



Urban Renewal / Main Street Administrator

DEFINITION

Under general direction, perform a wide variety of administrative, analytical, and coordination support duties for the Urban Renewal/Main Street programs; oversight of programs, processes and procedures related to public improvement activities in the Urban Renewal and Main Street areas; coordinate assigned activities with other City departments, divisions, outside agencies and volunteer boards and committees.

SUPERVISION RECEIVED

Reports to the Director of Community Development.

SUPERVISION EXERCISED

May exercise direct supervision over volunteers, consultants, and administrative support staff.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

Performs a wide variety of administrative tasks necessary in managing and overseeing the Urban Renewal and Main Street programs and functions including revitalization, design, historic preservation, promotions and marketing.

Participates with the Urban Renewal Agency and Main Street Board in the development and implementation of goals, objectives, policies, and priorities for Urban Renewal and Main Street programs; identify resource needs; recommend and implement policies and procedures.

Serve as a primary resource and information source regarding urban renewal policies, procedures, objectives and operational functions; review service delivery methods and procedures with appropriate staff; implement improvements.

Coordinate the activities of the Urban Renewal Agency and Main Street programs including board and committee communications and annual work plan development and implementation.

Coordinates as necessary to carry out activities such as revitalization efforts, promotional events, advertising, special events and fund raisers, business assistance, business recruitment, parking management, etc.

Manage the administrative aspects of the Urban Renewal Agency and Main Street programs including purchasing, recordkeeping, budget monitoring, financial records, and report preparation; prepare and administer Urban Renewal and Main Street budgets; provide fiscal forecasting; maintain and monitor appropriate budgeting and expenditure controls.

Devise, develop, analyze data and make recommendations regarding improvements within the urban renew and Main Street areas; report progress and proposed development plans to Urban Renewal Board, Main Street Board, the Governing Body of the City of Green River and other boards as necessary.

Coordinate urban renewal and Main Street services and activities with those of other divisions and outside agencies and organizations. Serve as a resource for the public including developers, contractors, property owners, community organizations and the general public; negotiate and resolve significant and controversial issues.

Research, write, coordinate and administer grants for the Urban Renewal Agency and Main Street programs; perform and ensure report writing, draw downs and record keeping are timely and accurate for funding purposes.

Participate with the processing of documents such as disposition and development agreements, owner participation agreements, contracts, resolutions and requests for proposals/qualifications.

Develop, design, and implement marketing, promotion, and economic development plans and programs; prepare downtown economic strategies that are based on the nationally successful Main Street approach.

Conduct ongoing public awareness and education activities to enhance appreciation of the downtown's assets and foster Main Street program goals and objectives.

Conduct surveys and perform research and statistical analyses regarding urban renewal efforts and Main Street programs.

Serve as a liaison to multiple boards, commissions, community groups, committees, and other State and national organizations; participate on a variety of boards and commissions; attend and participate in professional group meetings; stay abreast of new trends and innovations in the field of urban renewal and Main Street programs.

Draft press releases, promotional information and correspondence.

Attend local, state, and national meetings as a representative for the Main Street program.

Assist individual tenants and property owners with physical improvement projects through personal consulting, referrals, and obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; participate in construction supervision; provide professional advice and guidance regarding financial options for physical improvements.

Encourage joint downtown activities including promotional events, advertising, special events, festivals, business assistance, business recruitment, parking management, and store hours.

Develop and foster productive relationships among local, state, and national agencies and the business community regarding urban renewal and Main Street revitalization.

Coordinate and participate in the preparation and review of bids; prepare quotations for and procure major items; assist in contract negotiations; monitor compliance with applicable contractual agreements; and manage projects.

OTHER JOB RELATED DUTIES

Perform related duties and responsibilities as assigned.

ESSENTIAL JOB RELATED QUALIFICATIONS

Knowledge of:

Principles and practices of urban planning and development, development finance and urban renewal.

Principles and practices related to Main Street programs such as the National Main Street Program's four point approach to downtown revitalization.

Principles and practices of historic preservation programs.

General principles and practices of budget development, preparation, and expenditure control.

Organizational and management practices as applied to the analysis, evaluation, development, and implementation of programs, policies, and procedures.

Pertinent federal, state, and local laws, codes, and regulations relating to the various aspects of urban planning, real estate and development financing.

Principles of supervision.

Research and reporting methods, techniques, and procedures.

Modern office practices, methods, and computer equipment and software including data bases.

Principles and procedures of financial, statistical, and administrative recordkeeping.

Safe driving principles and practices.

Skill to:

Operate modern office equipment including computer equipment and software.

Operate a motor vehicle safely.

Ability to:

Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of urban renewal and Main Street revitalization goals.

Research, analyze, and evaluate programs, policies, and procedures.

Measure fiscal impact of proposed projects and events.

Develop and prepare an assigned budget and control expenditures.

Prepare and present accurate and reliable correspondence and reports which contain findings, set direction, and offer recommendations to achieve desired goals and end results on a variety of financial, budgetary, and administrative issues.

Independently perform the full range of responsible and difficult analytical and administrative

work involving the use of independent judgment and personal initiative.

Effectively administer a variety of Main Street programs, functions, and administrative activities.

Conduct research on a wide variety of Main Street topics including grant funding and service contract feasibility.

Perform a wide variety of duties and responsibilities with accuracy and speed under the pressure of time-sensitive deadlines.

Understand and follow oral and/or written policies, procedures and instructions; interpret and apply administrative and City policies and procedures.

Communicate clearly and concisely, both orally and in writing with a broad spectrum of individuals from elected officials, members of the public and the media.

Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

Exercise good judgment, flexibility, creativity, and sensitivity to changing situations and needs.

MINIMUM QUALIFICATIONS

Experience:

Seven years of increasingly responsible administrative support experience with at least three years of Main Street or Urban Renewal experience.

Training:

Bachelor's degree supplemented by specialized training and coursework in business administration, economics, urban planning, economic development, historic preservation, or related field is desired.

License or Certificate:

Possession of, or ability to obtain, an appropriate, valid driver's license.

SPECIAL REQUIREMENTS

Essential duties require the following physical skills and work environment:

Ability to work in a standard office environment including ability to sit, stand, walk, kneel, crouch, stoop, squat, twist, and lift 20 lbs.; ability to travel to different sites and locations.

Effective date: January 16, 2007

Revised: February 2009, June 2010