

# **Downtown Boulder Partnership Posting for IDA Website**

## **Background**

The Downtown Boulder Partnership is seeking an experienced, driven and creative executive to lead one of America's most vibrant downtown districts as CEO of three organizations:

- Downtown Boulder Partnership, a 501(c)(6) membership nonprofit
- Downtown Boulder Business Improvement District
- Downtown Boulder Foundation, a 501(c)(3) charitable nonprofit

The CEO will report to the boards of all three organizations and manage a staff of eight full time and up to 14 part time and seasonal employees. Together, the three organizations are responsible for downtown marketing and operations along with producing over 25 community events and providing a robust program of services to 400+ business members.

## **Downtown Boulder, Colorado**

Downtown Boulder is a 49 square block district that serves as a major employment, entertainment, shopping and dining hub for the Boulder region. It is anchored by the world famous Pearl Street Mall which is consistently a top rated tourist attraction in Colorado.

Home to 105,000 people, Boulder sits on the edge of the Rocky Mountains. The city is just 35 minutes from Denver and 45 minutes from Rocky Mountain National Park. It is home to the University of Colorado with 30,000 students, as well as numerous Federal Labs and a thriving tech sector that includes a major Google campus as well as offices for Amazon, Twitter, Apple and many others. The city has received numerous accolades including: Best Outdoor Sports Town, Foodiest Town in America, Best College Town, Healthiest City, Most Educated City, Best Place to Start a Business and Happiest Place in the U.S.

## **The Role**

The CEO will be responsible for managing the staff, creating annual budgets and developing strategic initiatives to keep downtown Boulder thriving and competitive in the face of growing regional competition. As the "face" of downtown, the CEO will foster relationships with key community partners, including the City, Chamber, Convention & Visitors Bureau, University and

others. He or she will also be the point person on advocating for downtown interests in front of City Council, Planning Board and other key decision makers at the city and state level.

A successful CEO will keep all three boards informed and engaged in developing downtown strategies and a collective vision for the future of the district. Specific duties include:

- Manage and motivate a highly productive and professional staff to provide excellent results for constituents, community partners and key sponsors.
- Maintain a highly visible public profile via local media, public speaking and proactive networking.
- Spearhead economic vitality efforts including tenant recruitment and support for both office and retail businesses.
- Work with senior staff to prepare annual budgets and maintain accurate financial reporting.
- Build strong relationships with both small business owners and major corporate stakeholders and engage them in downtown priorities.
- Advocate for public policies that serve the interests of downtown on issues including parking, homelessness, development, security, transportation and small business support.
- Create an annual work plan to address marketing, operational, special event and economic development priorities for the following year.
- Work with the boards to develop new programs, events and revenue streams to keep both the organizations and the district fresh and competitive.
- Attend City Council and various City Commission meetings as needed to represent downtown priorities and positions

### **Required Minimum Qualifications**

- Bachelors Degree from a 4-year college or university (masters preferred)
- Minimum of six years experience in leadership in managing downtowns, nonprofits, municipal governments or related private sector functions
- Competent computer skills including all Microsoft Office applications
- Ability to pass a criminal background check

### **Critical Skills & Experience**

- Passion for and knowledge of downtown and the Boulder community
- Understanding of public district financing and property tax mill levies

- Excellent written and verbal communication skills. Should be very comfortable speaking in public
- Working knowledge of key downtown functions including district operations, destination marketing, event production and member services
- Track record of recruiting, motivating and retaining a strong staff and fostering a positive and productive workplace culture
- Creativity in solving problems as well as initiating new ideas and priorities to keep downtown Boulder vibrant, unique and competitive
- Demonstrated fluency in preparing and managing annual budgets
- Ability to balance demands and priorities of a diverse group of stakeholders including small businesses, community partners and City government
- Demonstrated history of setting ambitious goals and producing results
- Interest and experience in public policy related to downtown issues of transportation, parking, homelessness, development policies, small business support, etc.
- Working knowledge of tenant mix strategies and retail tenant recruitment
- Experience working for and engaging with boards of directors

### **Compensation & Benefits**

Downtown Boulder Partnership offers a competitive salary based on experience and a full benefits package including health, dental and vision insurance, retirement matching and a wellness program.

### **To Apply**

Email 1) a copy of your resume, 2) a cover letter providing more in-depth information on the experience and qualities you would bring to the job, and 3) the names, addresses, and phone numbers of three references to:  
[hr@downtownboulder.org](mailto:hr@downtownboulder.org)

Deadline for applications is: April 22, 2019

*Downtown Boulder Partnership is an Equal Opportunity Employer*