



Position Search: Main Street Program Executive Director

Two Rivers Main Street, Inc. is a private, not-for-profit organization established in 1996 to preserve and revitalize the downtown business district of Two Rivers, an historic Lake Michigan shoreline community of 12,600.

Manager reports to a 13-member board of directors, and is responsible for coordinating a comprehensive downtown program, working extensively with volunteer committees, the local business community, service organizations and city government. Annual budget: \$104,000.

Two Rivers is one of 36 Wisconsin Main Street Communities, and receives technical assistance from the WI Department of Commerce. The program employs the "Four Point Approach" to downtown revitalization, with activities organized around the core elements of Organization, Promotion, Design and Economic Restructuring.

The Executive Director is responsible for the development, conduct, execution and documentation of the Main Street Program. The Executive Director is the principal on-site staff person responsible for coordinating all project activities locally as well as for representing the community regionally and nationally as appropriate. He/she oversees daily operations, providing the hands-on involvement critical to a successful program. In addition, the Executive Director should help build the organization as it grows and as its objectives evolve.

Salary and benefit package of \$36-40,000 per year, depending on qualifications.

Address cover letter, resume and references to Two Rivers Main Street, Inc., Attn: Manager Search Committee, P.O. Box 87, Two Rivers, WI 54241. Electronic submittals are preferred; send to mainstreet@lakefield.net. Application deadline: February 19, 2010.

Basic Knowledge and Skills Required: Energetic, self-motivated individual with proven interpersonal, organizational, written/verbal communication skills, familiarity with business financing, marketing, administrative management. Experience in historic preservation, planning, economic development, marketing, design, non-profit management, retailing, volunteer management, and small business development is important. The desired candidate will also have ability to delegate work to a diverse mix of committees and volunteers, and be accountable for obtaining results.

Basic Functions: To fulfill the mission of TRMS to lead and engage the community in maximizing historic downtown Two Rivers, through the following activities:

- Coordinate efforts between the local businesses, consumers, Board of Directors, committees, community partners, media, and investors to promote and grow the downtown.
- Supervise support staff: Administrative Assistant, interns and volunteers. Coordinate and recruit an active volunteer force.
- Ensure Main Street Committees responsibilities are being fulfilled, communication among committees exists, and that their work plans are being implemented.
- Manage all administrative aspects of the Main Street Program, including purchasing, record keeping, assisting with budget development, and preparing all appropriate reports.
- Facilitate budget needs and constraints with the assistance of a Board Treasurer.
- Suggest development strategies to the Board of Directors for economic redevelopment, including business retention and recruitment, historic preservation and design, organization, and promotion, and assist in the implementation of board's decision.
- Create and utilize existing community partnerships and resources. Become familiar with all individuals and groups directly and indirectly involved in the downtown district, communicating appropriate information and developing partnerships with them.
- Help build strong, productive working relationships with appropriate public agencies at the local, regional, state and national levels.
- Serve as a liaison to coordinate all communications with the media, local businesses, consumers, Board of Directors, committees, community partners, and investors to continually development and promote a strategic plan for downtown.
- Responsible for the planning, implementation and promotion of all downtown special events to include but not limited to: Farmers Market, Ethnic Fest, Cool City Classic Car Show, Retail Promotional Events (Sidewalk Sales etc.) Holiday Parade and other events as directed by the TRMS Board.
- The development and implementation of marketing material, press releases, grant writing, fund raising, and business recruitment is essential for this position.

Physical Requirements:

The Director of the Two Rivers Main Street Program must meet the following physical requirements: be able to lift up to 50 pounds, stand, sit, walk, for various amounts of time, and must have valid drivers license in order to operate a motor vehicle. Must also be able to operate equipment such as computer, copy machine, fax machine, telephone, and other miscellaneous office equipment.

Job Description:

- Manage all administrative aspects of the Main Street Program, including purchasing, record keeping, budget development and accounting, preparing all reports required by the state Main Street program and by the national Main Street Center, assisting with the preparation of reports to funding agencies and supervising part-time employees or consultants.
- Maintain adequate and necessary records concerning statistics and descriptions of individual buildings or properties, business information and contacts, various forms of economic progress, photographic documentation of all physical changes, information on job creation, business retention and recruitment.
- Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the community's assets and to foster an understanding of the Main Street Program's goals and objectives. Through speaking engagements, media interviews and appearances, and public contact, keep the Program highly visible in the community.
- Assist individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultations; provide advice and guidance on necessary financial mechanisms for physical improvements.
- Advise merchants' organizations and/or Chamber of Commerce retail committees on TRMS activities and goals and assist, as necessary, in the coordination of joint promotional events, such as seasonal festivals or cooperative retail promotional events, in order to improve the quality and success of events to attract people to the community.