



JOB DESCRIPTION

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| Title: | Community Development Authority Director | Department(s): | CDA |
| Reports to: | CDA Board | Location: | |
| FLSA: | Exempt | Pay Grade: | Salary Range \$55,000 - \$60,000 (Possible Incentives) |
| Shift: | Day | Status: | Full Time |
| Bargaining Unit: | None | Date: | January 2012 |

JOB SUMMARY

The CDA Director is responsible for the overall operations of the Community Development Authority, including programs, budget, and personnel.

ESSENTIAL DUTIES AND RESPONSIBILITIES

This list of duties and responsibilities is not all inclusive and may be expanded to include other duties and responsibilities, as management may deem necessary.

- Ensure the efficient and effective operation of the Whitewater CDA in compliance with all applicable federal and state statutes and administrative rules, and with the ordinances and policies of the City of Whitewater.
- Prepare an annual budget for consideration by the CDA Board. Prepare budgets and identify funding for projects conducted by the Whitewater CDA. Monitor revenue and expenditures to ensure consistency with adopted budgets. Prepare monthly financial statements, processing of invoices, maintenance of CDA accounts, and the annual audit.
- Conduct an effective program of business retention to identify and address issues of concern to the City's businesses, facilitate business expansion, and minimize the impacts of business contraction, closing, or relocation from the City of Whitewater.
- Conduct a targeted program of business attraction based on the direction of the CDA Board.
- Maintain current data concerning the City of Whitewater, the Whitewater region, the City's labor force, and the City's retail trade areas. Analyze the data to identify opportunities, concerns, and trends. Assemble and present the data for use by the community and for the marketing purposes of the Whitewater CDA.
- Encourage appropriate new development, redevelopment, and related investment within the City of Whitewater. Work with other city staff and outside parties to facilitate projects benefiting the City and its residents.
- Identify, plan, and implement economic development programs related to business development, neighborhood improvement, downtown revitalization, and related goals established by the CDA Board.

- Plan, coordinate, and execute the real estate projects of the Whitewater CDA, including continued development and marketing of the Whitewater Business Park, redevelopment projects, Brownfield projects, renovation projects, and new construction. Provide continued management of the CDA's real estate assets.
- Meet with Innovation Manager on a regular basis to coordinate marketing of Business Park, Tech Park and community marketing.
- Administer the CDA's Economic Development Loan Program, Housing Loan Program, and Façade Loan Program in accordance with federal and state requirements and the Whitewater CDA's adopted policy manuals.
- Participate as a member of the City of Whitewater's Plan Management Team, in developing short- and long-range plans for the City of Whitewater, implementing the City's Capital Improvement Plan and other infrastructure development, and coordinating private development within the City of Whitewater.
- Identify appropriate grant opportunities and prepare grant applications for funding related to economic development, public infrastructure, affordable housing, and other activities in support of the CDA's goals. Provide required administration for any grant funds received.
- Coordinate City and/or CDA participation in state and federal programs through WHEDA, SBDC, Rural Development, EPA, EDA, and other agencies.
- Participate in City Tax Increment Finance District decisions and policies.
- Prepare supporting material and present information, CDA requests, and proposals to the City of Whitewater Common Council, Plan and Architectural Review Board, and other boards and commissions.
- Serve as the CDA's or City's representative on various local and regional boards that may include Whitewater Tourism Council, Jefferson County Economic Development Consortium, Walworth County Economic Development Alliance, and Capital Ideas Technology Zone.
- Prepare and distribute Community Development Authority agendas and supporting materials; attend CDA meetings; take minutes; prepare and post public meeting notices; and coordinate materials for distribution as needed.
- Maintain databases and business and contact mailing lists.

ADDITIONAL TASKS AND RESPONSIBILITIES

- As a member of the City of Whitewater's development team, provide support to the City's overall administration and participate in development of the Common Council agenda.
- Conduct other tasks or assignments as directed by the CDA Board of Directors.
- Attend seminars and workshops.

SUPERVISION RECEIVED AND/OR EXERCISED

- The CDA Director reports directly to the CDA Board of Directors and works under the supervision of the CDA Board.
- Will supervise interns and clerical staff as assigned.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

- A minimum of a bachelor's degree in business public administration, planning, geography, economics, or a related field. A master's degree is preferred, as is designation as a Certified Economic Developer (CEcD).
- A minimum of three years of closely related professional experience preferred.
- Prior grant administration experience a plus.

RESIDENCY

- Residency within the corporate limits of the City is a requirement of the position.

Language Skills

- Ability to analyze data and information using established criteria, in order to determine consequences and to identify and select alternatives. Ability to compare, count, differentiate, measure, copy, record and transcribe data and information. Ability to classify, compute, tabulate, and categorize data.
- Ability to persuade, convince, and/or train others. Ability to advise and interpret how to apply policies, procedures and standards to specific situations.
- Ability to utilize a variety of advisory data and information such as code manuals, City ordinances, directories, State statutes, procedures, guidelines and non-routine correspondence.
- Ability to communicate orally and in writing with City personnel, Department personnel and City residents.

Mathematical Skills

- Ability to calculate percentages, fractions, decimals, volumes, ratios, present values, and spatial relationships. Ability to interpret basic descriptive statistical reports.

Reasoning Ability

- Ability to use functional reasoning in performing influence functions.
- Ability to exercise the judgment, decisiveness and creativity required in situations involving the evaluation of information against sensory and/or judgmental criteria.
- Ability to work well under pressure and handle stressful situations, to organize work and set priorities, managing time and resources to meet deadlines and changing demands within the entire operation of administrative services, perform duties with a minimum of supervision.

Other Qualifications

- Ability to effectively meet and deal with the public.
- Ability to work effectively in cooperation with employees of the City and the University of Wisconsin-Whitewater.
- Ability to work in and maintain an environment that deals with sensitive and confidential information.
- Knowledge of federal and state statutes and rules related to community development authorities, tax incremental financing, redevelopment, eminent domain, comprehensive planning, public finance, and other pertinent topics.
- Comprehensive understanding of economic development including current practices and emerging issues.
- Excellent communications skills and the ability to work with people having very diverse interests.
- Working knowledge of modern office practices and procedures, including use of Microsoft Office.

- Advanced knowledge of Microsoft Excel, including features such as filters, formulas, charts, and tables. Experience designing/developing Excel spreadsheets in a financial environment preferred.
- Ability to operate phone system, desktop computer, copy machine, postage machine, fax machine, base radio and cash register.
- Proficiency in typing, 10 key calculator, computers and electronic data processing.

Physical Demands

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

- While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is required to walk; use hands to finger, handle, or operate objects, tools, or controls; and reach with hands and arms.
- Specific vision abilities required by this job include close vision, ability to adjust focus, and the ability to sustain prolonged visual concentration.
- Requires the ability to operate, maneuver and or provide simple but continuous adjustment on equipment, machinery and tools such as computer and other office machines, and or materials used in performing essential functions.
- Ability to coordinate eyes, hands, feet and limbs in performing slightly skilled movements such as typing and to operate various pieces of office equipment.
- Ability to recognize and identify degrees of similarities and differences between characteristics of colors, shapes and textures associated with job-related objects, materials and tasks.
- The employee must exert light physical effort in sedentary to light work, occasionally involving lifting, carrying, pushing, pulling, crouching, crawling, kneeling, stooping and or moving up to 25 pounds.

WORK ENVIRONMENT

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

- The noise level in the work environment is moderately quiet.
- Ability to work under generally safe and comfortable conditions where exposure to environmental factors such as repetitive computer keyboard use, irate individuals and intimidation may cause discomfort and poses limited risk to injury.

The City of Whitewater is an Equal Employment Opportunity. In compliance with the American with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

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.

Nothing in this job description reflects management's right to assign or reassign duties and responsibilities to this job at anytime. 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. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Acknowledgment: _____ Date: _____

The above statements reflect the general details necessary to describe the principle functions of the occupation described and shall not be construed as a detailed description of all the work requirements that may be inherent in the occupation.

Human Resources Date

City Manager Date