

EXECUTIVE DIRECTOR

DOWNTOWN RENO BUSINESS IMPROVEMENT DISTRICT, RENO, NV.

THE COMMUNITY

Reno, the "Biggest Little City in the World", is the heart of a metropolitan area with a total population of nearly 500,000, and is located on the eastern slope of the majestic snow-capped Sierra Nevada Mountains at an elevation of 4,500 feet. Reno's location provides a temperate climate year-round characterized by sunshine more than 80% of the year.

The surrounding area provides unlimited indoor and outdoor recreational activities. Within 35-minutes away lies spectacular Lake Tahoe and one of the largest concentrations of ski facilities in the world. Biking, camping, hunting, fishing, and mountain climbing are all available within minutes way from Reno. Reno's appeal is not just limited to recreation activities and entertainment. The highly rated educational system includes the University of Nevada, Reno, a Tier 1 university, with 21,000 students who provide a positive ambience to the community's culture and diversity.

The region's major industries include gaming, outdoor recreation, retail sales, technology, tourism, transportation, and warehousing. With an increasingly diversified economy, the region is strategically located along major transportation links. The enviable situation of no corporate or personal income tax also adds to the attractiveness and appeal of the City of Reno. One of the world's largest industrial park lies just east of Reno, attracting the Tesla Motors' Gigafactory and Switch's SuperNAP-the world's largest data center.



THE DOWNTOWN

Downtown Reno is rapidly transforming from a national destination for gaming to a more diversified central business district with new residential, dining, office and hotel offerings. Key assets of the downtown include a remarkable riverwalk along the Truckee River and the University of Nevada at Reno campus located at the northern boundary of the downtown. Cited as the Number One priority of Reno residents, a Downtown Action Plan was completed in 2017 and provides a road map for the continued evolution of downtown.

An initial recommendation of the Downtown Action Plan was the creation of the Downtown Reno Business Improvement District (BID), which was supported by downtown property and business owners and approved by the Reno City Council on February 28, 2018. Inspired by similar districts in Sacramento, Spokane and Boise, the Downtown Reno BID ushers in a new generation of public/private partnership and management. The new BID is seeking an experienced executive director that can help start-up this new civic venture and work with local stakeholders to realize the exciting potential of the downtown.

JOB SUMMARY

Successfully lead the Downtown Reno Business Improvement District (BID) in accomplishing its core purpose and vision by providing leadership and expertise on downtown issues, augmenting Reno policing efforts through coordination of enhanced police services and private ambassadors and case workers, providing enhanced maintenance and cleaning services within the District, stewarding the creation of a dynamic, safe, clean, vibrant, livable and sustainable downtown in which to work, shop, live and play, fostering and enhancing tourism and visitor experiences downtown, and advocating on issues that impact downtown businesses in the District.

RESPONSIBILITIES

- Work with the Board and staff to develop sound work plans which translate the organization core purpose and vision into realistic goals and objectives.
- Ensure successful achievement of goals and objectives established by the Board, including facilitate successful implementation of start-up activities of the BID.
- Assist Board in defining scope of and provide oversight and management for day-to-day operations of organization programs including ambassador and public safety services, community outreach, maintenance (operations), marketing, and economic development.
- Work with Reno Police Department to coordinate and enhance policing and public safety efforts in downtown Reno.
- Implement new initiatives with private ambassadors, case workers, and various third party homeless advocates and health care providers to facilitate and coordinate efforts to direct appropriate third party resources to assist homeless populations
- Prepare an annual budget which is complete, attainable and consistent with the goals and objectives established by the Board. Ensure compliance with legal and regulatory requirements.
- Prioritize, plan and monitor projects to ensure appropriateness to core purpose and vision, and effective completion by deadlines established by the Board.
- Select and cultivate qualified staff, model effective behaviors and skills and maintain high morale among staff.
- Set and maintain high standards of quality (i.e., accuracy, thoroughness and degree of excellence in work) for the organization's programs and seek out methods to continuously improve the efficiency and effectiveness of the organization and its programs and to expand revenue sources.
- Serve as an ambassador for the organization, downtown and an advocate for downtown issues.
- Maintain positive relationships with the Board of Directors and City Administration and implement plans as directed by the Board leadership.

KNOWLEDGE AND SKILL REQUIREMENTS

- Significant leadership, managerial, administrative and fiscal management skills.
- Ability to develop and foster cross-functional work teams.
- Ability to establish priorities and handle multiple issues under pressure.
- Strong entrepreneurial skills coupled with effective management ability.
- Comprehensive knowledge of the principles and practices of public safety, community outreach, and management (including economic development, maintenance, marketing and special events).
- Comprehensive knowledge of downtown management, including unique elements of 24-hour business operations in the entertainment core.
- Ability to create, implement and monitor strategic plans and provide vision for the organization.
- Ability to develop effective relationships with high-level public and private leaders.
- Ability to express ideas clearly, concisely and effectively in written and oral communications.
- Media relations experience
- Experience working with police departments or social services preferred

EDUCATION AND EXPERIENCE REQUIREMENTS

- Bachelor's degree in business or public administration, criminal justice, economic development or related area.
- A progressive, successful track record (10+years) demonstrating leadership in downtown management and development, police and social services, real estate and/or economic development and marketing a downtown. Applicants with BID management experience, including a successful clean and safe program, are desired.
- Experience in community outreach, developing and overseeing administration of organizational budgets, supervising direct reports, and strategic planning.

COMPENSATION

- Competitive salary commensurate with experience. Base salary range is \$110,000 to \$135,000 per year plus annual bonus considerations and an attractive benefits package.

Interested candidates should submit a cover letter and a resume (pdf format preferred) to the following email address yvette@pumaworldhq.com no later than **May 25, 2018**.

Inquiries can be directed via email to:
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