



**Corpus Christi Downtown Management District (DMD)
Executive Director**

DMD is seeking a dynamic, high-energy, downtown advocate to serve as Executive Director. The preferred candidate will be a future-focused, passionate leader who possesses a strong downtown management, economic development and partnership development background. The Executive Director will be responsible for staff management, budget preparation and oversight, work plan development and implementation, and maintaining and fostering positive relationships with downtown property owners, businesses, residents, public officials, the media and the general public.

Please submit your resume and cover letter to Alan Albin, Interim Executive Director alan@cctexasdmd.com by November 15, 2017.

See attached organizational profile, job description and candidate profile.



**Executive Director
Corpus Christi Downtown Management District (DMD)**

DMD

The Corpus Christi Downtown Management District (DMD), established in 1993, is a professional Downtown management district representing property owners and stakeholders within the area bounded by Kinney Street to I-37, and Lower Broadway to the Corpus Christi Marina L and T-Heads. In 2013, the property owners voted to renew the district through 2023. In 2015, DMD led stakeholders through a branding process naming this destination as the Marina Arts District while retaining DMD to refer to the organization and the programs and services we provide.

Mission

Our mission is to create a successful, vibrant bayfront/seaside District, rebranded as the Marina Arts District and positively impact the greater Downtown area by proactively and strategically working with our partners to:

- Provide enhanced cleaning, beautification and safety services.
- Develop and Improve the District.
- Market and Promote the District.
- Address critical issues that affect the success of District and greater Downtown area on behalf of our stakeholders and the regional community.

The **Tax Increment Reinvestment Zone (TIRZ)** Board and DMD Board approved an automatically renewing contract and scope of service for DMD to extend its “revitalization services” into the greater Downtown Area.

Vision

A sparkling Marina Arts District and Greater Downtown area anchored by a beautiful bay front and marina, leading corporations, premier restaurants, hotels and cultural venues, exciting cultural events and festivals, growing residential population and a thriving arts, live music and entertainment scene which attract thousands to visit, live, work and play.

Outlook

Since 2014, when the 2014-2017 Strategic Plan was launched Marina Arts District and Greater Downtown Area has seen significant growth:

\$110+ Million of recently completed projects highlighted by:

- Prosperity Bank branch
- Texas State Aquarium Caribbean Journey Exhibit
- Chaparral St. Phase I



- Corpus Christi Regional Transportation Authority Customer Service Center
- Bay Vista Point Apartments

30+ New restaurant, bar and entertainment business openings highlighted by:

- Bella Luna
- Blimpie's
- The BUS
- Citrus Bistro
- The Exchange
- The Gold Fish
- Kahal Coffee
- Mesquite St. Pasta and Pizza
- Rokit's Whiskey Bar and Saloon
- Shoreline Sandwich
- Surf City Squeeze
- The Surf Museum
- Urbana Market and Deli

The velocity of growth will accelerate transforming Downtown over the next three years highlighted by:

- \$40 billion of new investment at the Port of Corpus Christi
- \$1 billion Harbor Bridge
- \$665 million of new Downtown projects including:
 - 13 road and infrastructure projects: \$115 million
 - 5 residential projects containing 528 apartments \$115 million
 - 2 hotel projects containing 297 hotel rooms \$ 45 million
 - 2 Hospital projects \$360 million
 - 1 Corporate Headquarters \$ 30 million



Job Description

The Executive Director (ED) of DMD serves as the strategic leader of the organization. The ED is the primary face of the organization and is a visible and vocal advocate for DMD and Downtown. The ED is the primary liaison for downtown merchants, residents, stakeholders, board members as well as the City of Corpus Christi, Tax Increment Reinvestment Zone (TIRZ) Board and Nueces County Commissioners. The ED coordinates strategy, oversees operations and staff, and assures financial performance within budget parameters. The ED is responsible for securing public and private funding and advancement of the greater downtown Corpus Christi area through a focus on downtown management, economic development, marketing and public private partnership development priorities.

Candidate Profile

DOWNTOWN MANAGEMENT SERVICES

- Proven ability managing downtown clean and safe, public safety, parking, hospitality, social service outreach, landscaping (beautification), and technology integration.
- Proven experience involving “Way Finding” initiatives and the management of vehicular, pedestrian, and cyclist traffic in downtown/urban areas.
- Understanding of downtown event, venue, and place planning, and utilization.
- Proven ability to recognize and pursue opportunities regardless of available resources.
- Intrinsically motivated to develop and implement new ideas.
- Ability to communicate and “sell” new ideas to a diverse stakeholder groups.
- Proven ability to move ideas from concept to implementation.
- Proven ability building strategic partnerships along with demonstrated collaboration skills.

DOWNTOWN ECONOMIC DEVELOPMENT:

- Experience working in collaboration with local and regional economic development organizations.
- Strong economic development credentials with both private sector and government real estate and finance.
- Successful track record of developing and executing strategic plans to create a vibrant downtown.
- Familiarity with local, state, and federal funding resources (tax incentives, etc.).
- Experience leading successful downtown development initiatives.
- Expertise in creating public and private partnerships.
- Strong understanding of urban design principles as they relate to central business district characteristics.



- Ability to manage projects.
- Ability to prepare and make comprehensive presentations.
- History and proven track record of influencing diverse organizational stakeholders with regard to coordinated strategic planning, branding, and unified tactical implementation.
- Demonstrated experience as a visionary—the ability to see beyond today.
- Knowledge of downtown and the community central core development issues including.
- Knowledge of the principles and practices of urban planning including.
- Sense of architectural design and aesthetics.

MARKETING AND PUBLIC RELATIONS

- Strong written and verbal communication skills, including public speaking.
- Experience developing concepts and generating the excitement necessary for successful implementation.
- Experience serving as the organization’s chief spokesperson.
- Knowledge of public information and community relations concepts, principles, methodology and techniques.
- Proven media relations and issues management experience.
- An action-oriented, “get it done,” urban development professional with a passion for change and a willingness to think outside the box.
- The ideal candidate will possess a demonstrated record of performance leading change.
- Understanding of issues confronting downtown business and property owners, residents, public agencies, and community organizations.
- Define and articulate core mission and messaging.
- Ability to develop and implement a strategic marketing program.
- Able to proactively position the downtown as a premier destination—create and sell the vision.
- Familiar with the history of the City, as well as the region, and be able to articulate the downtown’s vision as a center of commerce, culture, and entertainment.

ADVOCACY

- Experience as a downtown advocate. Proven track record of marshalling resources and managing complex partnerships to focus on downtown issues, projects, and initiatives.
- Ability to establish and maintain effective working relationships with stakeholders, colleagues, subordinates, City and other governmental staff and leadership and private organizations, and the general public.



- Must be experienced in organizational development and have demonstrated the ability to win the trust and confidence of diverse stakeholders, constituencies, and public and private collaborative organizations.
- The ideal candidate will possess a demonstrated record of performance leading change.
- Ability to work closely and effectively with both public and private sector individuals and organizations including: business owners, developers, residents, investors, government officials, and related economic development, promotion, and capacity-building organizations

FUNDRAISING

- Experience in private, public, and non-profit sector fundraising.
- Ability to develop high-potential relationships with large corporations and other major potential funders/donors.
- Proven ability to work with internal stakeholders to identify and solicit government funding opportunities. Demonstrated ability to direct the development of successful government proposals.

PERSONNEL MANAGEMENT

- Coordinate and evaluate the work of a professional staff.
- Supervise and manage both a professional and administrative staff.
- Develop long-term plans and programs and to evaluate work accomplishments.
- Plan, direct, and coordinate development programs and initiatives.

FINANCIAL MANAGEMENT

- Considerable knowledge concerning the principles of public administration and public finance.
- Experience identifying alternative sources of funding.
- Strong understanding of urban real estate development, including finance.
- Proven experience with municipal finance, public incentive programs, and capital investment budgeting.
- Budget preparation, fiscal management, and analysis.
- Ability to develop and control operating budgets. Skill in budget preparation and fiscal management.

BOARD MANAGEMENT

- Ability to work closely and effectively with a board of directors, its executive committee, and officers.
- Ability to communicate with the board of directors.



- Proven ability building a comprehensive organizational value proposition that is attractive to the most influential business, community, and philanthropic leaders.

GOVERNMENT RELATIONS

- Proven ability developing and monitoring local, state, and federal legislation, programs and proposals; demonstrated experience assessing potential implications and/or organizational opportunities of same.
- Demonstrated ability to coordinate and communicate organizational positions on local, state, and federal issues; ability to facilitate personal contacts between executives and internal and external stakeholders with executive members of local government and state government.
- Ability to establish and maintain effective working relationships with civic leaders, other city officials, and the general public.

CHANGE AGENT - PASSION FOR SUCCESS

- Demonstrated creative drive, ability to identify new solutions and “think outside the box.”
- Proven ability to recognize and pursue opportunities regardless of available resources.
- Intrinsically motivated to develop and implement new ideas.
- Ability to communicate and “sell” new ideas to a diverse stakeholder groups.
- Proven ability to move ideas from concept to implementation.
- Proven ability building strategic partnerships along with demonstrated collaboration skills.