

CITY OF MADISON
INTER-DEPARTMENTAL
CORRESPONDENCE

DATE: March 10, 2009

TO: Personnel Board

FROM: Michael Lipski, Human Resources

SUBJECT: CDA Redevelopment Manager

The Mayor's budget for 2009 includes the creation of a CDA Redevelopment Manager within the budget of the Economic Development Division of the Department of Planning & Community & Economic Development. Because this is a new position, I have been asked to study the position and recommend a classification and a salary range. Based on my analysis of the proposed position's duties and responsibilities, I recommend that this position be placed in the existing classification of Community Development Project Manager, in CG 18, Range 12, with a working title of CDA Redevelopment Project Manager.

In the Mayor's 2009 Executive Budget document, the new position is described as having responsibility to

oversee multiple phases of real estate development, including feasibility, predevelopment, financing, and construction of all Community Development Authority redevelopment projects. The CDA Redevelopment Project Manager will report to the Director of the Economic Development Division and will work under the guidance of the Community Development Authority and its Executive Director.

The Mayor's office, in conjunction with the Director of Planning & Community & Economic Development, prepared a position description describing the expected duties and responsibilities of the new position. The duties and responsibilities include serving as project manager for complex community and neighborhood economic development projects undertaken by the Community Development Authority. This involves conducting financial and construction feasibility analysis of CDA Redevelopment projects, serving as the principal contact for major redevelopment projects, providing construction site visits during construction projects, handling project approvals, and other responsibilities. The position is also responsible for directing, managing, and leading submission of requests for funding from various sources. This involves recommending the extent of public financial assistance in CDA Redevelopment projects, and handling other financial issues relating to this process. These duties and responsibilities are expected to take up at least 75% of the incumbent's time.

The existing class specification for the Community Development Project Manager includes responsibility to

Review and make recommendations on economic development proposals involving the Department of Planning and Development. Conduct or direct financial analysis of economic development projects including financial proforma, market demand and absorption statistics, rates of return required for specific types of investments,

performance ratios and the evaluation of public benefit vs. public cost. Prepare recommendations regarding the extent of public financial assistance in economic development projects. Assist in the administration of City financial assistance grant and loan programs.

Direct, manage, and lead submission of requests for funding from Local, State, and Federal agencies.

Serve as project manager for the administration of complex community, economic, and housing development proposals involving the City, private developers, and other funding partners, both public and private.

Because of the significant overlap in the duties and responsibilities assigned to the classification of Community Development Project Manager and the position being studied, I recommend placement of the position in the classification of Community Development Project Manager. However, because this position is specifically designated as having responsibility for projects undertaken by the Community Development Authority, I recommend that the position use a working title of CDA Redevelopment Project Manager to distinguish it from other positions in this classification. In addition, I have updated the class specification for the Community Development Project Manager to reflect the fact that positions in the classification may report directly to the Manager of the Office of Economic Revitalization within the Economic Development Division and other duties and responsibilities (see attached).

We have prepared the necessary Resolution to implement this recommendation.

Attachments

Compensation Group/Range	2009 Annual Minimum (Step 1)	2009 Annual Maximum (Step 5)	2009 Annual Maximum +12% longevity
18/12	\$62,073	\$74,938	\$83,928

cc: Ramon Harmon-Office of the Mayor
Mark Olinger-Director of Planning and Development