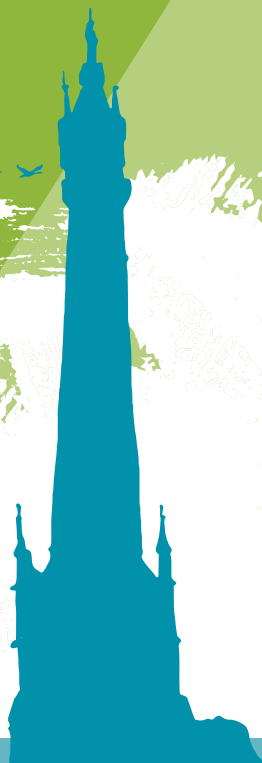


2021 EXECUTIVE DIRECTOR POSITION PROFILE



Jonathan Jackson
President - East Side BID #20

director@theeastside.org
P.O. Box 510197 Milwaukee, WI 53203

**BUILDING A COALITION TO CREATE
MILWAUKEE'S MOST VIBRANT NEIGHBORHOOD**

THE EAST SIDE BID IS THE CREATIVE CROSSROADS OF THE EAST SIDE

We are the original 'lifestyle' center that malls try to recreate. We are a community. We are a destination. We operate the one-of-a-kind art destination Black Cat Alley. We're the bike hub between lakefront and river trails.

Today, more than 100 businesses are located within the BID and as of 2020, the BID's property values total more than \$185 million. Our eclectic and thriving businesses include AXE MKE, Beans & Barley, Crossroads Collective, Izzy Hops Swig & Nosh, East Side Family Chiropractic, Hooligan's, Jazz Estate, Sip & Purr Cat Café, Thermo Fischer, The Tool Shed, Village Ace Hardware, Von Trier, Whole Foods, and Yoga Six. We're also proud to have several anchor non-profit institutions in Milwaukee located within in our BID, including Ascension Columbia St. Mary's, Educators Credit Union, Milwaukee Film's Oriental Theatre, and University of Wisconsin-Milwaukee.

The East Side Business Improvement District was formed in 1997 after several discussions with business owners, other BIDs, and the Department of City Development. That fall, the East Side Business Improvement District #20 was approved by the City Plan Commission, Zoning, Neighborhoods, and Development committee, the Common Council, and signed into law by Mayor Norquist on 9/23/1997.

The BID is responsible for advancing the strategic direction of the neighborhood and the management, promotion, and staffing for the commercial area. The services include area management (business resource support, litter and cleanliness, landscaping, decoration, wayfinding, and placemaking), marketing of the neighborhood (general promotion, events, fundraising), and economic development (business recruitment, infrastructure planning, liaising with government offices and leaders).



THEEASTSIDE.ORG

ORGANIZATION PROFILE

THE EAST SIDE BID (#20)

EXECUTIVE DIRECTOR

KEY RESPONSIBILITIES

THE POSITION REQUIRES A CONFIDENT AND DYNAMIC LEADER WHO IS A GREAT COMMUNICATOR AND COALITION BUILDER

This position currently oversees one part-time staff person, as well as several vendors and contract staff providing our services and producing our events. The Executive Director must be a self-starter who is comfortable working alone frequently.

AREA MANAGEMENT (20% OF POSITION TIME)

BID Appearance

- Manage appearance, through vendors and city, in areas that are the responsibility of the BID and work with property owners to ensure appearance standards maintained throughout all areas of the BID. This includes, but is not limited to: graffiti, trash collection, landscaping, and planter appearance.
- Ensure signage and wayfinding throughout the BID is accurate, clear, and pleasing.
- Crosswalk and other ROW maintenance in coordination with the city.

Black Cat Alley (BCA)

- Act as end contact (after Special Projects Manager Part-Time Position or in their absence or position vacancy) for all programs, events, rentals, maintenance, mural removals or new murals, signage, security, and budgetary expenditures for the Alley.
- Assists Special Project Manager in evaluating and applying for grants for BCA.

BID BUSINESSES SUPPORT (20% OF POSITION TIME)

Convene and Connect

- Regularly convene and connect BID businesses to align and strengthen our neighborhood and community, while supporting cross-promotional opportunities or information needs.

Provide Resources

- Regular Newsletters to communicate grants, workshop, training, and other opportunities to BID businesses.

Liaison

- Be available to BID business owners, property owners, and stakeholders and handle requests for information, service, etc.

ECONOMIC DEVELOPMENT (20% OF POSITION TIME)

Development

- Work with BID Board and BID Stakeholders to execute development plan for BID.

Business Recruitment

- Maintain visibility of the BID within region as a viable business destination.

Liaison

- Strengthen and expand relationships within corporate, commercial corridor team, community, government, and institutional partners to advance BID.

MARKETING & DEVELOPMENT (20% OF POSITION TIME)

Marketing

- Develop and manage marketing plan that promotes programs and BID businesses and area to Milwaukee area residents, visitors, and businesses.
- Develop and maintain positive relationships with local media outlets.

Development

- Utilize various and diverse methods of developing funds for the organization's activities including researching and applying for grants, developing sponsorship partners, maximize sponsorship for any events, and solicit donations.

ORGANIZATIONAL MANAGEMENT (20% OF POSITION TIME)

Board Support

- Liaison and engage with the BID Board to ensure Board engagement in BID.
- Schedule, send meeting notices and take minutes of all BID Board Meetings in coordination with BID Board President.
- Participate in committee meetings of the BID Board.
- Creating a work plan beneficial to BID businesses that prioritizes work, projects, and programs that serve the strategic direction of the neighborhood.

Budgeting & Financial Management

- Create and manage a balanced annual budget that serves the needs, desires, and interests of the business community and property owners.
- Work with our Bookkeeping firm and Board Treasurer to ensure proper record keeping and financial management.
- Financial Review coordination with accountant in accordance with City guidelines and Issue 1099s as needed.

Personnel

- Oversee Special Projects Manager part-time position, for BCA Management.

Event Oversight

- Work with the BID Board to develop events plan annually, supporting the strategic goals of the BID and BID Businesses.
- Hire and oversee vendors or contract personnel executing events on behalf of the BID.
- Ensure successful performance of events.

Assessments, Operating Plan and Annual Report

- Work with Commercial Corridor Team and BID Board to produce and submit annual planning documents.

Connect Communities

- Ensure compliance with Connect Communities participation criteria.

EXECUTIVE DIRECTOR

QUALIFICATIONS, PAY & BENEFITS

QUALIFICATIONS

- 5 years minimum of experience working in some combination of the following areas: economic development and/or revitalization, constituent services, nonprofit management, government/public policy, small-business assistance, or urban planning.
- Excellent computer skills, including Microsoft Word and Excel, ability to manage web content, and experience in working with digital newsletters/communications and social media (i.e. Facebook, Twitter, Instagram, etc.).
- A Bachelor's degree is required, and a Master's degree in a related field is a plus.
- Substantive administrative, contract-management, and financial management experience.
- Familiarity with business development and management.
- Marketing and special event experience.
- Experience with grant writing.
- Ability to engender trust with people of diverse social, economic, racial, and educational backgrounds.
- Ability to identify and catalyze strategic opportunities and relationships to advance the BIDs mission.
- Familiarity with The East Side.
- Knowledge of and/or experience working with City government, a plus.

PAY AND BENEFITS

- This is a salaried position without health insurance benefits offered. The pay range for this position is \$65,000 - \$85,000 and pay will be based on experience.



EXECUTIVE DIRECTOR APPLICATIONS

Please submit a cover letter and resume by October 22, 2021, to:

director@theeastside.org