

<b>ORGANIZATION:</b>	<b>City of Canby</b>	<b>DATE:</b>	<b>April 2012</b>
<b>DEPARTMENT:</b>	<b>Economic Development</b>	<b>UNION:</b>	<b>Non represented</b>
<b>TITLE:</b>	<b>Main Street Manager</b>	<b>FLSA STATUS:</b>	<b>Exempt</b>

**PURPOSE OF POSITION:** Generate and support business vitality and investment in the core downtown area of Canby. Build on a Main Street framework that is supported by Canby's Urban Renewal Agency, business and property owners, citizens, and the Chamber of Commerce. Coordinate activities within the downtown revitalization program under the guidelines of the Canby Main Street mission statement. Partner closely with local organizations, businesses, property owners and governmental agencies in order to promote investment and development in downtown Canby. Responsible for the development, execution, documentation and management of the Main Street program. Manage program activities and volunteers. Represent the community regionally and nationally as appropriate. Guide the program as its objectives evolve.

**ESSENTIAL JOB FUNCTIONS:**

Recruit, coordinate and support the activities of the Main Street program committees, task forces and volunteers. Ensure clear communication among committees, businesses and a wide variety of stakeholders.

Work with program committees to:

- Develop creative initiatives that build community engagement and leverage resources to implement them. Update and implement work plans.
- Direct recruitment, retention and expansion efforts within the Main Street District boundaries. Recruit new businesses to downtown Canby and create a downtown business retention program.
- Develop and conduct on-going public awareness and education programs designed to enhance appreciation of the downtown's assets and to foster an understanding of the Main Street programs goals and objectives. Use speaking engagements, media interviews, social media, newsletters, press releases, and personal appearances to promote public awareness of the Main Street program and downtown projects.
- Assist City stakeholders to assess and encourage improvements in the downtown community's ability to carry out joint activities such as promotional events, advertising, appropriate store hours, special events, business assistance, business recruitment and retention, parking management, etc. Provide advice and information on successful downtown management. Encourage a cooperative climate among downtown interests and local public officials.
- Coordinate downtown event calendar and develop application packet for use of public spaces. Develop program for business and residential community notifications.
- Assist in promoting the façade improvement program and other downtown economic development projects.
- Inform City departments, the Chamber of Commerce, other merchant organizations, and residents about Main Street program activities and goals. Help coordinate joint promotional events that promote commerce and attract people to downtown. Work closely with local media to ensure maximum coverage of promotional activities.

Conduct meetings/workshops with the business community; meet regularly with business owners, connect businesses and property owners to resources to help them succeed. Prepare and present Main Street enhancement strategies and information.

Monitor, evaluate and amend goals and action programs in the work plan to achieve stated objectives. Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development, accounting, and preparing all reports required by the City, County, and State Main Street

programs. Assist with the preparation of reports to funding agencies. Manage and oversee volunteers and consultants.

Develop, in coordination with the economic development department, strategies that utilize the community's human and economic resources. Become familiar with all persons and groups directly and indirectly involved in the downtown. Mindful of the roles of various downtown interest groups, assist in developing and cultivating an annual action plan for implementing a downtown revitalization program focused on the Main Street four-point approach: design, promotion, organization and economic restructuring.

Work with the Economic Development Director to develop and manage economic development program policies, procedures, and work plans relating to main street efforts. Develop strategies, work plans, timelines and resource allocations for programs and monitor progress to ensure objectives are met.

Utilize the Main Street format to develop and maintain data systems to track the progress of the local Main Street program. These systems should include economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and business retention.

Research funding opportunities and assist as needed to prepare grant proposals.

Represent the community to important constituencies at the local, state and national levels. Speak effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to commercial districts.

Coordinate economic development efforts with other jurisdictions and economic development agencies around the region and at the state level.

Manage and perform other projects, functions, and tasks, as assigned.

Maintain cooperative working relationships with City staff, other organizations and the general public. Help build strong and productive relationships with appropriate public agencies at the local and state levels.

Follow all safety rules and procedures for work areas.

**AUXILIARY JOB FUNCTIONS:** Provide assistance to other staff as workload and staffing levels dictate. Maintain proficiency by attending training and meetings, reading materials, and meeting with others in areas of responsibility. Maintain work areas in a clean and orderly manner.

**JOB QUALIFICATION REQUIREMENTS:**

**MANDATORY REQUIREMENTS:** Must be sensitive to design and preservation issues and must understand the issues confronting downtown business people, property owners, public agencies, and community organizations. Must be energetic, creative, resourceful, result oriented, self motivated, well organized, and capable of functioning effectively in an independent environment. Remain flexible; guiding and supporting the organization as objectives continue to evolve. Excellent written and verbal communication skills, and proven project and program management abilities are essential. Advanced ability to establish and maintain effective working relationships with business owners, residents, employees, contractors, outside agencies, public officials and the general public. Ability to resolve conflicts and respond to common inquiries or complaints from customers, regulatory agencies, and/or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to management, public groups, City Council, boards and committees. Must be able to manage confidential documentation and sensitive/confidential materials in a professional and discreet manner. Capable of functioning effectively in independent environments and the ability to independently exercise authority and discretion. Equivalent to a four-year college education or practical experience in business, finance, urban affairs/public policy, community development, historic preservation, or a related field. Minimum of five years of education and/or experience in

THIS DESCRIPTION COVERS THE MOST SIGNIFICANT ESSENTIAL AND AUXILIARY DUTIES PERFORMED BY THE POSITION, BUT DOES NOT INCLUDE OTHER OCCASIONAL WORK, WHICH MAY BE SIMILAR, RELATED TO, OR A LOGICAL ASSIGNMENT FOR THE POSITION.

more than one of the following areas: commercial district management, historic preservation, business administration, public relations, volunteer management, non-profit administration, fundraising, and/or small business development. Any satisfactory combination of experience and training which demonstrates the knowledge, skills and abilities to perform the above duties may be considered.

**SPECIAL REQUIREMENTS/LICENSES:**

**DESIRABLE REQUIREMENTS:** Background in Main Street, downtown manager, retail or working with retailers preferred.

**PHYSICAL DEMANDS OF POSITION:** While performing the duties of this position, the employee is frequently required to sit, stand, bend, kneel, stoop, communicate, reach and manipulate objects, talk and hear. The position requires mobility. Duties involve occasionally moving or lifting materials weighing up to 25 pounds and may infrequently require moving materials weighing up to 50 pounds while responding to non-routine situations. Manual dexterity and coordination are required over 50% of the work period while operating equipment such as computer keyboard, calculator, and standard office equipment.

**WORKING CONDITIONS:** Approximately 20% of the work period takes place outdoors with exposure to all weather conditions, at work sites with exposure to noise levels which may require hearing protection, chemicals, dirt, dust, fumes. The remainder of the work period occurs under usual office working conditions where the noise level is typical of most office environments with telephones, personal interruptions, and background noises. This position requires scheduling flexibility. Evening, holiday and weekend work is required.

**SUPERVISORY RESPONSIBILITIES:** Supervision is not a typical function assigned to this position. Incumbent will oversee volunteers and contractors. Responsible for training and orientation to volunteers, students and newly assigned personnel on site policies and practices. May assign work, such as the compilation/organization of data to carry out a project, to the office support staff.

**SUPERVISION RECEIVED:** Works under the direction of the Economic Development Director.