

## **Livermore Downtown Inc.**

*A California Main Street Community*

### **About Livermore Downtown Inc**

Vision: Livermore Downtown Inc is committed to keeping the heart of Livermore strong so the entire community can thrive.

Mission: Through partnerships, LDI advocates for our downtown business community, by promoting economic growth, preserving our heritage, attracting tourism and fostering an environment where families want to live, work and play.

Livermore Downtown Inc., is a 501(c)3 Non-Profit, dedicated to the economic health and vitality of downtown Livermore. Livermore Downtown Inc. is a certified National Main Street Program and 2009 Great American Main Street Award recipient. LDI is dedicated to focusing on the National Main Street's Four Point Approach to Downtown Revitalization.

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### **Main Street Executive Director Job Description and Work Objective**

The Main Street Executive Director coordinates activities within Livermore's downtown revitalization program that utilizes historic preservation and business development as an integral foundation for downtown economic development. In conjunction with the board of directors, teams, and volunteers, they are responsible for the development, conduct, execution, and documentation of the Main Street program, as well as projects throughout the Main Street District. The Executive Director is the principal on-site staff person responsible for coordinating all program activities and volunteers, as well as representing the community regionally and nationally as appropriate. In addition, the Executive Director helps to guide the organization as its objectives evolve.

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### **Full Range of Duties to be Performed**

The Executive Director should carry out the following tasks:

#### **Community Development**

- Coordinate the activities of the Main Street teams, ensuring that communication among teams and other community organizations is well established; assist volunteers with the implementation of work plans. Work effectively with volunteers and others in downtown-related projects. Manage recruitment, recognition, and retention of volunteers. Understand the importance of volunteer involvement and play an active role in coordinating and utilizing this important resource.

- Assess the management capacity of major downtown organizations and encourage improvements in the downtown district's ability to carry out joint activities such as promotional events, advertising, appropriate store hours, special events, business assistance, business recruitment, parking management, etc.
- Help build strong and productive relationships with appropriate public agencies at the local and state levels.
- Identify and secure grant opportunities for downtown redevelopment. Administer grants and monitor related programs or projects.

## **Economic Development**

- Develop, in conjunction with the board of directors, downtown economic vitality strategies that are based on historic preservation and utilize the community's human and economic resources.
- Encourage a cooperative climate among downtown interests and local public officials.
- Assist individual tenants or property owners with physical improvement projects through personal consultation. Provide advice and any current financial mechanisms and façade grants currently available.
- Assist the board of directors and teams in directing efforts at business recruitment, retention, and expansion, developing and providing information, expertise, and appropriate referrals to business owners, marketing downtown to outside businesses, and working with developers, business owners, and city officials to enhance the quality of retail and commercial space. Assist in feasibility analysis and planning through personal consultation and/or referrals to other agencies.

## **Marketing and Communications**

- Become familiar with all persons and groups directly and indirectly involved in the downtown. Mindful of the roles of various downtown interest groups, develop an annual action plan for implementing a downtown revitalization program focused on four areas: Design, Promotion, Organization, and Economic Vitality.
- In conjunction with the board and teams, develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the downtown district's assets and to foster an understanding of the Main Street program's goals and objectives. Use speaking engagements, media interviews, and personal appearances to keep the program in the public eye.
- Advise downtown merchant groups and other committees and organizations on Main Street program activities and goals. Help coordinate joint promotional events, such as festivals or business promotions, to improve the quality and success of events and attract people to downtown. Work closely with local media on promotional activities and encourage design excellence in all aspects of promotion to advance an image of quality for downtown.
- Represent the community to important constituencies at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to

improve state and national economic development policies as they relate to commercial districts.

**Note:** This is a sampling of the core duties of the Executive Director position. As the district evolves and community challenges arise, there may be additions and adjustments to duties assigned.

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### **Executive Responsibilities**

The Main Street Executive Director supervises any necessary temporary or permanent employees, as well as team chairpersons, volunteers, interns, and professional consultants. They participate in personnel and project evaluations. The Executive Director maintains Livermore Downtown Inc. program records and reports, establishes technical resource files and libraries, and prepares required reports for the board, city, California Main Street, and Main Street America. The Executive Director prepares and monitors the annual program budget and coordinates the financial management of the program with the board of directors' treasurer.

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### **Experience and Skills**

The Main Street Executive Director should have education and/or experience in one or more of the following areas: Commercial district management, economic development, finance, public relations, business use planning, communications, strategic planning, business administration, Main Street experience, volunteer management, retailing, architecture, historic preservation, and/or small business development. Leadership roles managing downtowns, nonprofits, municipal governments, or related private sector functions is strongly preferred.

The Executive Director must be sensitive to design and preservation issues and must understand the issues confronting downtown businesspeople, property owners, public agencies, and community organizations.

The Executive Director must be entrepreneurial, energetic, imaginative, well-organized, and capable of functioning effectively in an independent setting. Excellent written skills are essential. Supervisory skills are preferred.

Experience with non-profit fundraising, including corporate membership campaigns, sponsor solicitations, institutional supporters, and individual donors, is preferred. A basic knowledge of federal, California, and local economic and community development tools available for downtown revitalization is preferred.

The Executive Director must have general computer skills and be proficient in Microsoft Suite, Adobe Suite, database management, and presentation software.

They should have working knowledge of the use of digital media, including common social media platforms, website content management applications, blogs, and vlogs.

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## **Education**

A Bachelor's degree from an accredited university is preferred, along with at least five years of management experience in the public, business, or non-profit sector.

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## **Certifications or Licensure**

- A valid driver's license is required.
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## **Compensation**

Livermore Downtown offers a competitive compensation package.

**Salary Range:** \$90,000 to \$100,000, commensurate with qualifications and experience.

**Benefits:** This position offers no medical benefits, but does provide a health care and cell phone stipend.

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Livermore Downtown Inc. does not discriminate on the basis of race, color, national origin, gender, sexual preference, religion, age, or disability in employment or the provision of services. This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

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## **To Apply**

Please email the following to [ruby@livermoredowntown.com](mailto:ruby@livermoredowntown.com):

1. A copy of your resume.
2. A cover letter detailing the experience and qualities you would bring to the job, along with your salary requirements.
3. The names, phone numbers, and email addresses of three references.

**Application Deadline:** Applications will be reviewed as they are received; however, the deadline to apply is January 27, 2025.