

## **Ad Copy**

Aug, 2021

The City Ave Special Services District (CASSD) seeks a dynamic and impactful leader as President & Chief Executive Officer.

CAASD was formed in 1999 to increase safety and secure its future. Featuring a unique partnership between the City of Philadelphia and the Township of Lower Merion in Montgomery County, CASSD paved the way for improved zoning and renewed safety that have ignited unprecedented growth. Resembling a small metropolis in and of itself, today's City Ave is brimming with new residents, shopping options, pedestrians, cyclists, and eateries not only along the main thoroughfare, but throughout the district's six neighborhoods. City Ave has become one of Greater Philadelphia's most profitable commercial and professional hubs and a desirable place to live. By end of 2021, City Avenue Special Services District will have invested more than \$15.4 million in capital improvements including the current three-phased City Avenue Streetscape and Safety Improvement Plan.

### **ABOUT THE OPPORTUNITY**

The President & Chief Executive Officer leads and directs all operations of the organization. Reporting to a committed and engaged Board of Directors, the President & Chief Executive Officer is responsible for stewardship of the organization's financial resources and strategic leadership subject to approval by the Board. The new President & CEO manages a full-time staff of Director of Operations and Public Safety, Marketing Coordinator, and a cadre of Community Service Representatives. The operating budget is \$1.43 million (the sources of revenue are assessments, contributions, and events), and the capital budget varies depending upon the projects. The Board is comprised of large property owners, institutions, real estate developers, and others.

This individual has the ultimate responsibility for ensuring CASSD's mission of guiding the future of the District to its highest potential through public safety, capital improvements, thoughtful zoning and development, community engagement, and events.

Most compelling candidates will have a combination of private and public sector experience, be entrepreneurial and a self-starter, possess excellent interpersonal and communication skills, offer strong project management abilities, and most importantly be a leader with vision and vigor.

Interested individuals should contact Andrew C. Wheeler, Founder & President, Lincoln Leadership, at [awheeler@lincolnleadership.co](mailto:awheeler@lincolnleadership.co).