

ECONOMIC DEVELOPMENT PROGRAM COORDINATOR

CLASS DESCRIPTION

General Responsibilities:

This is responsible program coordination, which includes field and office work, and special project and general leadership work in conjunction with the City's professional economic development activities. The work involves providing business assistance, research, project management, and staffing in support of the City's economic development goals within a specific program area. Programs vary and may include Street Vending, construction planning, etc. This position will gather data, conducting economic development studies as assigned, and providing various types of assistance to developers and/or business owners. The incumbent will work with the Office of Business Resources Manager, staff and other City departments on various projects and initiatives to support business growth and development. Under the limited supervision of the Office of Business Resources Manager and additional oversight by the Economic Development Division Director, an employee in this position functions independently in area(s) of responsibility and will be required to exercise judgment and discretion in working with the business community to promote the objectives of the City of Madison's Economic Development Plan.

Examples of Duties and Responsibilities:

Lead and/or assist with road construction planning efforts. Work with City agencies, Alderpersons, neighborhood associations, and neighborhood business districts in the design and implementation of road construction projects within commercial districts. Prepare and maintain road construction educational materials targeted at businesses. Plan and host pre-construction meetings with neighborhood business districts, in advance of road construction projects. Attend meetings with contractors during construction projects.

Coordinate the Street Vending Program. Develop, implement, and monitor systems and procedures for the selection, evaluation, placement, licensing, and management of various street vendors, food carts, banner placement, and sidewalk cafés operations. Issue licenses, make on-site observations and field inspections, communicate with the public and vendors, advise diverse startup business owners, follow up on complaints, perform enforcement activities, collect fees, and maintain related records. Participate in the hiring and training, scheduling, evaluating, and overseeing the activities of hourly vendor monitor staff.

Assist members of the business community by making them aware of, and guiding them through the various stages of City development processes (e.g. land use, building permits, vendor licenses, etc.). Respond to business requests for information, such as rezonings, the conditional use permit process, subdivision ordinances, industrial revenue bond applications, and sources of private financing. Work with street vendors to assist them in navigating the City's processes and regulations, explaining related ordinances and regulations, and educating them on appropriate activities and procedures. Assist businesses in resolving violations of the City's property, building and zoning codes,. Explain the involvement of boards and commissions and relevant time frames.. Provide liaison and/or referrals to other appropriate City staff as necessary.

Develop and maintain sources of information related to commercial growth and economic development in the City and perform related research studies (e.g. industrial land index, demographic information, business feasibility, trends in development, etc.) as assigned by the Economic Development Manager. Maintain a catalogue of business-related community information. Provide support to small businesses and entrepreneurs. Connect small business owners and entrepreneurs with available financial and planning resources. Work with neighborhoods to foster successful neighborhood business districts.

Collaborate with community and business organizations to foster small business development. Work closely with other providers of small business assistance, such as the UW Small Business Development Center, Wisconsin Women's Business Initiative Corporation, and Madison Development Corporation to keep abreast of issues affecting the business community and opportunities to promote City business development goals. Work with partnering organizations including the Greater Madison Convention and Visitors Bureau, Greater Madison Chamber of Commerce, the State Street Business Improvement District, Neighborhood Business Groups, and others to market and grow the Street Vending Program as a business development opportunity. Maintain a general awareness of the activities of and establish personal contact with the staff of the Madison Chamber of Commerce, State Department of Development, local utilities, the Madison Board of Realtors, the Madison Development Corporation and other entities whose activities are related to economic development. Advise potential developers of current business conditions, opportunities, key contact people, and the services/information/ responsibilities of these various organizations.

Work with City Engineering, Traffic Engineering, Planning, and the Wisconsin Department of Transportation on State- led transportation studies and planning efforts. Work with other City departments on strategies to integrate street vending into other projects and initiatives across the City. Communicate with City officials, staff of other City and State departments, committees, commissions, boards, interest groups, event organizers, and University of Wisconsin staff, students, and interest groups as needed.

Serve on City committees as appropriate. Assist with the staffing of City Economic Development committees. Prepare agendas, meeting minutes and related materials and develop recommendations and reports, as directed. Monitor the activities of the Plan Commission, Economic Development Commission, and Common Council as they relate to economic development. Prepare and present reports or information to these bodies regarding achievements, requests for policy level action, and/or specific development projects.

Stay abreast of emerging trends and best practices in the industry. Attend conferences and provide presentations on Madison's program.

Perform general office functions, including updating forms; typing memos, letters, and related correspondence; maintaining the informational database; answering telephone and in-person inquiries; and assisting the public. Lead Office of Business Resources efforts in marketing the City of Madison's community profile and other publications regarding development issues.

Work with other Office Business Resources staff on various business development projects and initiatives. Assist in managing incoming requests from small businesses for resources and information related to starting or expanding a business in Madison.

Perform related work as required.

QUALIFICATIONS

Training and Experience:

Generally, positions in this classification will require:

Two years of experience in City planning, business, finance, or commercial real estate, at least one year of which included significant involvement in the economic development process, (i.e., the integration of City zoning and building regulations with business considerations to develop or modify business locations and the application of specialized funding tools). Such experience would normally be gained after graduation from an accredited college or university with a Bachelor's Degree in planning, business administration, economics, finance, public administration, real estate or a related field. 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 the position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

Knowledge, Skills and Abilities:

Working knowledge of the procedural aspects of the City of Madison's economic development process including the various stages of application review and approval within the City structure. Working knowledge of the principles, terminology, and application of planning and development concepts, to include familiarity with zoning and subdivision ordinances. Working knowledge of economic development feasibility factors, such as financing, real estate, and business administration. Working knowledge of street vending and business development practices. Working knowledge of and ability to use computer software applicable to the duties of the position. Knowledge of business operations, conventional business finance, public financial assistance, and commercial/industrial real estate. Knowledge of the principles, practices, and terminology applicable to enforcing the City's vending ordinances and regulations. Knowledge of the general challenges faced by small businesses, particularly food-based small businesses. Ability to perform program administration activities including planning, recordkeeping, reporting, organizing and prioritizing activities, developing procedures, and overseeing the activities of lower level staff. Ability to become thoroughly familiar with the complex details of the City's street vending regulations. Ability to assertively assist the business community in interfacing with City development procedures and operating practices in a timely manner in order to promote economic development within the City of Madison. Ability to communicate effectively and express complex concepts both verbally and in writing. Ability to develop and maintain effective working relationships with the business community, merchants, customers, enforcement personnel, elected officials, co-workers, the general public, and key representatives in all the major entities impacting on economic development. Ability to collaborate with and build consensus among individuals with different points of view. Ability to work with persons of varying cultural and ethnic backgrounds, including those who may have limited English speaking ability. Ability to effectively engage with potentially aggressive individuals. Ability to compile and report statistical data. Ability to work with and maintain confidentiality of sensitive information. Ability to multi-task and prioritize work on multiple time-sensitive projects simultaneously. Ability to work effectively both individually

and as a team member. Ability to work independently, quickly assess situations and make decisions. Ability to maintain adequate attendance.

Necessary Special Qualifications:

Possession of a valid driver's license or the ability to meet the transportation requirements of this position.

Physical Requirements:

The incumbent will be expected to physically access and visit sites related to business and economic development. The position may require a high percentage of work outdoors in all types of weather at various times of day and night while walking and standing. In addition, the incumbent will be expected to attend meetings outside the regular work schedule, including early mornings, evenings, and weekends.

Department/Division	Comp. Group	Range
DPCED/Economic Development Division	16	17

Approved: _____
Harper Donahue IV
Human Resources Director

Date