

Downtown Development Authority

Job Description

The Downtown Development Authority (DDA) was established to halt property value deterioration, increase property tax valuation, eliminate the causes of deterioration in property values, and to promote growth in the Downtown District. The DDA works with businesses, property owners, City officials and staff, community organizations, and others. Duties will encompass a variety of tasks with a primary focus on the economic revitalization of the Downtown District. It is composed of between 8-12 members with one member being the Mayor and one from City Council. Members are appointed by the Mayor and approved by City Council, based on nominations from current members of the Authority. Each member will be appointed to a four-year term with no maximum term limit. DDA Board meetings are held on the fourth Tuesday of each month at 12:00 noon at City Hall.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Attend and contribute to all meetings.
- Assist in the development of short- and long-range DDA plans, and aligning plans with the City's Master Plan.
- Assist on matters affecting the District, such as large-scale development, general direction, and City relationship building.
- Assisting in developing and preparing the budget.
- Assisting in procuring revenue enhancements through grant writing, events, and sponsorships.
- Assisting in promotional events and activities to attract people to the downtown district.
- Fostering and seeking ways to address the common needs and interests of businesses, understanding the needs of each business, and ensuring that businesses are aware of and actively use the DDA's resources.
- Assisting in site selection information and other resources for prospective businesses interested in moving to or growing in the DDA districts.
- Assisting in developing and implementing programs and procedures regarding business recruitment, retention and expansion activities, and suggesting incentive programs for the DDA for formalization to entice business recruitment and retention
- Assists in working with the local government, the chamber of commerce, merchants associations, redevelopment agencies, and other public, private or nonprofit groups, and associations interested in the downtown development
- Any other duty and/or responsibility reasonably necessary to carry out the

purposes and duties as may be from time to time assigned by the Board.

PERIPHERAL DUTIES AND RESPONSIBILITIES

- Attending professional development workshops and conferences to keep updated on trends and developments in the field of downtown development
- Attending important City/DDA functions, events, etc. (business openings, groundbreaking ceremonies, etc.)

NECESSARY KNOWLEDGE, SKILLS, AND ABILITIES:

- A willingness and ability to gain knowledge of basic laws, ordinances, and regulations affecting the operation of the DDA.
- A passion for progress and continuing improvement.
- A willingness to deal with the public, citizen groups, City staff, City Council, and media with a commitment to work collaboratively.
- Ability to represent the DDA at internal and external meetings if needed.
- A willingness to work with other members of the DDA.