

CLASS TITLE: MAIN STREET MANAGER/EVENTS PLANNER
ACCOUNTABLE TO: Community Development Director
FLSA STATUS: Exempt

PRIMARY OBJECTIVE OF POSITION: The Main Street Manager will serve as support and point of contact between the City of Lamar, Lamar Partnership Inc., and the business community. The Main Street Manager will energize Main Street efforts in Lamar, administer the program, work closely with Colorado DOLA MS staff, lead local initiatives, maintain one or more annual fundraisers, complete periodic reports, attend monthly Colorado Main Street trainings, annual MS Managers Summit, and the National Main Street conference.

As a Graduate Main Street community, Lamar's Main Street commercial revitalization effort aims to develop and implement a strategy for economic development and historic preservation in the designated downtown business district. This process will be carried out under the Colorado Main Street program and Main Street America framework. Four general work elements guide this approach to downtown revitalization.

ORGANIZATION: The organization of downtown and small business interests is unified to work towards common objectives.

DESIGN: Approaching historic preservation and design issues to create or preserve historical assets in the community using proper preservation techniques.

PROMOTION: Assist with planning and coordinating promotional activities and events to attract new economic life and develop new vigor in the community.

ECONOMIC VITALITY: Structuring economic opportunities through the reuse of existing buildings and underutilized space, attracting new business opportunities, and developing a viable marketplace.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made for individuals with disabilities to perform the essential functions. The below list is intended to illustrate the position's responsibilities and is not all encompassing. The City may alter or change these duties at any time.

Main Street Manager:

- Working with Colorado Main Street, develop and maintain a three - five-year strategic plan and submit an annual work plan.
- Manage LPI activities and board - conduct monthly meetings, establish timelines, implement and accomplish MS activities.
- Promote the Main Street program: manage MS accounts, website, and printed marketing material.
- Coordinate program volunteer activities, ensuring that communication between volunteers is well established, and assist volunteers with implementing annual work plan items.
- Build strong and productive working relationships with appropriate public agencies at the local and state levels.

- Maintain Lamar Main Street program records and reports, establishing technical resource files and libraries, and preparing regular reports for the Board of Directors, Colorado Main Street program, and Main Street America.
- Monitor and report progress on all MS improvements/businesses. Submit timely Colorado Main Street quarterly reports and statistics on reinvestment in the community.
- Present, at least annually to the City of Lamar, progress made on work plans and the impact of the program on the community.
- Lead fundraising efforts and coordinate board efforts for Corporate Cup and/or other selected event/s.
- Lead recycling program
 - Work with Lamar's Public Works on transportation, storage, and customer service efforts. Coordinate volunteer assistance when appropriate.
- Maintain downtown sound system – work with the Lamar Chamber of Commerce for appropriate volume and content, and Lamar's IT Department for system maintenance.

Events Planner:

- Maximize the City's involvement and integration in community initiatives and major events with the Lamar Chamber of Commerce, Prowers Co Lodging Tax Panel, and other groups to promote commerce and tourism.
 - Promote Lamar as a hub for regional tourism.
- Assist in coordinating City, LPI, and community joint projects and promotional events, such as seasonal festivals or cooperative retail promotional events, to improve the quality and success of events to attract people downtown. Lead or assist event organizers that host special events within the City of Lamar. This may include:
 - Coordinating special event permitting processes,
 - Ensuring submission of proper paperwork/documentation by organizers to responsible departments including all necessary fees and proof of insurance, and
 - Working with other departments and agencies to manage coordination and logistics.

Lamar Redevelopment Authority Administrator:

- Recruit and assist property owners to apply for funded improvements, act as a liaison between businesses and City.
- Maintain accurate paperwork, create grant agreements and establish completion timelines, bringing to the LRA Board for approval. Track year-to-year funding and projects.
- Work with the City's Treasurer for project reimbursements from verified receipts.
- Work with CDD for business assistance and refer businesses to additional resources.
- Assist in researching/identifying prospective business leads,

PHYSICAL DEMANDS: Position requires sufficient eyesight and manual dexterity to operate a computer for extended periods of time with various commercial software packages.

- Must be able to hear clearly, speak clearly.
- Ability to read, understand and interpret written material and reports.
- Communicates with community groups and interested citizens (in writing, on the telephone and in meetings).
- Work involves sitting or standing 60% of the time and walking and standing while performing various tasks 20% of the time. Occasionally stoops, kneels, crouches, bends, and climbs, including reaching overhead
- Completes recycle pick-ups as necessary. For larger jobs, coordinates pick-ups with the Public Works department.
- Pick up and deliver items to event locations including food, money, equipment and coordinates event set-up and tear-down activities. Must be able to set-up, inspect, and troubleshoot audio visual equipment including sound and light controls; determines if event is set up properly.

SUPERVISION – RESPONSIBILITY FOR WORK OF OTHERS: May exercise supervision over volunteers, consultants and administrative support staff as required.

EDUCATION, TRAINING, AND EXPERIENCE REQUIREMENTS:

- Bachelor’s degree in public administration, business, planning, economics, real estate or a related field.
- Five years of public sector business/economic development experience or other closely related background such as public administration or public policy. Any combination of education and experience that convincingly demonstrates the candidate can successfully perform the duties of the position.
- Must be able to pass a pre-employment drug test and background screening.

PREFERRED QUALIFICATIONS:

- Master’s degree in Planning or Business Administration.
- Good understanding of the regional economic development issues is highly desirable.

KNOWLEDGE, SKILLS AND ABILITIES

- Must possess strong communication skills including the ability to speak effectively and persuasively to businesses, residents, and other stakeholders as necessary.
- May be required to attend City Council meetings and/or other meetings and events after normal work hours.
- Occasional travel within the City of Lamar and the State of Colorado to provide local representation. Attend annual National Main Street Managers Summit and National Main Street Conference.
- Work with the public, some of whom may be irate, upset or disturbed.
- Work is subject to frequent interruptions and recurring deadlines.
- Knowledge of current social, political and economic trends and operating problems of

municipal governments

- Knowledge of economic analysis techniques related to market, feasibility and impact studies
- Knowledge of core economic development principles including business recruitment, attraction and retention
- Knowledge of grant writing principals and grant program management.
- Knowledge of federal, state, and local laws regarding the operation of City government
- Knowledge of urban planning including comprehensive and capital improvement plans
- Knowledge of special improvement districts (SID); general improvement districts (GID); urban renewal authorities (URA and tax increment financing (TIF)
- Ability to analyze complex situations, problems and data, and use sound judgment in drawing conclusion and making decisions.
- Ability to research, produce or obtain reports, graphs, charts, photographs or evidentiary information.
- High proficiency in all areas of Microsoft Office to include Outlook, Word, Excel and PowerPoint
- Ability to communicate effectively orally and in writing.
- Ability to maintain confidentiality and handle confidential issues with tact and discretion.
- Ability to establish and maintain effective working relationships with citizens, employees, supervisors and the general public in a professional manner.
- Ability to work successfully in a team-oriented atmosphere that provides business, citizens and employees with accurate information, providing superior customer service.

Core Competencies: Every City staff member must possess or work to attain the following five core competencies: **Communication, Interpersonal Relations, Customer Service, Accountability and Dependability, Job Knowledge and Supervision and Performance Management** (only if applicable to the position).