



## **Downtown Community Partnership**

### **Position announcement - President and CEO**

**Fargo's Downtown Community Partnership** is seeking a creative, visionary, dynamic, strategic, outcome focused, marketing savvy, metrics-driven full time President/CEO. The President and CEO serves as the strategic leader and face of the organization. The successful candidate will be a passionate change agent combining skills in urban/community development, public relations, marketing, economic development, business formation, tourism, staff management and fundraising and will be committed to making Downtown Fargo a pearl on the prairie. As the organization's top ambassador, they will be a dynamic and effective communicator who will perform with transparency and a high level of ethics. They will be guided by strategic thinking and aggressively move toward timely and measurable outcomes.

The successful candidate will employ strategies that achieve and exceed expectations listed in our mission, strategic plan and benchmarks of key indicators. They are responsible for the development and execution of policies, programs and initiatives of the DCP.

We have a wonderful history, but we are looking for a person who can lead us into next era of vigorous advancement, growth and revitalization while being a champion for having a balance of offerings and assets.

Downtown Fargo is a thriving urban destination and the President/CEO will be at the forefront of the exciting times ahead for the downtown.

#### **POSITION INFORMATION**

- **Position Title:** President and CEO
- **Organization Name:** Downtown Community Partnership (DCP)
- **Reports to:** Board Chair/Executive Committee/Board of Directors
- **Job Function:** Executive – responsible for implementing policies set by the board as well as annual goals, objectives, financial health and administrative management of the DCP
- **Job Type:** Regular full time position with 40 or more hours a week with some evening and weekend work expected depending on events and activities.
- **Supervises:** 4 full-time and 1 part-time staff

- **Office location:** The Loretta Building, 210 Broadway North, Fargo, ND
- **Minimum Education:** Bachelor's degree
- **Minimum Relevant Experience:** 5 Years minimum, 10+ years preferred
- **Required Travel outside the metro area:** 0-5%
- **Salary:** Commensurate with qualifications.
- **Benefit package:** to include health insurance.
- **Start date:** on or around October 1, 2017
- **Budget and Sources:** The DCP generates funding through events, memberships, contributions, assessments, grants, sponsorships and donations. \$450,000/annual DCP budget plus \$235,000 Business Improvement District (BID) budget
- **Governance:** The DCP is governed by a 15 member Board of Directors. We align our organization with the Carver Model of Governance
- **The DCP's current five standing committees that are the focus areas are:**
  - 1) Governance, 2) Finance, 3) Membership/Investor Retention and Development, 4) Marketing, Education Events and Promotions, 5) Business Improvement District
- **Other related committees include:**
  - Retail committee
  - Safety committee

This position represents the DCP on numerous external committees

## HISTORY

The DCP was originally formed in 1969 and has evolved to become a strategically important organization that is vital to Fargo and the region.

Downtown Fargo is not the place it was 50 or even 10 years ago — nor is our organization. Since its inception, nearly 50 years ago, the DCP has been at the forefront, leading that positive evolution. Our strong business and retail foundation is now complemented by a complete urban environment filled with residents, and a spectrum of restaurants, entertainment and housing options. The successful candidate will play a key role in our evolution as we shape the future of Downtown Fargo through a path forward of continuous improvement as an organization.

The Business Improvement District contract is currently in the process of being renewed with a multi-year agreement and it plays a vital role in the overall beauty, functionality and impression that the Downtown makes.

## POSITION SUMMARY

The purpose of the President/CEO position is to lead, facilitate, and motivate personnel to accomplish all Downtown Community Partnership objectives as outlined in the mission statement, strategic plan and the annual benchmarks of key indicators.

The President and CEO reports directly to the Executive Committee and ultimately the Board of Directors. Subject to the direction of the Board of Directors, the President/CEO supervises, directs and manages the day-to-day business and management of the organization and works in concert with the Business Improvement District (BID) to meet their objectives. While the President has other duties and powers as may be conferred by the Board of Directors, this position makes the decisions necessary and/or appropriate for the effective and efficient management of the organization.

The President and CEO will participate in a written performance review after the initial six months and then annually on a calendar year basis thereafter.

## **POSITION ENVIRONMENT**

Downtown Fargo is a jewel on the prairie. It is a wonderful place to live, work, relax or purchase one-of-a-kind items. It has been ground zero for national attention including ESPN TV, The Wall Street Journal and the Los Angeles Times.

Downtown Fargo is a destination in itself with a spectrum of experiences and opportunities for people of all ages, interests and tastes. It has become a source of pride for our state and region and a wonderful place for guests to stroll down the street and enjoy a mosaic of dining, entertainment, unique shopping, nightlife, coffee shops, neighborhood bakeries, clothing stores and those amazing winter lights. No matter what a person's interests, the downtown will deliver and is sure to make a positive lasting impression.

Downtown Fargo is a dynamic, diverse environment in the midst of a renaissance due to years of strategically effective initiatives that have led to private-public partnerships and investments. It produces an ever-growing list of unique downtown experiences for residents and guests. Several major projects, including the Business Improvement District, Bike Share, Quiet Zones, Renaissance Zones, and flood prevention efforts have all enhanced the quality of place in the downtown. At each point of progress, it has been the **amazing people of our community** who have made the difference.

The DCP is a catalyst for change, helping to draw a new customer base to Downtown Fargo. Near term challenges will include needing to seize on a host of opportunities and working to attract complementary uses.

Fargo is home to North Dakota State University and the metro area is home to more than 25,000 college students. Scores of them live in the downtown and countless thousands of them do their banking and spend time and money in the downtown. With over 2,100 acres of land, the Fargo Park District takes pride in planting and maintaining the beautiful green space and facilities of Fargo. This includes numerous parks, trails, complexes, golf courses and camping. The impact of the Fargo Park District goes far beyond green grass and pretty flowers. They also offer over 1,000 programs and over 70 special events, influencing the community in many different ways.

## **POSITION SKILLS AND RESPONSIBILITIES**

- Results driven, self-motivated, dynamic, strategic, inclusive and persuasive
- Excellent oral, written communication and editing skills and serving as the organization's chief spokesperson and primary advocate representing the organization with media, members, sponsors, government agencies, associations, and other public organizations
- Relationship building is key, and a successful candidate must be adept at building consensus and long term relationships
- Facilitate consistent, informative communication and effective outreach to the organization's Board of Directors, property and business owners, government agencies and other constituents
- Lead and assist with public awareness events, branding, generating earned media and shape public perception and policy
- Expand funding levels and diversify sources
- Strict attention to detail, adherence to deadlines and strong time management skills
- Ability to work extended hours, mornings and evenings, for events and meetings
- When appropriate, partner with the City of Fargo, the Convention and Visitor's Bureau, the Greater Fargo-Moorhead Economic Development Corporation, the Fargo Park District, local and state Chambers, University/College leaders, the newly formed Moorhead Downtown organization and other stakeholders to offer a dynamic and balanced environment in the Downtown
- Able to create, operate in and foster an atmosphere of transparency
- Must be willing to constantly change and adapt while still focusing on the vision and mission of the organization
- Strong ability to multi-task and successfully manage multiple projects and deadlines simultaneously
- Comfortable and adept at making new connections and the development of long term relationships
- Enthusiastic passion for leading a bold, broad-based organization for the betterment of one of America's greatest cities
- Previous experience translating a vision and plan into results with measurable and viable outcomes
- Able to work well within the framework of a complex and politically sensitive public-private sector environment
- Ability to effectively respond to common inquiries or complaints from customers, regulatory agencies or members of the business community
- Ability to define problems, collect data, establish facts, and draw valid conclusions
- Provide leadership in the implementation and enhancement of the downtown through measureable objectives and goals consistent with the organization's mission statement

- Attract and maintain businesses and draw a new customer base into the core of the downtown
- Be at the forefront of cutting-edge trends and be open to new ideas in order to stay competitive and stay abreast of developments in the downtown revitalization industry
- Develop additional funding sources to augment the organization's assessment, membership and sponsor revenues and grant writing
- Research successful programs and introduce new ideas to further the development of the organization
- Orchestrate and oversee the planning, implementation and follow-up of Board and Committee meetings, task forces, presentations, and special events
- Develop, implement and execute on the annual work plan of the organization as approved by the Board of Directors
- Recruit, manage, mentor and train a highly qualified staff to carry out the organization's programs and objectives
- Attract and retain the newly emerging creative and entrepreneurial class in the downtown area
- Oversee the financial systems which maximize the organization's operating efficiency and accountability
- Work with building/business owners to enhance the quality of retail and commercial space
- Oversee the development and execution of customer service programs, establishing DCP customer service protocols
- Responsible for the development and implementation of tracking and reporting systems
- Oversee the preparation and distribution of monthly, quarterly, and or annual reports and newsletters analyzing the progress of organization projects, programs and operations
- Oversee the processing of BID assessment billings, databases and customer satisfaction
- Ensure event successes, include being financially successful and produce a strong ROI for staff time
- Generate and assist with new business leads for downtown and help promote our segment of the Fargo-Moorhead Metro Area
- Identify business opportunities for downtown revitalization and assist with business recruitment, space activation, expansion and retention and referrals to business development partners
- Mentor and provide staff with focused professional development opportunities
- Assist the board chair in preparing for and leading monthly board meetings
- Ensure a robust social media campaign
- Experience in grant writing and historic preservation is a plus
- Any other tasks assigned by the Board of Directors relevant to achieving the objective and the purpose of the position

## TO APPLY

Please submit your application packet electronically to DCP board chair Tim Flakoll at [tim.flakoll@gmail.com](mailto:tim.flakoll@gmail.com) . It must include:

- A. A letter of application.
- B. Your resume.
- C. A list of three to five references, including their phone number and email addresses. Letters of reference should not be submitted at this time.
- D. Answers to these QUESTIONS – answered in 350 words or less per question.
  1. Share one new idea that you would look to initiate if selected, that could improve Downtown Fargo.
  2. With the completion of the Red River waterfront area following the completion of Fargo’s flood protection plan, what do you see as realistic potential opportunities for using the riverfront as a downtown asset in the years to come?
  3. What opportunities do you see for Downtown Fargo within the City of Fargo’s Downtown master plan that is being implemented? Information on that masterplan, titled “Fargo InFocus” can be found at: <http://www.fargoinfofocus.org/>

**All materials should be submitted by email and at the same time. Information must be received by 12:00 p.m. on Friday, August 18, 2017 for full consideration.**

### Submission checklist:

- ✓ **Cover letter – letter of application**
- ✓ **Resume**
- ✓ **References**
- ✓ **Answers to questions provided above**

The Downtown Community Partnership is committed to complying with State and Federal laws - including Fair Employment Practice laws, which provide equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status or disability.

The statements and descriptions are intended to describe the general nature and level of work being performed. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed. The Downtown Community Partnership is committed to complying with State and Federal laws - including Fair Employment Practice laws, which provide equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status or disability.