



## CITY OF LAFAYETTE

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PHILLIP A. ARNOLD  
MAYOR

DAVID HAMILTON  
CITY MANAGER

### **Downtown Development Coordinator / Main Street Manager**

#### **Summary:**

This position is responsible for assisting the Downtown Development Authority & City Staff in executing the work plan and following the Marketing Strategy. The position is also responsible for management of the City's Mainstreet program, and assisting the LaFayette Downtown Development Authority.

#### **Major Duties:**

- Continue to execute DDA Work plan and Long Term Strategic Plan for DDA.
- Improve community engagement in planning and execution of projects developed in RSVP plan, and in projects on City/DDA owned property in downtown.
- Serve as coordinator for the Downtown Development Authority. Prepares agendas, public notices, and manages DDA projects.
- Work with the Downtown Development Authority and other authorities to attract new development to the city and downtown area.
- Plan, book talent, organize and staff Downtown events as needed, including the Mars Theater
- Manages inventory and orders supplies for DDA projects, such as Mars and City Club
- Provide tours of Downtown and available buildings, keeps a current list of available buildings and sites.
- Responsible for registration, reporting for the DDA, and City for pertinent programs such as Main Street, GICH, Rural Zone, Opportunity Zone.
- Assist in developing marketing plan for City/DDA.
- Develop and distribute marketing materials and programs to promote Downtown businesses, entertainment opportunities and LaFayette's Main Street Program
- Monitors and documents downtown investment projects, financial incentives, community partnerships
- Establish and maintain relationships with business leaders, community groups and Downtown partners
- Assist existing businesses and industries by providing information regarding state and other assistance programs, and providing support to local businesses
- Track Main Streets Program progress, prepare monthly reports and implement program strategies and goals
- Prepare and manages budgets, submits purchase orders and check requests.
- Attend training seminars and conferences as needed
- Act as City/DDA liaison for various boards and committees
- Other assigned duties.

#### **Knowledge required for position:**

- Knowledge of program policies and procedures
- Knowledge of state economic development programs
- Knowledge of budget and program management.
- Knowledge of computers and Microsoft Office programs
- Skill in oral & written communications and public speaking.

Supervisory Controls:

- The City Manager assigns work in terms of general instruction. City Manager spot checks work for compliance with procedures and requirements.

Guidelines:

- Guidelines include National Main Street policy, DCA, and grant requirements. Downtown Development Authority law and procedures, bid and contract procedures, city policies.

Complexity/Scope of Work:

- This position consists of varied program management duties. The variety of tasks to be managed, contributes to the complexity of the position.
- The purpose of this position is to manage the city's Main Street program and to serve as an agent of the Downtown Development Authority.
- Success in the program contributes to the development and positive growth of the city.

Contacts:

- Contacts are typically coworkers, elected officials, vendors, business owners, representatives of state agencies, and citizens of the community.
- Contacts are typically to provide services, to give or exchange information, to resolve problems, or to motivate or influence persons.
- Contacts are often political, and a key element to success in this program. Relationships are an essential component of this position.

Physical Demands/Work Environment:

- The work is typically performed while sitting, standing or stooping. The employee occasionally lifts heavy objects, climbs ladders, installs decorations, and distinguishes between shades of colors.
- The work is typically performed in an office and outdoors, occasionally in cold or inclement weather.

Supervisory and Management Duties:

- None

Minimum Qualifications:

- Knowledge and level of competency commonly associated with the completion of a bachelor's degree in course of study related to the field.
- 5+ Years Experience in Strategic Planning.
- 5+ Years Experience in Marketing Strategies, Marketing Development, Business Planning.