



INSPIRED LEADERS
SHAPING CITIES

2019 Staffing and Salary Survey

EXECUTIVE SUMMARY

Greetings,

Thank you for choosing the IDA 2019 Staffing and Salary Survey Report, a valuable tool for place managers advancing professionally and leading increasingly dynamic organizations. With a growing number of respondents each year, we strive to present the most comprehensive benchmark for the place management profession in North America. Respondents comprise organizations of all sizes, and this year we are excited to see significant growth in participants from Canadian organizations (22% of respondents). Our survey reached both IDA members (70% of respondents) and non-members (30% of respondents).

The report consists of three sections:

Top Executive Profile: Place management leaders are highly educated, with 86% holding a Bachelor's degree or higher. Median compensation is just under \$100,000 USD with 26% of all CEOs receiving increases of 5% or more in the past year. The CEO positions in our industry remain almost evenly split between males and females. Again, this year, reported female compensation still lags male compensation by \$17,000 although the size of gap is smaller than reported in 2017.

Staff Profile: The most common staff positions were marketing/communications/special events, administration (support), accounting/finance, and public space management/maintenance. These positions reflect the core roles of an urban place management organization in clean and safe operations and public space activation. On average, urban place management organizations have eight full-time employees (excluding the top executive), between one and two part-time employees, and four contractors. In terms of inclusion, however, it remains a continuing challenge throughout the profession to make sure we represent our communities. A large majority of top executives and organization staff are white. 35% of respondents plan to add at least one full-time staff in the coming year, which provides an opportunity to increase staff diversity.

Organization Profile: About two-thirds of respondents represent central business districts. For the average organization, about 20% of the operating budget is spent on marketing/events, and another 20% on cleaning/maintenance. Organizations with larger budgets (>\$1M) spend between 10 – 15% of their budgets on security, and the largest organizations (>\$5M) spend similar portions of their budgets on transportation and capital improvements. I was not surprised to learn the top issues facing urban place management organizations today are retail development, homelessness, and panhandling/nuisance behaviors.

We anticipate this report will contribute to the industry's overall economic strength, and hope that you continue to enjoy using it. I would like to thank all the top executives and staff who made this study possible through participation on the survey.

Sincerely,

David T. Downey, CAE, Assoc. AIA, IOM
President & CEO, IDA



TABLE OF CONTENTS

Purpose and Method

Section One: Top Executive Profile

- Base Salary
- Base Salary Change
- Eligibility for Other Cash Compensation
- Total Cash Compensation
- Experience
- Gender
- Race/Ethnicity
- Age
- Education
- Area of Highest Degree
- Certifications
- Employment Contracts
- Compensation Factors
- Compensation Resources Used
- Benefits Offered
- Paid Time Off
- Retirement Package

Section Two: Staff Profile

- Staffing
- Staff Counts
- Full-Time Employees Gender and Race/Ethnicity
- Full-Time Employee Base Salaries
- Full-Time Employee Benefits
- Planned Full-Time Additions

Section Three: Organization Profile

- Location
- Year Established, Dues-Paying Membership, Type of District
- City/Town Population
- Operating Budget
- Operating Budget by Region

- Operating Budget Distribution by Cost Area
- Organization Classifications
- Size of Governing Board
- Revenue Sources
- Uses Taxed/Levied
- Benchmarks Used
- Most Serious Issues

Appendix

Compensation By Segment

- Full-Time Top Executive Base Salary and Total Cash Compensation
- Full-Time Employee Base Salaries
 - Management/Senior Executives
 - Deputy Executive
 - Administration (Support)
 - Accounting/Finance
 - Ambassadors/Guides
 - Business Recruitment
 - Economic Development
 - HR/Personnel
 - Marketing/Communications/Special Events
 - Membership Recruitment/Retention
 - Planning
 - Policy/Advocacy
 - Public Space Management/Maintenance
 - Real Estate/Development
 - Research/Technology
 - Security
 - Social Service
 - Transportation/Parking

Canadian Summary

Job Descriptions