through completion, including receipt of “as built” plans as appropriate.
- Supporting the DSNID Neighborhood Improvement Plan activities with City staff at various levels.
- Serving as the DSNID representative on the City’s Technical Review Committee to review proposed development projects in the DSNID.
- Attending and participating at bi-monthly DSNID Advisory Council meetings.
- Updating the DSNID webpage on the City of Orlando’s website in a timely manner.
- Developing and maintaining detailed tracking systems for ongoing and upcoming projects.
- Meeting with land developers and securing development contracts within the DSNID.
- Responsible for implementation of capital improvement projects that have been approved by the DSNID Advisory Council and City Council, as appropriate, including preparing and issuing Requests for Proposals and Requests for Quotes/Qualifications.

Joint Main Street and DSNID responsibilities:

- Manage one coordinator who will primarily work on marketing, organizational, and event focused initiatives.
- Coordinate an annual meeting between DSNID Advisory Council and Main Street Board of Directors to ensure collaborative efforts.
- Be face of both DSNID and Main Street in the community, as well as to potential funding partners and the City of Orlando.
- Maintain consistent Downtown South brand locally, statewide, and nationally through public relations, design standards, marketing efforts, etc.

- Recruit and manage community volunteers.

About Downtown South:

The Downtown South Neighborhood Improvement District (the “DSNID”) is a 770-acre area (see the Downtown South District Map attached hereto as Exhibit “A”). The DSNID consists of the 770 acre Local Government Neighborhood Improvement District (“the LGNID”), the Downtown South Main Street Program area covering 550 acres, and Downtown South Neighborhood Improvement Taxing District containing 500 acres. DSMS has entered into a management agreement with the DSNID and responsible for the administration, financial management, and day-to-day activities of the DSNID in accordance with the Downtown South Neighborhood Plan.

The DSNID has an Advisory Council. The Advisory Council develops an operating budget, strategic plan, capital improvements plan and financing plan for review and approval by a Governing Board. The Orlando City Council is the Governing Board.

The Downtown South Main Street district was established in 2007. Downtown South is one of 9 Main Street programs initiated by the City of Orlando. With matching grant dollars from the City of Orlando, a group of volunteers created Downtown South Main Street to economically develop the district. Downtown South is a non-profit organization with a Board of Directors. The core of Downtown South begins at the corner of Orange Avenue and Gore Street and extends to the corner of Orange Avenue and Michigan Street. See Exhibit A for map of district.

Downtown South is a membership organization and accepts both business and residential members. Anyone who is living and/or does business in the Downtown South district is eligible for membership. Downtown South operates through membership dollars and support (financial, in-kind, and volunteer) from community partners.

Downtown South operates under the National Main Street principles and focuses on the areas of Organization, Design, Promotions, and Economic Vitality. See Exhibit B for descriptions on these principles.

Requirements and Experience

- Experience in both private and public development is desired.
- Bachelor’s degree in urban planning, marketing, public or business administration or similar relevant field of study
- At least 5 years of experience in a position involving similar job duties with a similar organization.
- Experience in project management is essential.
- Candidate must demonstrate excellent writing skills.
- Skill in the use of Microsoft Office and ability to learn new software.
- Ability to effectively meet all deadlines.

Exhibits:

- Exhibit A: Map of District
- Exhibit B: Main Street Principles/Committees

Please send cover letter by email to:

Jason Burton

Jason.Burton@cityoforlando.net

No Phone Calls please

Deadline to submit: October 2, 2015 at 4 pm.