

Georgetown Business Improvement District Job Announcement Economic Development Director

Announcement Date: October 2021

The Georgetown Business Improvement District (BID) seeks a person with broad interests and capacity in urban planning and economic development who can apply technical skills in data analysis to creative problem solving, community organizing, and placemaking in an entrepreneurial and fun work environment.

This is an exciting opportunity for a professional who has a passion for building great neighborhoods in cities, enjoys working on diverse projects in the office and in the field, and is excited to work in a historic, vibrant, and ever-evolving historic district.

This position is part of the Planning and Economic Development team. The ideal applicant will have a good understanding of economic development, urban planning, and transportation planning; strong data analysis and communication skills; a familiarity with local policy and budget processes; a willingness to experiment; and an ability to work effectively with cross-functional teams and diverse stakeholders.

GOALS

The goals of this position are twofold:

1) Economic Development:

- a. Position Georgetown as a premier destination for office, retail, hotel, and commercial service tenants to locate
- b. Ensure that Georgetown remains a competitive place to do business
- c. Collect, analyze, and communicate economic development data about the Georgetown market
- d. Support the retention of existing businesses and attraction of new businesses through effective presentation of relevant data and qualitative information
- e. Work with the BID staff, board, and DC government leaders to understand the contribution that Georgetown makes to the District's economy and tax base, and to design and implement programs that sustain and grow this contribution

2) Special Projects:

- a. Work with the CEO, Marketing Director, Operations Director, Transportation Director, Placemaking Manager and other BID staff and Board members to develop and implement new initiatives in long-term planning, improvements to the physical environment, and other projects envisioned and developed over time.

KEY RESPONSIBILITIES

- 1) Research, collect, analyze, collate, and distribute real estate and market data for the benefit of brokers, prospective and existing tenants, landlords, investors, and city officials. Convene senior BID staff and stakeholders to coordinate the collection and distribution of data, reports, presentations, and other materials:
 - a. Create regular reports on the state of different sectors of the Georgetown economy (retail, restaurants, hospitality, office)
 - b. Host regular briefings for brokers and landlords with market updates, data, and insights
 - c. Create and maintain dashboards and maps that communicate key insights into the state of the market
 - d. Track changes in retail space occupancy and usage
 - e. Track development projects in Georgetown
 - f. Produce custom market and investment reports that promote Georgetown, for investors and brokers, as requested

- 2) Build and maintain relationships with broker and landlord community (individually and in groups) to share and collect data and market information, keep Georgetown front-of-mind, and organize collective action on economic development issues.
- 3) Participate in meetings and presentations with relevant economic development agencies and organizations and provide information to these partners when requested, including: the BID Council, Washington DC Economic Partnership, DC Building Industry Association, Destination DC, and the Office of the Deputy Mayor for Planning and Economic Development.
- 4) Maintain relationships with BID members to understand the needs of individual businesses and the needs of different sectors of the economy. Organize and provide program and administrative support to BID Member sector working groups and general BID-member meetings. Help organize meetings and make presentations on market updates, data, and insights.
- 5) Work with Transportation Director to conduct surveys and collect data related to pedestrian activity, parking, traffic, transit ridership, bicycle and micromobility trips, and other transportation modes.
- 6) Design, implement, and manage special projects as assigned and developed including:
 - a. Represent BID before DC and Federal Government agencies to advocate for regulatory action or reform and clarify regulatory processes for BID Members, on issues including, but not limited to: Historic Preservation Office, Commission of Fine Arts, Old Georgetown Board (historic preservation); Department of Consumer and Regulatory Affairs (building permits, enforcement issues); Alcoholic Beverage Regulation Administration (liquor licensing); DC Department of Transportation (public space planning, use, and permitting).
 - b. Work with Marketing Department to implement and evaluate Office Marketing Campaign to position Georgetown as a desirable place for companies to locate
 - c. Recruit and manage student interns to support BID projects and develop professional skills
 - d. Assist with the BID's Georgetown Heritage efforts
 - e. Other as assigned or proposed.

REPORTING RELATIONSHIPS

Position reports to the CEO

QUALIFICATIONS

- Bachelor's degree and minimum of five years of experience in related areas required. Graduate education may be substituted for part of work experience.
- Familiarity with the District of Columbia businesses and/or government is strongly preferred.
- Strong written and verbal skills required to present information clearly and persuasively to a variety of audiences.
- Technical capability to produce statistical information, graphs, and financial data through electronic and other media.
- High degree of accuracy and attention to detail required.
- Facilitation and Community Organizing experience preferred
- A sense of humor
- Ability to manage multiple priorities and meet deadlines with minimal supervision.

TO APPLY

Please email a resume and cover letter with subject line, "GBID Economic Development Director Search" to: careers@p3hired.com.

BACKGROUND

The Georgetown BID is a publicly chartered non-profit organization dedicated to keeping the Georgetown commercial district vibrant, sustainable, welcoming, safe, and clean. The Georgetown BID runs a wide variety of programs to preserve and enhance the health of the neighborhood including marketing it as a unique shopping, dining, and working historic destination; keeping the streets and sidewalks clean and pedestrian-friendly; improving the streetscapes, plantings, and street furniture; collecting and disseminating economic development research; and improving transportation access and mobility. The organization has a \$4.6 million annual budget and 26 employees and full-time contractors. For more information visit our website www.georgetowndc.com.

The Georgetown Business Improvement District provides equal employment opportunities without regard to race, color, religion, sex, national origin, age, non-job-related disability, veteran status, genetic information, or other protected group status. In so doing, we are committed to ensuring that all employees and applicants for employment are afforded an equal opportunity to pursue job promotions, and opportunities for personal development, compensation and benefits reflect our commitment to furthering the principles of the Georgetown BID's equal employment policy.

This Job Announcement, and any application submitted pursuant to it, is not an offer of employment or an employment contract.

Job is open until filled.