



## Economic Development / Redevelopment Manager

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### Summary

Plan, organize, manage, and direct the City's economic development and redevelopment activities, functions, programs, and projects.

### Class Characteristics

Administrative direction is provided by the Director of Economic Development and Open Government; responsibilities include the direct and indirect supervision of technical and/or support staff.

### Essential Duties, Skills, and Demands of the Position

*The duties, skills, and 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 a disability to perform the essential duties, skills, and demands.*

#### Duties:

Assist in the planning, development, implementation, and evaluation of economic development and redevelopment policies, procedures, goals, objectives, strategies, programs, and projects.

Develop and evaluate economic and redevelopment strategies that conform to short and long-range city programs, goals, and objectives.

Plan, organize, and conduct program activities, including initial planning, feasibility determinations, community involvement strategies, and implementation within established timetables and program review and evaluation.

Implement the City's economic development strategy, including business retention and expansion, new business attraction, and business ombudsman/advocacy.

Coordinate economic development and redevelopment activities with other departments and outside agencies.

Act as the City's liaison and point of contact with the community, government agencies, and businesses.

Coordinate with existing local and regional partners to develop and implement a tourism and marketing program.

Plan and implement strategies and programs to encourage business growth, development, and investment while improving the quality and mix of uses throughout the City, particularly within downtown Petaluma, at opportunity sites, and along major arterial corridors.

Provide highly responsible and complex administrative support to the Director of Economic Development and Open Government and City Manager.

Administer economic development and redevelopment programs; coordinate major redevelopment projects and programs to implement priorities.

Act as liaison among developers, city, state, and federal agencies, and financial institutions to develop financing techniques for redevelopment projects.

Determine if proposed redevelopment projects meet program requirements and draft and implement agreements to secure and provide financing.

Coordinate and negotiate planning, construction, contract requirements, and funding of redevelopment projects with other City departments, other governmental agencies, and private financing sources.

Negotiate with developers, land use attorneys, and financiers to facilitate and expedite economic development projects and real property land use, including coordination of complex real estate and land development agreements.

Conduct research, gather, and analyze data regarding demographics, market and economic trends, vacant land, opportunities, issues, barriers, and needs; monitor and forecast fiscal and economic activities, and related legislation.

Compile and maintain website information containing inventory of economic indicators/data on the City such as population growth, income levels, labor rates, taxes, transportation, vacant land database, and other information relating to factors of business location.

Prepare and monitor operating budgets, project, and program budgets, and develop and submit in a timely manner all required reporting and supporting documents.

Research, prepare, and administer grant and funding applications and proposals and administer grants.

May supervise, train, and evaluate staff.

Perform related duties as assigned.

Skills/Abilities:

Plan, manage, and direct the operations and activities of the economic development and redevelopment functions.

Plan, organize, and promote economic development/redevelopment strategies, programs, and related activities.

Implement goals, objectives, strategies, programs, and projects.

Negotiate and administer owner participation and development agreements, leases, and other financing packages.

Analyze problems, identify alternative solutions, project consequences, and implement recommendations in support of goals.

Interpret, explain, and apply federal, state, local, City, and department policies, procedures, laws, rules, and regulations.

Accurately interpret and apply maps, plans, and development documents.

Gather, analyze, and present a variety of complex data, including economic studies, financial statements, marketing studies, plans, specifications, and bid documents.

Prepare clear and concise reports, correspondence, and other written materials.

Establish and maintain accurate records.

Coordinate multiple projects and meet critical deadlines.

Work independently and exercise sound, independent judgment within established guidelines and demonstrate initiative and creativity, with minimal supervision.

Administer grant and contract activities.

Select, supervise, train, and evaluate staff.

Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of the work.

Physical Demands and Work Environment:

Employee is regularly required to: sit at a desk and in meetings for long periods of time; talk or hear, in person, in meetings, and by telephone; use hands and fingers to handle, feel, or operate standard office equipment; and reach with hands and arms. Intermittently, twist to reach equipment surrounding desk; walk to observe department activities; bend and squat to perform file searches; perform simple grasping and fine manipulation; use telephone and write or use a keyboard to communicate through written means; operate an automobile to attend various meetings and workshops.

**Qualifications**

Knowledge of:

Principles and practices of economic development and redevelopment and of public administration, including budgeting and program management.

Public and private sector considerations in making business expansion or location decisions.

Strategies and methods for business attraction and retention.

Techniques of marketing and promotion as related to tourism and economic development activities.

Principles and practices of researching and analyzing the economic feasibility of local community and business development projects.

Methods of financing economic development projects, the financial mechanics involved in real property transactions, and redevelopment of finance trends and practices.

Federal, state, and local regulatory requirements, including applicable laws, codes, ordinances, regulations, and guidelines dealing with economic development and redevelopment.

Principles and practices of contract negotiation methods and techniques, contract development, and contract administration.

Principles and practices of grant writing, application, and administration.

Principles and practices of budget development and administration.

Policies and procedures related to planning, zoning, and building.

Statistical and research methods.

Joint public/private sector approaches and techniques to stimulate economic activity in cities comparable to the City.

Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.

Education and Experience

*Any combination equivalent to the education and experience likely to provide the required knowledge and abilities would be qualifying. A typical way to gain such knowledge and abilities would be:*

Education:

A Bachelor's degree with major course work in public administration, business administration, planning, economics, or a related field. A Master's degree with major course work in a related field is desirable.

Experience:

Five years of progressively responsible professional experience in public sector economic development and/or redevelopment.

At the City's sole discretion, a combination of educational and specialized professional experience in a public sector environment performing economic development and/or redevelopment duties sufficient to demonstrate possession of the knowledge, skills, and abilities required for the position may be substituted for the required minimums.

Certifications/Licenses:

Possession of a valid California Class C driver's license.

Established: 12/20/10

Resolution #: 010-219 N.C.S.; 2021-123 N.C.S.

Revised: 8/2/21

Department: Economic Development and Open Government

FLSA Status: Exempt