

TO: Personnel Board

FROM: Harper Donahue, Human Resources

DATE: September 21, 2012

SUBJECT: Economic Development Specialist

In the 2012 Adopted Operating Budget for the City of Madison, the Economic Development Division salary detail includes a position called "Special Project Manager/Business Development Specialist," in CGXX-XX. The narrative in the budget document states, "*Funding for a new 1.0 FTE Special Project Manager/Business Development Specialist to assist in the staffing of key strategic projects such as the development of the Capitol East District and other targeted neighborhood development projects. It is intended that this position will help reduce the use of outside consultants employed for such projects, thereby reducing costs for some capital projects.*" Matthew Mikolajewski, Office of Business Resources Manager, created a position description for the proposed position (attached). Based on a review of the position description, meeting with Mr. Mikolajewski, and reviewing other positions in the City's classification plan, I recommend titling the new position "Economic Development Specialist" and placement of the new position in CG18, Range 12 for the reasons outlined in this memo.

Upon review of the PD, and meeting with Mr. Mikolajewski, the work of the new position can best be described as professional and leadership work in planning and implementing programmatic activities to develop and support City of Madison economic development goals. Work involves managing and executing economic development projects, policy research and development, outreach, economic development program management, and other tasks related to City goals and objectives. Examples of duties and responsibilities include:

"Plan, coordinate, and direct City-wide initiatives to promote economic development. Serve as lead staff for the planning and execution of major economic development projects. Manage related consultant contracts, including hiring consultants through RFP processes. Plan and attend community and neighborhood meetings related to economic development opportunities.

Conduct Economic Development Policy research and development. Work with City Commissions and Committees, and other City staff on the research and development of City policies to foster economic development. Partner with City staff on implementation of adopted policies, such as those identified through the Development Review Process Improvement Initiative Report. Manage updates to City's economic development plan. Partner with Planning Division staff on preparation of neighborhood and special area plans.

Provide varied consultation to City departments/divisions related to economic development initiatives. Inform and educate City alderpersons, the Mayor and other City staff and boards and commissions on issues affecting economic development.

Manage the development and maintenance of related economic development sources of information. Identify both private and public grant funding sources, and lead process to compete for funds. Provide outreach to developers and business interests. Serve as lead staff to plan and execute City outreach to the Madison business community.

Develop and maintain City promotional materials for economic development purposes. Work with City's Information Technology staff to continuously update and improve City's business-related internet presence.

Develop and manage programs, such as the Brownfield Remediation, Employment, and Workforce Development (BREWD) program, to foster economic development.

Perform related work as required."

Because this position has a large focus on identifying and stimulating economic development opportunities the City, an appropriate title for the position/classification is Economic Development Specialist. A class specification has been created outlining the duties and responsibilities of the new classification (see attached). In addition, the training and experience has been identified as:

"Five years of responsible and varied professional experience in the area of business, project management, and/or economic development, at least 2 years of which included policy research and development. Such experience would normally be gained after graduation from an accredited college or university with a bachelors' degree in business, marketing, economic development, urban planning, public administration or other related field. Possession of a Master's Degree in business, marketing, economic development, urban planning, public administration or a related field may be substituted for two years of experience. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered."

In reviewing the work of the proposed classification, I find that it closely aligns with other professional positions in CG18, Range 12, specifically the Business Development Specialist, which is also in the Economic Development Division. The Business Development Specialist, in Range 12 shares similar duties and responsibilities. Examples of duties and responsibilities from the Business Specialist Class Spec include:

- *Develop and direct a program of regular contact and outreach to businesses and employers in the community in order to promote retention, expansion and business start-up.*
- *Identify issues and initiatives that affect the business community and work to constructively inform and educate the business community and government leaders.*
- *Develop and manage business development services that provides area business answers to requests for information and guidance in finding the appropriate assistance resources.*
- *Manage the development and maintenance of related sources of information.*
- *Coordinate City response to major employer expansion/relocation.*
- *Identify and work to facilitate potential business-related funding.*
- *Work closely with other providers of business assistance such as the Small Business Development Center, SCORE and SBA to keep abreast of issues affecting the business community and opportunities to promote City business development goals.*

- *Inform and educate City alderpersons, the Mayor and other City staff and boards and commissions on issues affecting business.*
- *Work closely with other Planning and Development Department staff on improving economic development strategies and City development services.*
- *Assist with the staffing of the City's Economic Development Commission, and perform related staff work as assigned.*
- *Provide leadership and support to subordinate staff.*

Because of the similarity to the Business Development Classification in the level of work performed, I recommend the creation of the Economic Development Specialist classification in CG18/R12. In addition, the position in the Economic Development Division budget should be recreated to reflect the appropriate title and formal placement in Range 12 of CG18.

We have prepared the necessary Ordinance and Resolution to implement this recommendation.

Attachments

Compensation Group/Range	2012 Annual Minimum (Step 1)	2012 Annual Maximum (Step 5)	2012 Annual Maximum + 12% longevity
18/12	\$63,935	\$77,186	\$86,450

cc: Matthew B. Mikolajewski – Office of Business Resources Manger
 Aaron Olver – Economic Development Division Director
 Mike Lipski – HR Services Manager