

**Job Advertisement – Executive Director
Downtown Sanford, Inc.
Issued June 5, 2019
Open Until Filled**

Downtown Sanford, Inc. (DSI) is seeking a qualified Executive Director to begin work in July 2019. The position is open until filled.

Sanford, NC

Sanford is the county seat of Lee County and located in the heart of North Carolina. Sanford has been an active Main Street community since 1984 and is accredited by both North Carolina Main Street and the National Main Street Center. Since becoming a Main Street community, Downtown Sanford has experienced over \$37 million in combined public/private sector investment.

Downtown Sanford

Downtown Sanford is comprised of approximately 1.6 million square feet of leasable space with active businesses including shops, restaurants, professional and government offices, and a beautifully restored performing arts theatre. The 17-block downtown is comprised of 316 total properties, including 255 commercial buildings, 28 residential units and one utility.

DSI

DSI is a 501c3 private non-profit organization managed by a 13-member board of directors. It is under contract with the City of Sanford as a third-party agency receiving Municipal Service District (MSD) tax dollars as compensation for providing downtown management services. DSI has diversified funding sources which include funds from the City of Sanford (32%) and MSD taxes (37%), with the balance of funds raised by DSI primarily through sponsorships and event income (31%).

The Executive Director is supported by a part-time Promotions Coordinator, along with strong support from departments within the City of Sanford. There are four active standing committees (Marketing and Promotions, Public Safety, Streetscape, and Economic Restructuring).

Current and Future Emphasis

Downtown Sanford has been the beneficiary of a \$6 million bond referendum which supported a streetscape project in the central business district, components of which included underground utilities, sidewalks, and landscaping. Since the completion of this project in 2016, downtown has seen a steady growth of new businesses and strong interest among private developers.

Future projects will bring improvements to the downtown area outside the central business district. The plans include a side-path that connects to our greenway, bike lanes, parking improvements, walkability enhancements, lighting and burying utilities. Other long-term improvements include a greenway extension, new roundabouts and the Carthage Street road diet.

Programmatically, DSI's 2019-2020 priorities include the growth of our Downtown Alive! concert series, the launch of marketing improvement grants, working with our Chamber of Commerce and community college to develop the RISE (Real Investment Sanford Entrepreneurs) Program, implementing a residential development program, and an Open Late campaign.

Duties of the DSI Executive Director

The Executive Director is responsible for coordinating activity within Downtown Sanford that utilizes historic preservation as an integral foundation for downtown economic development. The incumbent is responsible for the development, conduct, execution, and documentation of the Sanford Main Street program. The Executive Director is the principal on-site staff person responsible for coordinating all program activities locally, as well as for representing the community regionally and statewide as appropriate. In addition, the Executive Director should help guide the organization as it grows and as its objectives evolve. Specific responsibilities include, but are not limited to, the following:

Organization:

- Supervise the DSI support staff, including conducting annual performance evaluations
- Develop and retain strong working relationships with downtown stakeholders, including property owners, business owners, and residents
- Develop and retain strong working relationships with City and County staff, as well as directors of partnering organizations including the Sanford Area Growth Alliance, Chamber of Commerce, Economic Development Corporation, and the Tourism Development Authority
- Develop and manage the annual DSI budget
- Manage monthly meetings of the DSI Board of Directors and standing committees
- Assist in the recruitment of directors and committee members as needed
- Conduct an annual strategic planning session
- Retain existing relationships with sponsors while fostering additional relationships that result in meeting or exceeding the budget for sponsorships as part of the DSI's budget

Promotion:

- Support the staff in carrying out the existing calendar of events
- Provide input on existing events that includes assessing the effectiveness of events and making recommendations to improve existing events while determining which events no longer support the current economic vitality strategies
- Manage social media campaigns
- Manage the Downtown Sanford website
- Manage the scope of work with DSI's contracted marketing firm

Design:

- Assist the Design and Beautification Division Committee in reviewing grant applications that fall under the committee's responsibility to approve
- Work with property owners and business owners to encourage thoughtful and appropriate design improvements
- Work with city and county staff on public improvements being considered for the MSD

Business Development:

- Maintain a data base of available spaces and properties
- Field inquiries for available business locations and properties for sale, connecting interested parties to the appropriate contacts to facilitate leasing and purchasing
- Stay abreast of resources and programs that support business recruitment and business retention
- Work with developers in navigating the development process, serving as an advocate/liaison with elected officials and city/county staff as necessary to facilitate large- and small-scale development projects that support the overall economic well-being of the district

As part of and in addition to the above Duties, the Executive Director is responsible for seeing that DSI meets the Scope of Services and Performance Measures as outlined in the Contract for Services between the City of Sanford and DSI.

Job Knowledge and Skills Required

Successful candidates will have the following:

- Undergraduate degree in a field related to economic development, planning, construction, design, or any other field(s) that relate directly to the above job description
- Minimum four years of experience as a manager of a Main Street program or downtown revitalization program

Candidates must have the following characteristics:

- be sensitive to design and preservation issues
- understand the issues confronting downtown business people, property owners, public agencies, and community organizations
- be entrepreneurial, energetic, imaginative, well organized, and capable of functioning effectively in an independent situation
- have excellent verbal and written communication skills

Salary and Benefits

The DSI Executive Director will be offered a competitive salary compensation package commensurate with experience.

Application Process

Interested candidates should email the following to Sharon Spence, DSI Chairman, at downtownsanfordjobs@gmail.com:

- Current Resume
- Three references with email address and phone number
- A brief (one page maximum) written description of why the candidate's experience and skill set make him/her a strong candidate for this position

For additional information please email Sharon Spence a list of questions or a request for specific additional information and DSI will respond accordingly. No phone calls, please.