



**Position Description & Request for Applications  
Chief Executive Officer (CEO)  
Traverse City Downtown Development Authority (TCDDA)**

**TO APPLY:** Applications for the CEO position of the TCDDA must be received by **September 15, 2017**.

Applications must include:

- (1) a cover letter that explains how the applicant is ideally qualified for the CEO position based on this job description as well as research that the applicant may choose to do about the TCDDA and the community in general; and
- (2) a resume that includes work experiences and accomplishments relevant to the job description; academic completion and accomplishments relevant to the job description; and a narrative summary of skills and abilities in relation to the desired skills and abilities that are included in this job description.

- Applications may be sent electronically to: [timervinassoc@gmail.com](mailto:timervinassoc@gmail.com)
- Applications may also be submitted in hard copy by mailing them to: TCDDA CEO Position, PO Box 363, Onekama, MI 49675
- Applications must be received no later than September 15, 2017.
- Questions concerning the application process should be directed to Tim Ervin at 231-794-0089 or [timervinassoc@gmail.com](mailto:timervinassoc@gmail.com)

To fill this position, we have developed a preliminary schedule (subject to change) as follows. (The TCDDA reserves the right to modify or terminate this process at any time without notice.)

<b>Step</b>	<b>Approximate Date</b>
Screen Applications and Select Lead Applicants	October 13, 2017
Notify Applicants if they will Interviewed or Not	Week of Oct. 16 <sup>th</sup>
Interviews	Week of Oct. 30
Applicant Background Review	Nov. 1-17, 2017
Selection of CEO	Nov. 30, 2017
Notification to Finalists	December 2017

## Position Summary

The Chief Executive Officer (CEO) serves at the pleasure of the Traverse City Downtown Development Authority (DDA) Board of Directors. The CEO is the catalyst, promoter and keeper of the Traverse City downtown vision, a community that has the distinction of being recognized as:

- **21 Nicest Small Towns in America Everyone Should Visit before They're 50** (Reader's Digest, April 2017)
- **21 of the Best Small Towns in America** (Architectural Digest, October 2016)
- **25 Coolest Midwest Lake Vacation Spots** (Midwest Living, August 2016)
- **Top 25 Places to Retire** (Forbes Magazine, April 2016)
- **20 Best Small Towns** (Smithsonian Magazine, April 2015)

The CEO works with the Board, oversees all DDA staff to ensure successful implementation of the Board's strategic plan and annual operating plan for the DDA which may include contractual work for other entities and enjoys working with people and organizations.

## Required Experience, Skills & Abilities

### Education

- Bachelor's degree in an area of concentration related to the position.

### Experience

- At least 7 (seven) years of work experience with accomplishments that are relevant to this job description.
- Understanding and working knowledge of purposes and roles of DDA's.
- Successful management of community-based programs.
- Successful in leading and participating in outreach and community engagement processes, including use and application of multiple forms of media to reach and have two-way communications with stakeholders.
- Successful planning, development and implementation of strategies and operating plans that address community priorities.
- Familiarity with how to attain goals in communities of similar size and nature as Traverse City.
- Well versed in general funding sources available for communities and how to help develop funding.
- Experience in setting and attaining personal and organizational performance measures.

### Skills and Abilities

- Demonstrated leadership, communication and team building skills
- Demonstrated ability and interest in collaboration and collective impact and in developing common agendas for addressing complex needs, issues and priorities. A "connector" between businesses, people, governments and other organizations.

- Outstanding communicator in all respects who demonstrate through example the positive influence of inclusiveness in attaining priorities. A “modern” thinker and communicator, adept in social media and modern communication methods. Capability and experience with educating various sectors on options and implications involving government programs.
- Forward thinker and effective planner who deals with needs and priorities proactively.
- Enjoys and comfortable dealing with concepts and large visions of the future.
- Successful management of and coping with stressful conditions.
- Enjoys working with people and can readily fit with and manage small staff unit.
- Understanding of small town dynamics.
- Prior experience in implementing Tax Increment Financing plans a plus.
- Can readily prioritize in short and long-term contexts.
- Familiarity with work and jobs that have elected officials as primary stakeholders.
- Experience with leveraging partnerships, affiliations, volunteers and staff to maximize productivity in ways that contain or reduce operation costs as a function of output.

### **Position Responsibilities**

The CEO is a champion, cheerleader and visionary for Traverse City’s downtown. The CEO is a strong leader who invites and embraces engagement with all interests in fulfilling the annual goals and priorities of the TCDDA. The CEO builds and sustains relationships and provides services and programs that are valued by businesses and other organizations located within the TCDDA district. The CEO’s work is driven by the future vision for Traverse City’s downtown.

CEO’s duties encompass:

- implementing the DDA’s strategic and developing and implementing operating plans;
- implementing Tax Increment Financing plans and strategies;
- leading, cultivating and promoting a thriving business environment;
- proactive communications and engagement with stakeholders, including businesses, downtown groups and organizations, neighboring communities and governments, funding sources and others
- developing and participating with partnerships to achieve strategic goals operating plan priorities
- overseeing the development and management of downtown parking facilities;
- achieving the goals of an annual capital improvement program;
- fulfilling contractual obligations with other entities; and others.
- Handling all employee transactions, including employee training and evaluation

Each year, the Board of Directors through its Executive Committee, works with the CEO to establish:

- Annual goals
- Objectives to achieve goals
- Milestones to measure progress

These are done for the six areas of focus that are weighted to reflect annual priorities based upon trends, evolving needs and opportunities and other circumstances. In this way, the Board, CEO and organization establish clear accountability based on new, evolving and ongoing priorities. The Areas of Focus are:

**Area of Focus** **Weight Assigned/Fiscal Year** \_\_\_\_\_

1. Leadership
2. Development (Infrastructure, etc.)
3. Parking
4. Business Recruitment and Retention
5. Marketing and Promotion
6. Partnership and Collaboration

### **Supervision and Management**

The CEO has the authority to hire and manage DDA staff including those who may work under contract. Beginning in 2018, all staff will participate in “360” performance evaluations.

### **Evaluation**

The CEO will complete an annual self-evaluation and participate in a “360” performance evaluation that will be developed and used by the Board in 2018 and then annually thereafter with interim evaluations that may occur quarterly or as otherwise determined by the Board. In completing the evaluation, the Board will give priority to assessing attainment of annual goals, objectives and milestones within the Areas of Focus referenced.

### **Compensation**

- Base wage based on qualifications and experience.
- Financial performance incentives subject to Board approval.
- Health, dental and vision benefits
- 401-K Retirement Savings Account

### **Professional Development**

The DDA has budgeted a sum for professional development of the individual filling this position. Specific professional development goals and programs will be defined in collaboration with the Executive Committee during the first 4-6 months of hire.