



Economic Development / Redevelopment Manager

Summary

Plan, organize, direct, and manage the City's economic development and redevelopment activities, functions, programs, and projects.

Class Characteristics

General direction is provided by the City Manager; responsibilities may include the direct and indirect supervision of management, technical, and support services personnel.

Essential Duties, Skills, and Demands of the Position

The duties, skills, and demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential duties, skills, and demands.

Duties:

Manage the development, implementation, and evaluation of economic development and redevelopment goals, objectives, strategies, programs, and projects.

Develop and evaluate economic and redevelopment strategies that conform to short and long-range city programs, goals, and objectives.

Plan, organize, and conduct program activities including initial planning, feasibility determinations, community involvement strategies, and implementation within established timetables and program review and evaluation.

Implement the City's economic development strategy including business retention and expansion, new business attraction, and business ombudsman/advocacy.

Coordinate economic development and redevelopment activities with other departments and outside agencies.

Act as the City's liaison and point of contact with the community, government agencies, and businesses.

Coordinate with existing local and regional partners to develop and implement a tourism and marketing program. Plan and implement strategies and programs to encourage business growth, development, and investment while improving the quality and mix of uses throughout the City, particularly within downtown Petaluma, at opportunity sites, and along major arterial corridors.

Provide highly responsible and complex administrative support to the Redevelopment Executive Director/City Manager.

Coordinate major redevelopment projects and programs to implement priorities.

Act as liaison among developers, city, state, and federal agencies, and financial institutions to develop financing techniques for redevelopment projects.

Determine if proposed redevelopment projects meet program requirements, and draft and implement agreements to secure/provide financing.

Coordinate and negotiate planning, construction, contract requirements, and funding of redevelopment projects with other City departments, other governmental agencies, and private financing sources.

Negotiate with developers, land use attorneys, and financiers to facilitate and expedite economic development projects and real property land use, including coordination of complex real estate and land development agreements.

Conduct research, gather, and analyze data regarding demographics, market and economic trends, vacant land, opportunities, issues, barriers, and needs. Monitor and forecast fiscal and economic activities, and related legislation.

Compile and maintain website information containing inventory of economic indicators/data on the City such as population growth, income levels, labor rates, taxes, transportation, vacant land data base, and other information relating to factors of business location.

Administer Economic Development and Redevelopment programs.

Prepare and monitor operating budgets, project, and program budgets, and develop and submit in a timely manner all required reporting and supporting documents.

Research, prepare, and administer grant and funding applications and proposals, and administer grants.

May supervise, train, and evaluate staff.

Perform related duties as assigned.

Skills/Abilities:

Plan, direct and control the administration and operations of the economic development and redevelopment functions.

Plan, organize, and promote economic development/redevelopment strategies, programs, and related activities.

Implement goals, objectives, strategies, programs, and projects.

Negotiate and administer owner participation and development agreements, leases, and other financing packages.

Analyze complex technical and administrative problems, evaluate alternative solutions, and identify an effective course of action.

Interpret and apply federal, state and local policies, laws, rules, and regulations.

Accurately interpret and apply laws, ordinances, regulations, maps, plans, and development documents.

Gather, analyze, and present a variety of complex data, including economic studies, financial statements, marketing studies, plans, specifications, and bid documents.

Prepare clear and concise reports, correspondence, and other written materials.

Establish and maintain accurate records.

Coordinate multiple projects and meet critical deadlines.

Work independently and exercise sound, independent judgment within established guidelines, and demonstrate initiative and creativity, with minimal supervision.

Administer grant and contract activities.

Supervise, train, and evaluate assigned staff.

Communicate effectively both verbally and in writing.

Cultivate and maintain positive, collaborative working relationships with members of the public and community organizations, business leaders, developers, contractors, City staff, City Council, and representatives of other government agencies.

Physical Demands and Work Environment:

Employee is regularly required to: sit at a desk and in meetings for long periods of time; talk or hear, in person, in meetings, and by telephone; use hands and fingers to handle, feel, or operate standard office equipment; and reach with hands and arms. Intermittently, twist to reach equipment surrounding desk; walk to observe department activities; bend and squat to perform file searches; perform simple grasping and fine manipulation; use telephone and write or use a keyboard to communicate through written means; operate an automobile to attend various meetings and workshops.

Qualifications

Knowledge of:

Principles and best practices of economic development and redevelopment, and of public administration, including budgeting and program management.

Public and private sector considerations in making business expansion or location decisions.

Strategies and methods for business attraction and retention.

Techniques of marketing and promotion as related to tourism and economic development activities.

Principles and practices of researching and analyzing the economic feasibility of local community and business development projects.

Methods of financing economic development projects, the financial mechanics involved in real property transactions, and redevelopment of finance trends and practices.

Federal, state, and local policies, laws, rules, and regulations dealing with economic development and redevelopment.

Principles and practices of contract negotiation methods and techniques, contract development, and contract administration.

Principles and practices of grant writing, application, and administration.

Principles and practices of budget development and administration.

Policies and procedures related to economic development, redevelopment, planning, zoning, and building.

Statistical and research methods.

Joint public/private sector approaches and techniques to stimulate economic activity in cities comparable to Petaluma.

Education and Experience

Education:

A Bachelor's degree with major coursework in public or business administration, planning, economics or a related field is required. A Master's degree is highly desirable.

Experience:

A minimum of five (5) years of progressively responsible professional experience in public sector economic development and/or redevelopment is required.

At the City's sole discretion, a combination of educational and specialized professional experience in a public sector environment performing economic development and/or redevelopment duties sufficient to demonstrate possession of the knowledge, skills, and abilities required for the position may be substituted for the required minimums.

Certifications/Licenses:

Possession of a valid California Class C driver's license.

Established: 12/20/10

Resolution #: 2010-219 N.C.S.

Department: City Manager

FLSA Status: Exempt