



ECONOMIC DEVELOPMENT PROGRAM MANAGER

City of Daly City, CA

THE POSITION

The City of Daly City is seeking a dynamic and experienced Economic Development Program Manager to join the Office of the City Manager. This new position is an opportunity to shape and lead innovative programs that enhance the local economy, reimagine and activate the environment and attract, retain and support businesses in the Daly City community.

The Economic Development Program Manager plays a vital role in fostering relationships with the business community, developing and implementing economic development strategies, all while providing direct support to meet business needs. The diverse range of work in partnership building, policy development, long-term visioning, program implementation, data analysis and research provides an exciting and fulfilling opportunity.

As a top priority for the City, the Economic Development Program Manager will ensure the City addresses the needs of local businesses and provides opportunities for their success, as well as identify new businesses to enhance the City's overall economic health. This also includes regular outreach to local businesses to offer assistance through referrals to state and federal programs, and strategic planning for expansion approval. This position must create and maintain partnerships with multiple associations community organizations and State and Federal resources.

IDEAL CANDIDATE

- The Economic Development Program Manager must be a superb and experienced communicator with a track record in building and maintaining partnerships and the ability to effectively connect with businesses, agencies, organizations and community groups to continue to enhance the City of Daly City's local economy and quality of life.
- Ability to have a collaborative approach to innovating City strategies and programs that advance economic development.
- The successful candidate will be well-versed in economic development strategy, with an adaptable and strategic mindset to take on new projects, while having the understanding and experience to advise supervisors of complex topics.
- Ability to thoughtfully and thoroughly implement changes for the most optimal outcomes is needed.
- Ability to be adaptable, proactive, politically astute and professionally represent the City of Daly City and its best interests
- Ability to be a team player and create relationships throughout the City Departments and community, including maintaining a collaborative relationship with the Daly City Colma Chamber of Commerce.

DEFINITION

Under the direction of the City Manager or their designee, the Economic Development Program Manager develops, coordinates, and implements the City's economic development programs and related activities; works with commercial and retail businesses, developers and property owners and managers on potential opportunity sites, assists applicants and business in their dealings with the City, initiates key economic activities based on the City's General Plan, provides economic data to inform key city policy decisions; manages Grant funding opportunities for economic development, develops and implements marketing, branding and outreach activities for attraction and retention of businesses in Daly City and performs related work as required.



EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

- Develop and update the City's Economic Development and Business Strategy and develop an action plan to implement the strategy and economic development programs on a citywide basis.
- Manage grant and funding opportunities to support economic initiatives; oversee administration of economic development grants and contracts.
- Develop financing sources for various programs through communication and negotiation with agencies of the State and Federal government, the private sector and nonprofit foundations.
- Facilitate the attraction, retention, growth and success of Daly City businesses through active engagement, business assistance, provision of information, marketing, and outreach.
- Conduct feasibility assessments for establishing Business Improvement District (BID)
- Oversee and coordinate Economic Development events and festivals.
- Serve as Primary Liaison to the Small Business Commission
- Administer Regulatory Business Programs
- Participate in business conferences related to Economic Development
- Be active in the real estate environment to track real estate trends and work with developers and property owners or property managers to identify and evaluate opportunity sites that are vacant or likely to change hands
- Continuously evaluate and review economic development program goals, objectives, and strategies and recommend changes to programs, policies or procedures that will facilitate ongoing success to attract and recruit new businesses to activate and fill vacant commercial spaces.
- Identify, develop and analyze data to assess trends, issues and opportunities affecting businesses and the City in order to effectively support local businesses.
- Serve as the primary liaison to the Daly City/Colma Chamber of Commerce and effectively maintain the relationship between the Daly City/Colma Chamber of Commerce, and other private and public organizations related to business and economic development.
- Create and foster effective business relationships with key stakeholders to facilitate business attraction and retention that will support the economic development and growth of the City.
- Identify and recommend revisions to ordinances and policies that may hinder business operations to improve economic conditions, functionality and aesthetics.
- Assist applicants, business representatives and developers in dealings with the City on the entitlement and building permit approval process and other needs.
- May assist in the recommendation of policies and programs pertaining to the fiscal and economic development of the City.
- Prepare reports and make presentations to business and community groups, City Commissions and Boards, City Council and the public.
- May prepare and administer the budget for Economic Development Program.
- Supervise and train one Economic Development Program Specialist
- Professionally and effectively represent the City of Daly City in developing relationships between the City and representatives of private sector development opportunities, business community and city staff.
- Perform related duties as assigned.



MINIMUM QUALIFICATIONS

Knowledge of: Principals, issues and practices of economic and commercial development, redevelopment, land use planning and permitting, business retention, public policy and business development including best practices, marketing/marketing research; statistical analysis and research methods and the sources of information and data pertaining to economic development, business retention; evaluation and analysis of pro formas; the State of California Redevelopment Law; private sector development techniques; Applicable federal, state, and local laws and regulations concerning economic development activity in urban areas, real estate, public land acquisition, redevelopment and land use; Federal and State Grants regulations, Grant writing and grant administration oversight and implementation experience; Effective methods of gaining consensus and building support for objectives; Principles and practices of organization, administration, budget and supervision.

Ability to: Communicate clearly and concisely, both orally and in writing. Effectively and professionally represent the City to the business community and the public, Research and communicate economic trends, including vacancy rates, lease rates, and land values, Interpret and explain laws and regulations related to zoning regulations, land acquisition, and economic development, research proposals, evaluate alternatives, and make sound recommendations within established policy guidelines, Exercise good judgment, flexibility, creativity and sensitivity in response to changing situations and needs, adapt, change and be receptive to new direction and shifting City priorities. Understand and apply interpersonal skills to work effectively with the local business community, internal partners and external partners. Plan, prioritize, communicate, delegate and monitor a variety of concurrent projects. Analyze and synthesize data and complex information; write comprehensive reports. Supervise, train, and evaluate one employee. Effectively prepare grants, written reports and recommendations; prepare and present reports at public meetings; deal effectively with the public; establish and maintain effective working relationships with staff, City officials, local commissions; provide strong administrative, fiscal management and policy analysis skills; be professional, respond to phone and electronic correspondence in a timely manner to the public and city employees, interact positively and cooperate with co-workers, respond politely to customers, work as a team member, function under demanding time pressure, respond in a positive manner to supervision, and attend work and perform duties on a regular and consistent basis.

Education: Graduation from college or university with a Bachelor's Degree in Business Administration, Economics, Marketing, Planning, Public Administration or a related field.

Experience: Four years of increasingly responsible experience and demonstrated proficiency in economic development, real estate financing, commercial real estate, redevelopment, or planning, including two years of supervisory experience. Working knowledge of California planning law and practice is desirable.

License: Possession of a valid California Class C California Drivers License.

COMPENSATION & BENEFITS

(Non-Civil Service, 40 hours/week)

Salary:

\$5859- \$7122/ biweekly

\$12,694- \$15,431/ monthly

The City also offers an attractive benefits package including:

- ◆ Retirement - CalPERS Classic Members receive 3% at 60 (single highest year), CalPERS New Members receive 2% @ 62 (three year final compensation), employee pays total rate of 8%. Member rates are paid on a pre-tax basis. The City provides a 414h option.
- ◆ Health and Welfare Cafeteria Plan - The City provides a monthly contribution for the purchase of CalPERS health and mandatory dental, life and disability insurance. The monthly contribution is based on level of coverage – Employee Only – 100% of CalPERS Kaiser rate and Employee + 1 or Employee + 2 or more – 95% of CalPERS Kaiser rate. Employees who provide proof of other acceptable health coverage may be eligible for \$500/month less mandatory insurance premiums in lieu of City health coverage.
- ◆ Vacation Leave – Accrual range from 13-28 days per year depending on years of service
- ◆ Sick Leave – Accrues at the rate of 12 working days per year.
- ◆ Holidays – 12 paid Holidays per year.

THE RECRUITMENT PROCESS

To apply for this exciting career opportunity, submit your application to:

Human Resources Department,

360 – 90th Street, Daly City, CA 94015

OR apply online at:

www.calopps.org

Final Filing Date:

**Open Until Filled-
Apply Immediately**

Interviews: TBD

SCAN ME

