

**City of Elkader, Iowa
Class Specification**

CLASS TITLE: Economic Development Director

Department: Administration
Accountable to: City Administrator/Clerk
FLSA Status: Non-Exempt

This position performs a variety of administrative, technical and professional work in preparation and implementation of economic and community development plans, programs, and services.

The Director works with City staff and Council, and other economic development entities to strengthen the Elkader area economy. The Director further strives to enhance Elkader's competitiveness by promoting business expansion, retention, and attraction to the City of Elkader and Clayton County. This position will promote the area as a desirable place to conduct business, live, learn, and create. The position will include assistance in the planning and coordination of community development projects. This Director also provides contracted economic development services to Main Street Elkader, a 501(c)(3) non-profit organization, including serving as Main Street's Executive Director.

The ED Director shall report to the City Administrator relative to his/her work for the City and to the President of Main Street relative to economic development services provided to Main Street. The responsibility for the evaluation of the ED Director's performance shall remain with the City, provided Main Street shall be given an opportunity to provide input relative to the ED Director's performance as it relates to the provision of economic development services to Main Street. The right to terminate the ED Director's employment shall rest solely with the City as the employer.

Essential Duties:

- Coordinates the activities of the Community Marketing Committee. This includes coordinating tourism activities.
- Serves as the first point of contact for economic development services.
- Ensures that the City of Elkader is competitive locally, regionally and nationally in attracting prospective companies.
- Builds mutually beneficial relationships with the Clayton County Development Group, regional and state entities engaged in economic development.
- Supports the City's development of "quality of life" programs and projects.
- Works with existing employers to develop and retain workforce, and attract quality employees to the City.
- Makes reports to the City Council.

- Prepares & maintains census and demographic information pertinent to the preparation of and carrying out of grants, marketing and other activities to the benefit of the city.
- Provides information and/or make presentations to supervisors, boards, commissions, civic groups, businesses, individuals, and the general public on economic development issues, programs, services, and plans.
- Becomes familiar with the existing inventory of available buildings and business and residential development sites within the community. This will include both public and private buildings and land areas.
- Monitors legislation and regulations relating to economic development, and report findings to the appropriate impacted parties.
- Attends professional development workshops and conferences to keep abreast of trends and developments in the field of economic development, and to represent the interest of the City of Elkader on matters related to economic development.
- Maintains an office at City Hall and is available to serve the public a minimum of 15 hours a week.
- Researches & locates new candidates for business or industry for the City of Elkader.
- Prepares an annual department and marketing budget for City Council purposes.
- Prepares information and schedules tours of the City for business and industrial prospects.
- Works in cooperation with the Elkader Area Chamber of Commerce, Main Street Elkader, and any other local and regional economic development agencies to coordinate and maximize resources for the benefit of business attraction and retention.
- Provides contracted economic development services to Main Street Elkader including serving as Main Street's Executive Director and performing the following essential duties for Main Street Elkader:
 - Coordinate activity of Main Street program committees, ensuring that communication between committees is well established; assist committees with implementation of work plan items.
 - Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development and some bookkeeping; 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 when appropriate.
 - Develop, in conjunction with Main Street's Board of Directors and Committee Members, strategies for downtown economic development through historic preservation utilizing the community's human and economic resources. Become familiar with all persons and groups directly or indirectly involved in the downtown commercial district. Remain mindful of the roles of various downtown interest groups, assist the Main Street Board of

Directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on four areas: design/historic preservation, promotion, organization and economic vitality.

- Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the downtown's architecture and other assets and to foster an understanding of the Main Street program's goals and objectives. Through speaking engagements, media interviews and appearances, keep the program highly visible in the community.
- Assist property owners with physical improvement projects when possible. Examples may include personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; when possible, participate in construction oversight; provide advice and guidance on necessary financial mechanisms for physical improvements.
- Assess the management capacity of major downtown organizations and encourage improvements in the downtown community's ability to undertake joint activities such as promotional events, advertising, uniform store hours, special events, business recruitment, parking management and so on. Provide advice and information on successful downtown management. Encourage a cooperative climate between downtown interests and local public officials.
- Advise downtown merchant's organizations and/or Chamber of Commerce retail committees on Main Street program activities and goals and assist 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 downtown; work closely with local media to ensure maximum event coverage; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown.
- Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
- Utilize the Main Street program format to develop and maintain data systems to track the process and progress of the local Main Street program. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes and information on job creation and business retention.
- Represent the community at the local, state and national levels to important constituencies. Speak effectively on the program's directions and findings, always mindful of the need to improve state and national economic development policies as they relate to smaller communities.

KNOWLEDGE, SKILLS AND ABILITIES

- Considerable experience in economic and community development; graduation from a four-year college or university, preferably with specialization in economic and community development or a related field; or any equivalent combination of experience and training.

- Considerable knowledge of business development, community, and economic development.
- Working knowledge of municipal zoning and infrastructure, planning programs and processes, and working for a board.
- Ability to establish working relationships with other organizations and economic development practitioners.
- Ability to prepare and analyze reports and data, and have skill in the operation of necessary tools and equipment, i.e. computer, word processing, spreadsheet software, and general office equipment (telephone, fax, copier, calculator, etc.)
- Ability to understand and carry out complex oral and written instructions.
- Ability to establish and maintain effective working relationship with other City officials, employees, community groups, and the general public.
- Ability to positively represent the City in all interactions.
- Proven ability to think critically and strategically, with independent judgment and initiative.
- Proven ability to build and maintain relationships to advance the economic condition of the city.
- Knowledge of state laws affecting economic development activities.
- Ability to communicate effectively both orally and in writing; develops and makes effective presentations.
- Ability to interact with individuals and groups in a cooperative and collaborative manner.

Physical characteristics of the job:

Positions in this class typically require: sitting for long periods of time; ability to see, speak and hear; ability to stand or walk for concentrated amounts of time; manual dexterity in order to complete office tasks; and the ability to lift and/or move up to 30 pounds.

Environmental Conditions:

This position will be subjected to environmental conditions found in most office environments frequently. This position will be subjected to environmental conditions found outside or in an industrial setting occasionally.

Classification History:

Adopted January 9, 2017;
reviewed March 1, 2018;
amended June 10, 2019;
reviewed September 28, 2020;