

Greater Broadway District District Ambassador

The Greater Broadway District (the District), located in Sacramento, CA, is a private, non-profit business association responsible for managing and promoting programs to strengthen the economic and cultural well-being of the community. The organization manages a Property and Business Improvement District (PBID) designed to provide supplemental services within the District's boundaries.

The District has a contract opportunity for an individual or organization to act as the District Ambassador for our Property and Business Improvement District. The Greater Broadway District is bounded by Broadway to the South, X Street to the north, I-5 to the west and Franklin Boulevard to the east.

MISSION

- To support the Greater Broadway District in meeting its mission of providing services to its businesses and property owners and promoting the District.

OBJECTIVES

- The GBD Ambassador builds bridges to the District's businesses. The person will serve as an arm of the Executive Director and Governing Board by acting as communicator of District news and events.

GOALS

- **Represent**
A District Ambassador is expected to positively represent the District. When given the opportunity to engage with the public, an Ambassador is to promote the good news of the District and sharing how one can become involved in the partnership or take advantage of programs.
- **Engage**
A great District Ambassador is willing to engage and to make themselves accessible. The Ambassador goes out into the District and connects. They listen and engage in ways that are mutually beneficial to the District and the businesses the District serves.

AMBASSADORS REPRESENT THE GBD BY:

- Welcoming new members and providing them with information that will help them get the most out of their GBD membership.
- Serving as a liaison to enhance communication between the District members, the Governing Board of Directors, and the Executive Officer. A District ambassador is a walking testimonial to the good the District does within the community. It is expected that the Ambassador will go out and engage with businesses at least two times a week and touch each business in the District at least 4 times a year.
- Promoting business involvement in meetings and events. Securing their attendance at a minimum of one Board meeting a year.
- Attending openings, District-sponsored events and community events as directed.
- Preparing and distributing a bi-monthly newsletter.

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- Providing feedback from the businesses to the Governing Board monthly at the Board meeting
- Helping the Businesses to understand what services are provided and who to call for help.

The Executive Director oversees and manages the Contract with the Ambassador. The Ambassador will be provided with any and all materials needed to conduct their outreach. The District estimates that the Ambassador will spend approximately 4 to 6 hours per week in the District and that each Business should be visited at least 4 to 6 times a year.

Contractor shall maintain insurance covering Contractor, any subcontractor, or anyone directly or indirectly employed by either of them for the duration of the Contract and any extensions. The Greater Broadway District and the City of Sacramento shall be named as additional insureds under such insurance policies and Contractor shall provide Certificates of insurance evidencing such insurance and proof of payment of premiums.