

CITY OF REDWOOD CITY

DOWNTOWN BUSINESS DEVELOPMENT SPECIALIST

DEFINITION

This position will be the first point of contact and catalyst for Downtown Redwood City business success. The DBD specialist will identify opportunities to assist downtown businesses with both traditional and innovative techniques. He/she will initiate key economic activities in the Downtown core based on the City's General Plan, Downtown Precise Plan, Downtown Economic Stimulus Plan, the Grand Boulevard Initiative and other key plans. Actions will be developed that are based on sound analysis using sales tax, employment, vacancy rates, census and other data. As a key member of the City staff team, this person will develop strong internal and external customer relationships that will foster a positive business climate. Tools will be recommended to facilitate desired objectives. Marketing and outreach activities will be initiated to identify retail, restaurant, entertainment, and business opportunities for the Downtown area. The position will be responsible for attraction and retention of a diverse array of shops, services, and businesses to the Downtown area.

SUPERVISION RECEIVED AND EXERCISED

Direction is provided by the City Manager or his/her designee.

Mentoring will be provided by other city staff and consultants, as required.

Responsibilities may include technical and functional supervision of assigned staff and interns.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

1. Champion the City's vision for Downtown.
2. Act as the City's "point person" for the Downtown Business Group within the City.
3. Assist businesses in navigating the City's entitlement and building permit processes.
4. Facilitate the attraction, growth and success of Downtown Redwood City businesses through active engagement and business assistance.
5. Develop linkages with other business districts (e.g., Bayfront) to connect events and leverage business operations.

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6. Create and foster effective business relationships with key stake-holders related to the development and growth of the City's Downtown district.
7. Identify, develop and analyze data to assess trends, issues and opportunities for downtown businesses and the City.
8. Assist in the implementation of the Downtown Economic Stimulus Plan, including the Storefront Improvement Program, a retail marketing plan, and a "meet and greet" plan designed to establish enduring and positive relationships with new and existing business/property owners.
9. Identify gaps, issues and obstacles to business success and assist in the development and implementation of short and long-range programs for new development and business attraction and retention.
10. Manage leases for Redevelopment and/or City-owned properties related to Downtown.
11. Recommend revisions to ordinances that hinder business operations in the Downtown to improve the functionality, aesthetics, and public safety of the district.
12. Initiate and implement actions that strengthen the downtown such as relocating uncomplimentary uses.
13. Facilitate community events in Downtown by coordinating closely with other departments.
14. Coordinate and manage consultants or other contracts as necessary to implement Downtown programs and events.
15. Communicate the impact of business contributions (jobs, housing, revenue, cluster growth) on the local economy to residents and other stakeholders
16. Prepare staff reports and make presentations at public meetings and community group meetings.
17. Identify and pursue grant and funding opportunities as they relate to downtown economic development activities and/or community events in the Downtown district.

OTHER JOB RELATED DUTIES

1. Perform related duties and responsibilities as assigned.

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JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

California Community Redevelopment Law and redevelopment practices.

Small Business programs including: Small Business Administration; State of California programs such as Industrial Development Bonds and loan programs; and other economic development tools.

Business Improvement and Benefit Assessment Districts and their formation.

Innovative tools to assist businesses.

Safe driving principles and practices

Ability to:

Apply customer service techniques to facilitate consensus.

Act as a Downtown concierge using skilled problem solving, investment in the success of Downtown and a results oriented approach.

Understand and apply interpersonal skills to work effectively with the local business community.

Champion important issues to both internal and external stakeholders.

Plan, lead, organize and control one or more projects.

Be a highly effective communicator, motivator and team builder.

Recognize the contributions of diverse stakeholders to maximize opportunities and minimize unintended consequences.

Communicate clearly and concisely, both orally and in writing.

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Skill to:

Operate a motor vehicle safely.

Use a computer effectively, including familiarity with the following software: MS Word, MS Excel, MS Power Point and others as needed.

Use property tax databases like RealQuest and other business information databases such as Reference USA and others.

Experience and Training Guidelines:

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Three years of increasingly responsible work in economic development, redevelopment, or downtown business districts, with at least two years of successful outcomes in business attraction and retention is required. Practical experience with economic development tools and techniques is a plus.

Excellent communication and personal skills are essential for success in this position.

The ideal candidate will also possess demonstrated past knowledge and success with the on-going implementation of marketing and branding programs. Professionalism and skill in working with a wide range of stakeholders including internal city departments and business entities is critical.

Training:

Bachelor's degree from an accredited college or university with major course work in business, economics, public administration, urban planning or a related field is required.

License or Certificate:

Possession of or ability to obtain a valid California driver's license and proof of automobile liability insurance as required by the position.

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Special Requirements:

Essential duties require the following physical abilities and work environment:

Ability to work in a standard office environment with ability to walk or drive to different locations and exposure to the outdoors; sit at desk for long periods of time; intermittently bend and twist to reach office equipment and surrounding desk; perform simple grasping and fine manipulation; use telephone, smart phone, and write or use a keyboard to communicate through written means; lift or carry weight of 10 pounds or less.

Effective Date: December, 2010

Bargaining Group: Redwood City Management Employees' Association