



Vice President for Urban Place Management - Hollywood Property Owners Alliance

The Hollywood Property Owners Alliance (HPOA) is a private, not-for-profit 501(c)(6) organization. HPOA's focus is improving the business and residential climate of Hollywood by striving to provide a cleaner, safer and more hospitable place to live, work and do business. HPOA manages programs, activities, grants and contracts with the aim of promoting community revitalization efforts, quality of life, streetscape improvements, public safety, tourism, economic development and business interests for the benefit of property owners in Hollywood.

HPOA was formed in 1996 as the Hollywood Entertainment District (HED), one of the first Business Improvement Districts (BIDs) in the state of California. The District stretches along the world-famous Walk of Fame and spans historic Hollywood Boulevard, from the La Brea Avenue Gateway to the Hollywood 101 Freeway. Many of Hollywood's most famous landmarks are located in the HED – the epicenter of the entertainment capital of the world and birthplace of the movie industry.

In order to achieve the aggressive goals of the new HPOA President & CEO, the organization is seeking a proven, collaborative, growth-oriented leader to serve as the Vice President for Urban Place Management (VP-UPM). Candidates for this senior position will ideally bring a deep knowledge and successful track record in urban place management. He/she will have a proactive, solution-oriented approach and an inclusive, collaborative leadership style. The VP-UPM will ensure more effective, better coordinated service delivery and will deepen relationships with local community members, business leaders, policymakers and elected officials, law enforcement, nonprofit organizations and other BIDs, bringing diverse audiences and voices together around a unified vision for a cleaner, safer, and more beautiful Hollywood, California.

In short, this is a world-class opportunity for a rising star in the urban place management industry.

Job Description:

The VP-UPM ensures the delivery of high-quality, data-driven services through the development and implementation of efficient operational systems, quality assurance mechanisms, and through effective leadership in program and resource management related to beautification, maintenance, litter abatement, and ambassador services in Hollywood, CA. The position supervises the investment of approximately \$5M in HED resources in the facilitation of public space maintenance services, security, ambassadorial, and outreach programs as well as supporting the execution of special projects related to placemaking. The VP-UPM reports directly to the President & CEO and will manage a majority of the program investments made by the HPOA.

Key Responsibilities:

- At the direction of the President & CEO, manages implementation of organizational strategic priorities.
- Manages all on-street services provided by the HPOA / HED, including but not limited to maintenance, beautification, security services, outreach, hospitality ambassadors, and special program support.
- Oversees contracts for programs such the BID Security Patrol, Cleaning and Maintenance, and ensures optimal vendor performance.
- Works directly with BID Security and Clean program managers, supervisors, and team leaders to determine priorities, identify and assign project teams, develop assessment and evaluation tools, establish procedures, and oversee planning and implementation. Ensure meaningful goal setting, reporting, measurable outcomes and accountability, and deliverables.
- Manages vendor bidding & selection processes; negotiates and administers contracts with outside vendors for maximum service and cost effectiveness.
- Oversees development and implementation of data collection and evaluation tools, and performance measurements to ensure effective delivery of services to all constituents.
- Assists in convening property managers, public safety stakeholders (i.e. local law enforcement, security providers, emergency preparedness agencies, business owners, etc.) to provide effective communication channels and problem-solving opportunities.
- Serves as staff liaison to assigned HPOA Board Committees, facilitating monthly meetings, along with committee chairs, and representing a variety of key downtown stakeholders.
- Build, develop, and manage Hollywood Security Network contact list and works closely with corresponding stakeholders and partner agencies.
- Creates and enhances partnerships as liaison with City of Los Angeles senior staff levels to ensure maximum attention to maintenance within the HED area.
- Works with LAPD to ensure the camera system is functioning and service is uninterrupted.
- Performs other duties as assigned.

Required Skills and Competencies

- Excellent written and verbal communications skills, including demonstrated ability to articulate the organization's philosophy and position to a wide range of audiences.
- Demonstrated ability to work with and foster partnerships in both the public and private sectors.
- Demonstrated fiscal and business management skills to develop, manage and track budgets and contracts, handle multiple priorities and execute projects for timely completion.
- Demonstrated ability to manage and motivate employees; high degree of excellent judgement skills, and problem-solving ability required. Hands-on leadership and pro-active approach are essential.
- Experienced and knowledgeable in data collection, analysis, and presenting statistical information in clear, effective mediums including but not limited to charts, graphs, and infographics.
- Must be able to interact with all levels of staff, Board members, business and community leaders, and stakeholders.
- Thorough and excellent attention to detail.
- Works well under pressure.
- Ability to work early morning, evening and/or weekend hours as needed.
- Ability to lift heavy objects.
- Able to work outdoors and walk long distances.

Preferred Skills and Experience

- Experience, aptitude, and excellence in best practice operations of Business Improvement Districts and the urban place management industry.
- Familiarity and connections to current industry trends related to clean and safe programming.

Required Education and Experience

- Minimum of five years management experience in municipal government, urban place management, or convention and hospitality services; preferably in a business improvement district, urban partnership or closely-related organization.
- Bachelor's degree from accredited college or university in Business Administration, Construction Administration, Public Administration, Planning or related discipline.
- At least three years' experience managing programs and working with local government, other key organizations, and members of the community.
- Contract management experience.
- Proficient in Microsoft Office (Word, Excel, PowerPoint)

Compensation

The VP-UPM is an exempt employee. Compensation shall be commensurate with experience and will qualify for a generous benefits package to include health, dental, mobile phone, parking, and retirement contributions. Paid time off is also included.

Position Environment

The VP-UPM will work out of the HPOA administrative office in a fast-paced, deadline-driven environment. The individual will interface with business and property owners, residents, community members, government staff, vendors, and professional service providers. Due to the nature of the position, it is expected that this individual may be required to work outside the normal 8:30 a.m. - 5:30 p.m. workday.

HPOA is an equal opportunity employer and is committed to complying with State and Federal laws including fair employment practice laws, which provide equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status, or disability.

To Apply:

Please email resume, cover letter, salary requirements, 2 professional writing samples, and a list of 5 references to: kris@hollywoodbid.org. Position upon until filled.

Please, no phone calls or walk-ins.