



SHEBOYGAN SQUARED™

Downtown Executive Director

The Sheboygan Squared Business Improvement District is seeking an experienced professional and inspirational leader to serve as Executive Director.

In 2014, the Harbor Centre Master Plan was adopted. The plan articulates the next stage of Sheboygan's ongoing commitment to revitalize the downtown and waterfront by leveraging the incredible assets that set Sheboygan apart as a destination. As a recommendation of the master plan, the business improvement district name changed to "Sheboygan Squared" to represent two key areas of the district known as downtown and the waterfront. Prior to the rebranding initiative in 2015, it was known as the Harbor Centre Business Improvement District.

The Master Plan identified three key core strategies: a focus on arts, culture, and food; housing and urban development; and improved connections and cross-marketing. As a result of efforts in line with the plan, the district is seeing approximately 260 new apartments valued at \$31 million either recently completed or under construction. Fifteen new businesses have opened in the past two years and discussions are ongoing with other businesses interested in relocating. Other notable improvements have been increased promotion and marketing efforts; initiation of intentional business development and recruitment strategies; as well as the beautification of the streets and storefronts through increased flowers, new flower pots, signage, lighting, and public art. The district has also seen the addition of a public greenspace for concerts and arts/culture activities that has been developed to activate the cultural corridor of downtown Sheboygan and highlight the incredible assets of the Mead Public Library, the Stephanie H. Weill Performing Arts Center; the Above and Beyond Children's Museum and the John Michael Kohler Arts Center—all within a three block radius of each other.

Sheboygan Squared assists with business recruitment and retention, being the voice of the downtown business owners, maintaining a clean and safe environment, integrating and collaborating with the City of Sheboygan, assisting potential businesses and individuals with property identification, and maintaining a look and feel of a vibrant and beautiful district.

The chosen individual will work closely with Sheboygan Squared Board of Directors, and interns and volunteers. Due to the small staff size, a "hands on" attitude is imperative, while ability to delegate and lead is important.

The qualified individual should have experience coordinating special events as well as a proven track record of working with a diverse range of merchants, residents, and elected officials.

Fundraising and grant writing experience is preferred. The candidate must have the ability to seek out funding sources and make professional presentations. A fiscally responsible individual with experience in a non-profit environment is preferred.

Interested parties should submit a cover letter and resume for consideration to David Gass, President, Sheboygan Squared Business Improvement District, 607 N. 8th St., Ste. 700, Sheboygan, WI 53081 or by email to dgass@rohdedales.com.



Position Title: Executive Director

Reports to: Board of Directors

Salary: Commensurate with Experience

Position Summary: The Executive Director leads, directs, facilitates, and inspires all personnel and stakeholders to accomplish the Master Plan for Sheboygan Squared Business Improvement District.

The primary responsibilities of the position include:

- Manages, leads, and directs day to day business activities and operations of the organization.
- Provides inspirational leadership and direction in implementing the Master Plan and related objectives, priorities and goals of the organization.
- Assists the City of Sheboygan Department of Planning and Development with business recruitment and retention.
- Acts as a voice and the advocate for district business owners.
- Works with the Sheboygan Parking Utility on coordination of beautification and enhancements to the streetscape.
- Maintaining a clean and safe environment and maintaining the look and feel of vibrant and beautiful district.
- Fosters economic, cultural, and education vitality.
- Maintains a strong and effective working relationship with leadership from the City of Sheboygan and Sheboygan County, business and property owners within the Business Improvement District, the Sheboygan County Economic Development Corporation, Sheboygan County Chamber of Commerce and Visit Sheboygan, Inc.
- Maintains information systems that include a database of district property and business owners, pertinent market characteristics.
- Facilitates consistent, informative and effective communications. Serve as chief spokesman and primary advocate representing the organization across various media platforms, government agencies, other downtown and community organizations, and state-wide groups. Attends necessary City Council, Redevelopment Authority and other city committees to champion downtown projects.
- Prepares, oversees and implements the budget as approved by the Board of Directors.
- Provides leadership to drive achievement of program goals.
- Continues work on wayfinding, streetscaping and beautification for Sheboygan Squared.

- Creates awareness and build consensus for Sheboygan Squared activities, programs, services and special events.
- Manages marketing, advertising, and public relations initiatives to effectively communicate Sheboygan Squared brand and value proposition.
- Increases revenues and expand funding sources to enhance the effectiveness of the organization through grants, sponsorships, memberships, and other resources.
- Maintains an understanding of zoning, development and city policies. Stay abreast of successful downtown revitalization strategies.
- Oversees the planning, implementation and follow up of the Board and committees, task forces, presentations and numerous special events. Coordinate Board agendas, minutes, and correspondence.
- Performs other tasks as assigned by the Board and committees relevant to achieving the objectives and purpose of the position.

Position Qualifications

Experience: Proven experience in non-profit management, self-starter, and fiscally responsible or education in economic development, urban planning or related field. 3-5 years' experience in management including direct oversight of interns and volunteers, financial, and service delivery systems.

Must be well-organized and capable of managing multiple projects simultaneously.

Possess excellent written and verbal communication skills.

Personal Attributes: Creative and innovative thinking, good promotional skills, good time management and organizational skills, ability to work well with people, listen and communicate, friendly.

Working Conditions: Some weekend, evening and early morning time required. At times, this may be extensive. Some travel required, physical demands include standing, sitting, balancing, stooping, crouching, reaching, handling, speaking, hearing, seeing, lifting, carrying, pushing and pulling. Will need to work in increment weather when required and must have or attain a current Wisconsin Driver's License.

Proficiencies: An eye for creative social media and marketing solutions. Experience in updating WordPress websites, Quick Books, Publisher, Photoshop and Illustrator a plus.

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