

DOWNTOWN DEVELOPMENT MANAGERDEFINITION

Plans, develops, and administers long and short-range plans to stimulate broad-range economic growth and quality development in the Central City Business District; manages the City of Santa Ana Business Improvement District program; coordinates the City's off-street parking facilities and acts as liaison on Civic Center issues.

ESSENTIAL FUNCTIONS INCLUDE BUT ARE NOT LIMITED TO

Develops marketing plans and actively participates in the promotion of downtown development. Conducts presentations regarding downtown development to community organizations, developers, property owners and tenants. Meets with and advises representatives of commercial concerns, retail businesses, and residential developers interested in locating in the Central Business District. Administers the Central City parking management plan on a daily basis. Advises downtown development constituency regarding the economic and community conditions affecting economic development in the area. Manages the Regional Transportation Center. Establishes Division goals and objectives, incorporating Total Quality Service principles into division procedures and practices. Develops and manages Division budget. Establishes and maintains books, records, statements, minutes disbursements, and all other relevant affairs of the Downtown Merchants' Association. Coordinates with the Santa Ana Civic Center Authority, the County of Orange and the Civic Center Parking Operator to implement civic center programs. Supervises Downtown Development Division staff. Performs other functions as assigned.

DISTINGUISHING FEATURES OF THE CLASS

This classification reports to the Executive Director of Community Development. It is part of a specific career ladder; the highest level classification beneath it is the Redevelopment Assistant.

RECOMMENDED MINIMUM QUALIFICATIONS

Five years experience in a responsible administrative capacity in redevelopment, real estate, planning or similar work, with Downtown development and marketing experience preferred. Graduation from an accredited college or university with specialization in economics, business or public administration, may be used in combination with experience and training, which provides the following knowledge and abilities.

DESIRABLE KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of: principles and practices of public administration and government organizations; federally funded redevelopment tools, real estate, planning; redevelopment law and related practices and procedures.

Ability to: develop comprehensive programs for downtown revitalization; conduct research and prepare reports; make presentations to and develop cooperative working relationships with public officials, governmental agencies, business and civic organizations and the general public in an effective manner.

CHARACTERISTICS OF SUCCESSFUL PERFORMERS

The successful performer is a well-organized, courteous professional with excellent writing skills, one who is a consensus builder with strong inter-personal skills, the ability to deal effectively with all levels of the City organization and the business and residential communities, and the flexibility to respond to multiple demands in a high-pressure environment.

Class title change from Downtown Development Commission Manager
per Council Resolution No. 86-83
effective 8-18-86

ADA Approved: 01/09
Reviewed: 01/09