

MEMORANDUM

TO: Town Council
FROM: Fred Carpenter, Town Manager *FC*
SUBJECT: July 11 Special Meeting on Main
Street/Economic
Development/Tourism
DATE: July 6, 2007

With departure of Carol McCauley from the Main Street/Redevelopment Area Manager position, there has been considerable conversation concerning the evolution of this position as well as possible alternatives. Discussion of this issue has been scheduled for July 11 beginning at 5:00 pm.

As preparation for the meeting, attached are the current job description and an outline of a possible new job description containing elements of economic development and tourism promotion, which could be titled Tourism-Economic Vitality Manager.

When Carol departed, Cathy Boone assumed on an interim basis the Main Street/Redevelopment Area Manager duties. If Carol's former position changes, the need to continue Main Street coordination in some fashion will remain. Cathy could be assigned those duties on a more permanent basis with the new position focusing on the tourism/economic development arena.

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Town of Payson
Job Description

Position Title: Main Street/Redevelopment Area Manager

FLSA Classification: Exempt

Pay Grade: 62

Department: Community Development

Reports To: Community Development Director

Approved By:

This position's primary duty is the performance of office or non-manual work directly related to the management or general operations of the Main Street Redevelopment Department. The primary duties include the exercise of discretion and independent judgment with matters of significance.

GENERAL PURPOSE:

This position is responsible for the implementation of the four part National Main Street Program objectives, and overseeing the coordination and implementation of the Green Valley Redevelopment Area Program. This position will be responsible for the conduct, execution, and documentation of the Main Street and Redevelopment Area Program activities; to coordinate assigned activities with other Town departments and outside agencies; and to provide highly responsible and complex administrative support to the Community Development Director. The Main Street/Redevelopment Area Manager will assist the Community Development Director with activities that promote economic development, business revitalization and preservation within the Green Valley Redevelopment Area.

SUPERVISION EXERCISED:

Responsible for coordinating and supervising the volunteers for the Main Street Program and full time secretary.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Works with the Community Development Director to coordinate activities of the Main Street Program committees by ensuring that communications between committees is well established.
- Provides for the effective operation of the redevelopment programs within the Community Development Department.

- Assists the Director in the management and development of the financial management system 501c3, grants and budget to ensure adequate funding, record keeping, purchasing, and budget development to operate the Main Street/Redevelopment Area Program.
- Responsible for understanding the provisions of the Unified Development Code as they pertain to planning and zoning for the implementation of the Redevelopment Area Program.
- Ensures that all reports required by the Arizona Main Street Program and the National Main Street Center are prepared and submitted at the appropriate time, as well as attend meetings that are pertinent to the Main Street Program sponsored by these agencies and other appropriate agencies.
- Identifies funding sources and assists with preparation of funding applications to help promote revitalization and preservation within the Green Valley Redevelopment Area.
- Identifies and develops appropriate economic development strategies.
- Provides staff assistance to the Green Valley Redevelopment Area Committee/Main Street Board of Directors, and Historic Preservation and Conservation Commission.
- Confers with engineers, developers, architects, attorneys, property owners, consultants and a variety of agencies and the general public in acquiring information and coordinating department matters; provides information regarding Town development requirements as related to GVRA.
- Performs any other duties as assigned by the Community Development Director.
- Becomes familiar with local businesses and owners/operators, identifying their needs and developing programs to address those needs where feasible.
- Develops and implements ongoing public awareness and education programs designed to enhance appreciation of the Main Street Area architecture and other assets.
- Utilizes speaking engagements, media interviews, and personal appearances to promote and educate the public on the Main Street Program.
- Coordinates with other area agencies to include the Payson Regional Economic Development Corporation and Rim Country Regional Chamber of Commerce.

PERIPHERAL DUTIES:

Participates on a variety of Boards, Commissions and Committees as required by the Community Development Director; presents information and recommendations on projects and documents of a specialized nature in a variety of meetings; attends and participates in professional groups and committees.

MINIMUM QUALIFICATIONS:

Any combination of experience and training that would likely provide the required knowledge and abilities to perform required job duties is qualifying.

Education and Experience:

- Three years in operating a small business, or managing and operating public programs, or planning and/or project management programs or construction management, or three years experience in operating a Main Street Program.
- Equivalent to a Bachelor's degree from an accredited college or university with major course work in architecture, historic preservation, economics, finance, public relations, design, journalism, planning, business administration, public administration, retailing.

Five years or more experience as stated above would not be required to have a degree, and a person with a master's degree in the above areas would be required to have at least two years of previous experience.

Certifications & Licenses:

Knowledge, Skills and Abilities

- Skillful in the operation of various computer programs such as Microsoft Word, Publisher, Power Point, etc.
- Ability to establish effective working relationships with the general public, staff, and applicants for service.
- Understands theories, principles and practices of economic development as applied to the preparation of designs, plans and specifications for development projects.
- Understands land use principles and applicable redevelopment responsibilities.
- Understands methods and techniques of effective report preparation and presentation to groups, committees, commissions, boards, and other organizations.

- Ability to gain cooperation through discussion and persuasion.
- Ability to analyze and systematically compile technical and statistical information and prepare technical reports to include graphic displays.
- Ability to interpret, apply, and ensure project compliance with Federal, State and local rules, laws and regulation particularly those pertaining to municipal redevelopment projects.
- Ability to clearly communicate in both written and verbal form.

TOOLS AND EQUIPMENT USED:

Personal computer, including word-processing and planning software, calculator, pencil, pen, eraser, ruler, scale, copy and fax machine.

PHYSICAL DEMANDS:

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

While performing the duties of this job, the employee is frequently required to sit and talk, to hear, use hands to finger, handle, feel or operate instruments or controls; and reach with hand and arms. The employee is required to walk. Requires repetitive movements standard in office-related activities such as typing, and sitting and standing, talking in person and via telephone.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described herein are representative of those that an employee may encounter while performing the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderately low.

MENTAL ACTIVITIES

Reasoning: Ability to apply common sense understanding to carry out assigned duties. Ability to reason with a diversity of cultures and individuals and difficult conditions and often strong and vocal viewpoints.

Logic: Ability to perform basic skills, including organizational and process management.

Language/Communication: Demonstrable ability to communicate clearly and concisely orally and in writing.

All job descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been included. Requirements, skills and abilities included have been determined to be the minimal standards required to successfully perform the position. In no instance however, should the duties, responsibilities and requirements be interpreted as all-inclusive. Supervisors as deemed appropriate may assign additional functions and requirements.

In accordance with Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodation will be made which may pose serious health or safety risks to the employee or others or which may pose undue hardships on the organization.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the need of the employer and requirements of the job change.

Employee Signature

Date

TOURISM – ECONOMIC VITALITY MANAGER

Purpose:

Tourism is a clean and positive source of revenue without having a permanent impact on our resources. Quality of life, for our residents and the region depends greatly on this clean source of revenue.

Payson desires to become a tourist destination and return its prior status of being the Festival Capital of Arizona. A coordination of efforts between other agencies, Town departments and tourist attracting events is needed in order to reach the goals the Town is pursuing. Further the town must maintain its economic vitality. To that end the Town of Payson has established the Payson Office of Tourism and Economic Vitality and the position of Tourism – Economic Vitality Manger, for the purpose of achieving these goals.

JOB DESCRIPTION:

TOURISM:

- Create a Strategic Plan to market and promote tourism in Payson.
- Expand and promote existing major events such as 24 Hour Stampede, Spring Rodeo, August Doin's and Car Show and Magic on the Mountain (Electric Light Parade).
- Review all events to assess their strength and potential and coordinate with the volunteer leaders to aid them in achieving their maximum potential and self sufficiency.
- Identify other possible venues for events and recruit new high profile events that fit Payson's image "a mountain with a western heritage". Assist those town organizations e.g. non-profit and other civic groups to become established and self sufficient.
- Review past events that no longer exist to identify ones that might again be successful.
- Identify a strategy to entice more Payson Residents to attend events.
- Establish an Events Coordination Committee, to meet when an event is upcoming. This committee should include town dept heads, as needed, as well as representatives from the Chamber of Commerce, PREDC, Green Valley/Main Street and the Tonto Apache Tribe.
- Create and distribute a clearing house calendar of events for the entire town. Ensure calendar is distributed to all local media (radio stations, newspapers, and websites both local and regional).
- Write press releases for upcoming events. Take advantage of all opportunities to promote Payson as the Festival Capital of Arizona.

- Act as the Towns Media guide for radio, television, print etc.
- Establish a relationship with all merchant's groups within the town for the purpose of closer communication.
- Develop effective Marketing and Advertising strategies to build the Image: "Payson, A Mountain Town with a Western Heritage".

ECONOMIC VITALITY

- Create a business plan to identify goals and measures of the town of Payson's Economic Vitality.
- Coordinate with Payson Regional Economic Development Committee, Payson Regional Chamber of Commerce, and Community Development Department as well as other community organizations commissions to encourage these groups maximize their efforts to meet these goals.
- Identify, analyze and develop solutions for issues identified by the business community as hindering business expansions.
- Collaborate and be a business resource to new and existing businesses providing direction and leadership with their problem solving.

MISCELLANEOUS

- Advise the town council on the best use of the bed tax dollars for the promotion of Payson
- Provide a quarterly report to the town manager on progress of both the Tourism and Economic Vitality goals.

PREREQUISITE SKILLS AND ABILITIES:

- Ability to identify the target people and organizations Payson needs to attract to increase tourism and to establish a good working relationship with them.
- Ability to motivate, coordinate and manage volunteer groups... positive, principled and firm leadership skills is essential.
- Ability to supervise the management of events.. Project management skills are critical.
- Ability to identify sources of free publicity, to write press releases that beg to be used, to cheer lead and to project a positive attitude that is contagious.
- Ability to be strong effective speaker and an advocate for the town.

Payson Tourism Taskforce Membership		
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