



Employment Opportunity Uptown Lexington, Inc.

Executive Director: Uptown Lexington, Inc., (NC) (population 19,000): Award-winning, nonprofit uptown revitalization organization with approximately \$275,000 budget, seeks a progressive, visionary professional to lead revitalization initiatives for the Main Street Program that was established twenty years ago in the Uptown Lexington Municipal Service District. Candidates should have a minimum of five (5) years of experience as manager / executive director in the field of uptown revitalization and the Main Street Program; Bachelor's Degree from an accredited college/university in the field of public administration, economic development, design, or a related field; Masters, related advanced degree, or Certification from National Main Street Program preferred. Principal on-site staff person responsible for coordinating all local program activities; assumes supervisory role of Office / Executive Assistant; administrative and professional responsibilities associated with economic development projects, planning, volunteer administration, and marketing and special event development; administration of financial incentives including grants and loans. Extensive experience with economic development projects, historic preservation, historic tax credits, and mixed-use development required. Written, oral, and computer skills imperative; Grant writing, budgeting, public relations skills necessary; desktop publishing experience needed. A positive attitude is a must.

Physical Requirements: This is light work requiring the exertion of up to 20 pounds of force occasionally, up to 10 pounds of force frequently to move objects. Work requires standing, walking, fingering, grasping and repetitive motions. Speech and hearing is required to communicate in person and by telephone. Visual acuity is required to prepare and analyze written or computer data, determine the accuracy and thoroughness of work, and observing general surroundings.

Salary, including excellent benefits, dependent upon qualifications. Send letter of interest, resume, salary history, references, and examples of work to Uptown Lexington, Inc. Search Committee, 13 East 1st Avenue, Lexington, NC 27292. Or use e-mail address careers@uptownlwxington.com. Position will remain open until filled and applications may be accepted until 09/30/2020.

August 25,2020

Job Description for Executive Director Uptown Lexington, Inc. Lexington, NC

Work Objectives

The Executive Director of Uptown Lexington, Inc. coordinates activity within the uptown Lexington district. The organization's programs and services utilize historic preservation as an integral foundation for uptown economic growth and vitality.

He/She is responsible for the development, conduct, execution and documentation of the Main Street program. The Executive Director is the principal on-site staff person responsible for coordinating all program activities locally. In addition, the Executive Director should help guide the organization as it grows and as its objectives evolve.

Full Range of Duties Performed by Executive Director

The program manager should carry out the following tasks:

- Coordinate activities of Uptown Lexington, Inc. committees, ensuring that communication between committees is well established; assist committees with implementation of work plan items.
- Manage all administrative aspects of the Main Street program, including purchasing, record keeping, and budget development, preparing all reports required by the North Carolina Main Street program, and supervising employees or consultants.
- Develop, in conjunction with the ULI board of directors, uptown economic development strategies that are based on historic preservation and utilize the community's human and economic resources. Become familiar with all persons and groups directly or indirectly involved in the uptown district. Mindful of the roles of various uptown interest groups, assist ULI's board of directors and committees in developing an annual plan of work for implementing an uptown revitalization program focused on four areas:
 1. **Design/Historic Preservation** - *Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning.*
 - Assist individual tenants or property owners with physical improvement and/or redevelopment projects through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; participate in construction supervision as needed; provide advice and guidance on necessary financial mechanisms for physical improvements.
 - Administer the Façade Incentive Grant program money provided by the City of Lexington to be used for façade improvements and coordinate the distribution of design guidelines that are used as the basis and tool for determining good design principles for uptown Lexington.
 - Manage the maintenance requirements of the streetscape improvements, and coordinate the planning, research, funding of future streetscape improvement development projects.

2. **Promotion /Marketing** - *Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors.*
 - Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the uptown's architecture and other assets and to foster an understanding of ULI's goals and objectives. Use speaking engagements, public presentation, media interviews and personal appearances to keep the program in the public eye.
 - Advise uptown merchant's on Main Street program activities and goals; help coordinate joint promotional events, such as the *Uptown Christmas Open House*, and cooperative retail promotional events including *Summer Strolls*, in order to improve the quality and success of events and attract people uptown; work closely with local media to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of the promotion in order to advance an image of quality for the uptown.
 - Coordination of cooperative efforts with other Lexington attractions, and events such as The Bob Timberlake Gallery, Childress Vineyards, and Lexington BBQ Restaurants, and Richard Childress Racing; marketing those assets through state and national tourism vehicles and through a web presence including maintenance of the www.uptownlexington.com website.
 - Assist individual tenants or property owners with marketing issues through personal consultation or by obtaining and supervising professional marketing / promotion consultants.

3. **Organization/Management** - *Building Consensus and cooperation among the many groups and individuals who have a role in the revitalization process.*
 - Help build and maintain strong and productive working relationships with appropriate public agencies at the local and state level, other nonprofit agencies throughout the community, and with local property owners and business owners who are stakeholders in the uptown district.
 - Build growth of the financial and human resources for Uptown Lexington, Inc. for advanced programming and services offered and to attract human volunteer interest.
 - Grants writing, particularly in partnership with other agencies, for special project development to improve the Uptown Lexington district.
 - Represent the community to important constituencies at the local, state and national levels. Speak effectively on the program's directions and findings, always mindful of the need to improve state and national economic development policies as they relate to smaller communities.

4. **Economic Restructuring/Development** - *Strengthening the district's existing economic base while finding new ways to expand it to meet new opportunities – and challenges from outlying development.*
 - Utilizing the Main Street program format, develop and maintain data systems to track the process and progress of uptown Lexington. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes and information on job creation and business retention.
 - Maintain existing and develop new financial incentive funds for economic growth initiatives; administer the CDBG Urban Redevelopment Program Loan Program established to correct code violations in the Urban Redevelopment District

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- Manage the Uptown Lexington Endangered Properties Program and all financial requirements and incentives of owning and marketing historic property.
- Work with the Board of Directors and in partnership with the Office of Business and Community Development with the City of Lexington to recruit appropriate business entities to the uptown district.

Resource Management Responsibilities

The Executive Director supervises an Office / Communication Manager, as well as professional consultants. He/She participates in personnel and program evaluations. The Executive Director maintains local records and reports, establishes technical resource files and libraries and prepares regular reports for the North Carolina Main Street program. The Executive Director monitors the annual program budget and maintains financial records alongside the City of Lexington Finance Department. The Finance Department maintains bookkeeping for Uptown Lexington, Inc.

Job Knowledge and Skills Required

The program manager should have education and/or experience in one or more of the following areas:

- Architecture
- Historic preservation
- Economics
- Finance
- Public relations
- Design
- Journalism
- Planning
- Business administration
- Public administration
- Retailing
- Volunteer or non-profit administration/ and or small business development

The Executive Director must be sensitive to design and preservation issues. The Executive Director must understand the issues confronting uptown business people, property owners, public agencies and community organizations. He/She must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent work environment. Excellent verbal and written communication skills are essential. Supervisory skills are necessary. A positive attitude is a must.

Uptown Lexington, Inc. 13 East 1st Avenue, Lexington, NC 27292

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