

**TITLE:** DOWNTOWN MANAGER  
**DEPARTMENT:** DOWNTOWN DEVELOPMENT AUTHORITY (DDA) /  
SAULT STE. MARIE MAIN STREET PROGRAM  
**PHYSICAL CLASSIFICATION:** MEDIUM  
**WAGE CLASS:** EXEMPT, SALARIED  
**SALARY RANGE:** \$48,000 TO \$55,000

**Organizational Summary:**

The Sault Ste. Marie, Michigan Downtown Development Authority was established on February 18th, 1980, pursuant to the State of Michigan's Act 197 of the Public Acts of 1975 (now superseded by Public Act 57 of 2018). In creating the Authority, the city of Sault Ste. Marie recognized the dangers posed by a declining downtown area, and took the first steps in correcting them. The Sault Ste. Marie Downtown Development Authority is tasked with correcting and preventing deterioration in the downtown business district, encouraging historic preservation, implementing development plans for the future, and promoting overall economic growth.

The Sault Ste. Marie Downtown Development Authority is managed by a board of directors, which is required by Act 197 to be composed of not less than eight or more than twelve members approved by the City Commission. One board position must be held by the city manager, one board position must be held by a downtown resident, and the majority of board members must have an interest in property located in the downtown district.

The Sault Ste. Marie Downtown Development Authority is funded through a number of sources including: two tax increment finance districts; a Principal Shopping District millage; and a large focus on various sponsorships, donations, event revenues, and fundraising.

**Vision Statement:**

"Downtown Sault Ste. Marie is an internationally-renowned, lively, full and year-round commercial district with a diversity of experiences and entertainment options that invites and welcomes the active engagement of residents and visitors alike."

**General Purpose:**

This position is responsible for providing leadership, general administrative direction and support to the DDA, including any related entities established to implement downtown projects. These responsibilities include, but are not limited to, overseeing and coordinating the implementation of the Downtown Development Plans and Tax Increment Financing Plans, organizing marketing, promotion, recruitment and retention strategies for businesses within the downtown, and related organizational, administration and coordination of related duties.

Under the supervision of the DDA Board, the Downtown Manager oversees and manages the development of the downtown business district, including obtaining and administering State and Federal grant funds and adherence to various local, state and federal guidelines. The Downtown Manager serves as staff support to various City Boards, Commissions and Committees as assigned by the DDA Board. The Downtown Manager is responsible for building and maintaining positive working relationships and to act as liaison between business owners, the DDA Board, and the City.

The Sault Ste. Marie Downtown Development Authority is a “select level” Michigan Main Street Community, and much of the work of the Downtown Manager is focused on organizing strong working committees and task forces to complete specific goals and objectives by following the Main Street four point approach to Downtown Development. The four point approach is focused on creating a culture of volunteer-driven Downtown Development to enable greater results throughout the Downtown area.

**Essential Job Duties:**

- Maintain a high level of visibility for the downtown and in the downtown enhancement effort
- Act as an advocate for quality downtown improvements, development and businesses
- Foster cooperation among and serving as a bridge between all entities involved in downtown enhancement and the DDA and citizens of Sault Ste. Marie
- Lobby for projects, improvement, and actions that will benefit downtown
- Engaging the public in the downtown enhancement effort and their ownership and involvement in the future of the downtown
- Motivate business owners, property owners and investors to make necessary improvement in a quality manner
- Work cooperatively with all appropriate department of the City, the Visitors and Convention Bureau, Chamber of Commerce, and other local groups involved in improving the downtown
- Coordinate the work of the DDA and any committee or task forces that are formed
- Represent the DDA at meetings, regional forums, commerce associations and professional organizations
- Develop and implement an effective marketing promotion, recruitment and retention program for the downtown
- Develop, refine and assist in the implementation of long and short range plans for the downtown with various City department, including the adopted TIF plans
- Identify other physical improvements needed in the downtown, and assist in identifying funding sources
- Organize and implement various façade and other improvement programs with local banks and other potential funding sources

- Assist in the organization of various Downtown promotional activities such as joint promotions, advertising campaigns, sales events, street sales, downtown activities, seasonal displays and decorations, planting flowers, etc.
- Coordinate joint efforts such as common store hours and window displays
- Conduct inspections of all areas of the Downtown district, including main streets, side streets, sidewalks, parking lots, alleys, green spaces, and pocket parks, in partnership with Dept. of Public Works staff.
- Coordinate volunteer groups for the four Main Street committees.
- Assist in creating and completing annual work plans for each of the four Main Street committees.
- Provide leadership and management to the Main Street Coordinator (DDA staff person) on a daily basis.

**Supervision Received:**

Work is performed under the general direction of the board of the Sault Ste. Marie Downtown Development Authority (DDA). The position will work closely with City staff assisting with downtown development, including the City Manager, the Planning and Development Department, The City Engineering Department, the Finance Department and other City offices that assist in downtown development.

**Supervision Exercised:**

Direct supervision is exercised over full-time main street coordinator position and periodic interns and seasonal workers. Supervisory responsibility will also be provided for downtown maintenance and improvement contracts and may be exercised over professional consultants to the DDA as well as any support staff that may work or volunteer for the DDA.

**Administrative Duties:**

- Serve as administrator of the DDA, including attendance at all DDA meetings, committee meetings and other activities
- Direct the overall management of the DDA, including staff supervision, as appropriate
- Maintain all authority records, including preparation and distribution of agendas and related documents
- Ensure preparation and recording of minutes of all meetings and supply reports as needed
- Develop budgets and maintain financial oversight of the DDA's finances, in coordination with the City Finance Director
- Prepare such annual reports and State reports as required
- Maintain an understanding of various regulatory and legislative issues of interest to the DDA

- Coordinate various downtown maintenance issues such as sidewalk snow-clearing, spring clean-up activities, on-going maintenance of street trees, lights, planters, sidewalks and the maintenance of other downtown improvements

**Peripheral Duties:**

- Prepare and authorize DDA Department payroll and accounts payable for processing by the Finance Department.
- Attend various staff and other meetings.
- Various office and administrative tasks.
- Other duties as assigned by the DDA Board.

**Physical Requirements:**

- Frequent standing, walking and sitting
- Frequent bending, twisting, squatting and reaching
- Clear oral and written communication
- Ability to frequently lift and carry objects weighing up to 25 pounds
- Physical ability to safely move about and conduct work in various indoor and outdoor locations
- Ability to withstand varied weather conditions, temperature changes, traffic hazards, and varying noise levels

**Education/ Qualifications:**

The DDA is seeking a candidate with a pro-active, market-driven, entrepreneurial approach to downtown development, with the ability to work with minimal supervision, the ability to develop a rapport with highly independent individuals within the business community, real estate community, public sector, and community at large, with the ability to assume a highly visible position as advocate for downtown, with a management style that motivates and fosters cooperation, and the ability to communicate well through public speaking and written reports, with an understanding of successful and contemporary approaches to the economic enhancement of older downtown districts.

**Preferred minimum qualifications:**

- Three or more years of progressively responsible experience working with downtown development, revitalization, and tax increment financing
- Bachelor's degree in planning, economic development, business administration, public administration or other appropriate field related to Downtown economic enhancement
- High level of oral and written communication skills
- High level of quantitative analysis skills
- Proficient with word processing, spreadsheet and database programs

- Knowledge and ability to utilize various incentive programs to implement development in the downtown
- Knowledge and willingness to utilize various social and electronic media to communicate with businesses and customers of the downtown
- Ability to communicate regularly with all businesses in the downtown to address concerns and implement policies to benefit downtown businesses

The description above is intended only as an illustration of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The 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/or requirements of the job change. The Sault Sainte Marie Downtown Development Authority is an ADA EOE employer. Please see the Deputy City Manager for a complete description of the physical activities required of this position, working conditions, and/or to request reasonable accommodations.

### **Application Process**

Applicants must submit completed employment application (form available at [www.saultcity.com](http://www.saultcity.com)), letter of intent, and resume' to:

City of Sault Ste. Marie  
Attention: Robin Troyer, Deputy City Manager  
225 E. Portage Avenue  
Sault Ste. Marie, MI 49783  
(906) 632-5717  
[rtroyer@saultcity.com](mailto:rtroyer@saultcity.com)

Current posting close date March 30, 2020. Applications will be received until position is filled.

The City of Sault Ste. Marie is and Equal Opportunity Employer