City of Vacaville

DOWNTOWN VACAVILLE EXECUTIVE DIRECTOR

Vacaville, CA
ABOUT VACAVILLE
Vacaville has distinguished itself as a destination city. Easily recognized as the “retail hub” of Northern California, overlooking the rolling golden hills of Solano County, Vacaville is home to a vibrant community that attracts visitors, residents, new businesses, and locals who embrace the pioneering spirit of the community, established in 1851.

Vacaville is located an hour from San Francisco and within minutes of the Napa and Sonoma wine countries. Vacaville, California is a special place to live, work, play, and visit. Vacaville is an exciting escape from city life, with affordable and family friendly lodging and restaurants to explore and a wide variety of amenities for couples and families to relax and have fun. Biotech companies such as Genentech, Polaris and Thermo Fisher Scientific make Vacaville the Biomanufacturing hub of the Bay Area. In 2022, this progressive community was ranked as one of the Top 50 “Livable Small Cities.”

Vacaville is surrounded by world class higher education institutions. UC Davis, UC Berkeley, and Stanford University offer a talent-rich environment for cutting-edge industries including Biotech, Life Sciences, and Advanced Manufacturing. The City of Vacaville’s Biotech and Advanced Manufacturing Strategies provide the roadmap for this city to continue to thrive in attracting new industry to the community.

The community continues to grow at an unprecedented rate as the population has doubled in the past 35 years. With construction recently starting on the long-awaited Lagoon Valley housing and commercial development, the nearly 1,100 planned homes will help ensure the jobs and housing balance in Vacaville. Vacaville continues to provide an adequate and diversified housing stock.

Vacaville is committed to providing the best quality of life to all of its residents, visitors, and businesses. As a growing city, Vacaville will remain one of the best possible places to live and excel in life.

ABOUT THE DOWNTOWN VACAVILLE BUSINESS IMPROVEMENT DISTRICT
The Downtown Vacaville Business Improvement District is a 501(c)(6) nonprofit business-based assessment district whose mission is to foster an economically vibrant Downtown Vacaville. The Vacaville Downtown Business Improvement District began with the formation of the Downtown Vacaville Business Association in 1992, a volunteer affiliation of local business owners, property owners, and stakeholders who came together to address common ideas. Currently, 460 businesses participate in the Downtown Vacaville Business Improvement District. Downtown Vacaville thrives with a 100% locally owned Farmers Market and growing brewery and coffee scene. The City of Vacaville also recently adopted the Downtown Specific Plan (DTSP) and is investing millions of dollars to revitalize and improve the downtown, including the 700 PARC on Main project that will be Vacaville’s first mixed-use development with condominiums and mixed-use commercial space.
POSITION SUMMARY
Reporting directly to the Advisory Board and the Vacaville Downtown Business Improvement District Board of Directors, the Executive Director oversees all programs and services of the organization and manages a dedicated staff. The Executive Director embodies, advocates, and operationalizes the organization's mission, vision, and strategic plan. The Executive Director is the face of the organization and is responsible for managing and developing strategies for enhancing the downtown economy, establishing working relationships with the businesses, property owners, government agencies, and maintaining ongoing collaborative relationships with the community and the City of Vacaville.

DUTIES AND ESSENTIAL FUNCTIONS
- Work closely with the Board of Directors to implement the vision, strategies, and goals in the organization's strategic plan.
- Work closely with City Staff to implement the vision, strategies, and goals of the City Council's Strategic Plan and Downtown Specific Plan.
- Serve as the staff liaison to the Board of Directors and the Advisory Board and work with the Advisory Board on board and committee development.
- Represent the organization in all public forums, including government and community partners, by attending council meetings.
- Serve as the official spokesperson for the organization.
- Working with the Advisory Board, prepare agendas and support materials for Board of Directors and Advisory Board meetings.
- Establish a rapport with district business and property owners, and other key stakeholders.
- Work with board and staff to ensure the mission is fulfilled through programs, strategic planning, and community outreach and events.
- Oversight of DVBID – Business assessments, quarterly withdrawals from the City, annual reports to City Council and stakeholders, management of contracts, and renewal of DVBID.
- Responsible for the hiring and management of competent, qualified staff.
- Review and approve contracts for services.

OPERATIONS & FISCAL MANAGEMENT
- Oversees and implements appropriate resources to ensure that the organization's operations are appropriate.
- Responsible for signing all notes, agreements, and other instruments made and entered into and on behalf of the organization pending Advisory Board approval.
- Primary point of contact for all organizational accounts.
- Serve as staff liaison to the Finance Committee.
- Work with the Finance Committee to develop an annual budget; track and analyze budget vs. actual income/expenses and report discrepancies to Finance Committee.
- Ensure accuracy in financial accounting and reporting.
- Approve all invoices prior to payment.
- Develop necessary policies for the organization and present them to the Board of Directors for approval.
- Work in concert with staff, consultants, and vendors to ensure a high-quality level of service in communications, technology, and operations.

PROGRAMS & SERVICES
- Develop and implement all aspects of an effective business recruitment and retention program.
- Ensure the implementation of an effective marketing and promotions program.
- In concert with the Events Manager, assist in implementing all aspects of events and promotions produced by the organization.
COMMUNICATIONS & STAKEHOLDER ENGAGEMENT

- Serve as lead spokesperson for the organization promoting DVBID’s mission and vision, communicating successfully and persuasively in various forums.
- Provide direction and oversight to develop and implement messaging and public relations strategies to increase awareness of the organization’s strategic goals.
- Develop and maintain relationships with national, state, and local political leaders, relevant coalitions, and advocacy organizations.
- Develop and nurture relationships with government and elected officials.
- Regular outreach and engagement with property owners, business owners, developers, and district stakeholders.
- Responsible for enhancing the organization’s image by being active and visible in the community and working closely with other professionals and civic and private organizations.

PROFESSIONAL QUALIFICATIONS

Must be an independent strategic thinker whose qualities include the ability to listen carefully, strong attention to detail, prioritization skills, and a commitment to the DVBID mission.

- Transparent and high integrity leadership.
- Five or more years of senior nonprofit management experience preferred.
- Successful fundraising, grant writing, donor cultivation, and retention.
- Solid, hands-on budget management skills, including budget preparation, analysis, decision-making, and reporting.
- Strong public speaking ability.
- Strong organizational abilities, including planning, delegating, program development, and task facilitation.
- Ability to convey a vision of DVBID’s strategic future to staff, board, volunteers, and donors.
- Knowledge of fundraising strategies and donor relations unique to the nonprofit sector.
- Skills to collaborate with and motivate board members and other volunteers.
- Ability to interface with and engage diverse stakeholder and donor groups.
- Demonstrated ability to oversee and collaborate with staff.
- Demonstrated success cultivating and sustaining partnerships and relationships among diverse organizations.

QUALIFICATIONS & SKILLS

- Bachelor's degree preferred.
- Five years of experience in a leadership or nonprofit management position is preferred.
- Five years of experience managing business and economic development programs, preferably in a BID or Main Street Program.
- Commitment to the mission of the organization.
- Must be able to communicate effectively both verbally and in writing.
- An ability to communicate persuasively with stakeholders.
- Demonstrated ability to be highly organized, with strong time management skills and the ability to multi-task.
- Established ability to generate and implement new and imaginative ideas.
- An ability to work effectively with various people in different roles, both inside and outside the organization.
- Excellent computer skills, including familiarity with Microsoft Office, financial management/accounting systems, website management systems, databases, and other online applications.
- Solid, hands-on budget management skills, including budget preparation, analysis, decision-making, and reporting.
- Develop knowledge of and commitment to improving the City of Vacaville.
TOP PRIORITIES

- Build and retain credibility with stakeholders by setting and achieving both short and long-term goals through ongoing change and growth.
- Review and understand the Downtown Specific Plan, Covid-19 Impact Recovery Plan, and City Council Strategic Plan to effectively align the DVBIID’s strategies and initiatives with the City’s strategy.
- Evaluate historical events and drive efforts to revive events that will add value to the downtown businesses and partners.

If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.

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