

Westwood Village Improvement Association

Position Narrative
Executive Director





Westwood Village Improvement Association Executive Director Position Narrative

The Westwood Village Improvement Association (WVIA) is seeking an Executive Director to lead the WVIA in assuring the Westwood Business Improvement District (WBID) is a vibrant, clean, safe, and economically vital community.

Westwood Village Improvement Association

The WVIA is a 501(c)3 Property-Based Business Improvement District founded in 2011. The WVIA's core mission is make Westwood Village a clean, safe, and welcoming place through maintenance, security, and enlivening programs. The WVIA currently receives over \$1.6M in annual assessments plus additional non-assessment revenue in the form of grants, donations, and operational revenue from the Westwood Village Farmers Market. The 2022 WVIA budget is \$1,754,656.

Advantages and Opportunities

The WVIA Executive Director position is open for the first time since the WVIA's founding in 2011.

The district's advantages are clear. Westwood Village is located at the crossroads of the Westside of Los Angeles and serves the Westwood, Bel Air, Beverly Hills, UCLA and West Los Angeles communities as a place to eat, shop, work, study, and play. With old world charm and city style Westwood is a major transit hub. The Metro Purple Line will open three portals within the WBID in 2027. The district shares a border with UCLA, the premier public education institution in the United States. The Olympics are coming to Los Angeles in 2028 and UCLA will host the Olympic Village. The WBID includes cultural resources like the Hammer Museum, Geffen Playhouse, and buildings that are designated as historic landmarks. Thousands of people work in the Village and in the many high-rise office buildings located on Wilshire Blvd. The neighborhoods surrounding Westwood Village are some of the most affluent in the country.



The opportunities for the WVIA are significant. Zoning changes to the Westwood Village Specific Plan will soon allow for greater leasing in the district. Metro is a partner and has funded the WVIA to deliver initiatives to enhance, uplift, and beautify the district. UCLA is a tremendous contributor to Westwood Village and regularly hosts events in the district including the Westwood Village/UCLA Block Party, a welcoming event which was enjoyed by approximately 20,000 visitors in 2021. A new community plan for Westwood will soon be written and the WVIA will have a seat at the table to help form the vision for the district for the foreseeable future.



Position Summary

The Executive Director (ED) will serve as the WVIA's lead executive and, in partnership with the Board of Directors and WVIA staff, will be responsible for the overall success of the organization. The ED will implement the policies and vision of the 13-member Board of Directors representing district property owners, businesses, and UCLA while recommending and developing strategies to improve and enhance the district's economic position, its physical attractiveness, sense of security, and its status as an event-driven, community-serving destination.

Key responsibilities for the next ED will include following 4 priority areas:

Clean, Safe, and Beautiful

Maintain the WBID as a clean, safe, and beautiful district that provides a foundation for success for commercial property owners and businesses, and creates a welcoming environment for users of the district by:

- Providing oversight of 7-day per week Ambassador program contracted to provide custodial services, pressure-washing, public safety services, and social service outreach
- Managing vendors for tree maintenance, landscaping, tree lighting, infrastructure maintenance, and other contracted services
- Coordinating with LAPD, UCPD, and other law enforcement agencies when necessary to maintain safety and security in the district
- Coordinating with governmental entities to provide access to services and housing to people experiencing homelessness
- Engaging with relevant City of Los Angeles departments (Public Works, LADOT, etc.) to further the WVIA's efforts to create a clean, safe, and welcoming district



Marketing, Communications, and Events

Manage marketing and promotional efforts to support WBID businesses by:

- Serving as the WBID's chief spokesperson and primary advocate representing the WVIA with government agencies, UCLA, the media, civic groups, and other interested organizations
- Overseeing regular email correspondence to approximately 2,000 newsletter subscribers and outreach to approximately 15,000 social media followers. Manage website thewestwoodvillage.com
- Creating Annual Reports highlighting the accomplishments of the WVIA and demonstrating a strong ROI to ratepayers.



- Promoting businesses and creating programs and initiatives to further the success of local merchants
- Hosting, sponsoring, and partnering to create events to attract users to the district and to create vibrancy and activity in the community. Partner with UCLA to create and manage the Westwood Village/UCLA Block Party and the First Thursday events. Host the WVIA Annual Meeting
- Overseeing the Westwood Village Farmers Market, a weekly market located on Broxton Avenue



Advocacy

Lead efforts to advocate for the WBID and its stakeholders in all matters, specifically planning, policymaking, and transportation by:

- Recommending advocacy positions to the WVIA Board of Directors on local issues and relevant state legislation
- Leading the WVIA in its effort to create zoning and regulations favorable to creating a welcoming environment for businesses and users of the district
- Engaging with local elected officials and staff in Council District 5, Los Angeles County District 3, and the City of Los Angeles Mayor's Office to further the interests of the WBID
- Engaging with community partners (UCLA, neighborhood councils and community groups, etc.) to advocate for the WBID and its users
- Increasing non-assessment revenue through grants, partnerships, sponsorships, and other means.



Management

Oversee the management, organization, and implementation of the administrative and financial systems of the WVIA by:

- Hiring, training, directing, and terminating staff
- Engaging contracted staff and services
- Overseeing financial systems, accounting, and an annual audit
- Acting in compliance with the requirements of the City of Los Angeles and other government entities. Produce contractually required quarterly reports and the Annual Planning Report
- Leading the WVIA Board of Directors and various sub-Committees in holding effective, efficient, and Brown Act compliant meetings



Candidate Profile

The Executive Director will be a dynamic, transparent, and proactive leader with professional experience. The successful candidate should have:

- Bachelor's Degree
- Minimum five years of experience in an urban setting performing community development activities. Business Improvement District experience preferred
- Demonstrated knowledge of managing staff
- Background in organizational leadership, budget management, and economic development
- Effective oral and written skills, excellent public speaking skills
- Experience in securing grants and sponsorships for infrastructure, marketing, and community benefits

Salary and Benefits

Salary and benefits commensurate with experience and skills.

Please submit cover letters and resumes to:

Jessica Dabney, WVia Board Member
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