

## Director of Downtown Initiatives, Fayetteville Arkansas Position Narrative

### About Fayetteville, Arkansas

Fayetteville is located 35 miles south of the Missouri border and 25 miles west of the Oklahoma border. It is a thriving community of 94,000+ residents. As the second-largest city in Arkansas, Fayetteville provides all of the resources and advantages of a large city while maintaining a quality of life that remains true to its unique heritage.

Fayetteville is situated in the thriving region of Northwest Arkansas, a metropolitan area with a rapidly growing population of over 500,000 residents in the principal municipalities of Fayetteville, Springdale, Rogers, Bentonville, and Siloam Springs. In the middle of the American Heartland and headquarters to enterprises Walmart, J.B. Hunt and Tyson Foods, Northwest Arkansas has more than 1,400 global brands that have offices in the region.

Fayetteville is the county seat of Washington County, Arkansas and home to the flagship campus of the University of Arkansas system. The Fayetteville campus, adjacent to downtown Fayetteville, boasts 27,000 students and is comprised of 10 colleges and schools, including the nationally competitive Sam M. Walton College of Business and the newly established School of Art.

Surrounded by the scenic Ozark Mountains, Fayetteville has a thriving arts scene, legendary live music and nightlife, culinary treasures, and events and attractions for all ages. Enjoy nearly anything you can imagine, from Razorback athletic events to winding mountain roads made for motorcycles. We've got enough outdoor activities to last a lifetime, and a system of cycling trails befitting of the only UCI designated Bike City in the United States.

Fayetteville has long been considered the entertainment capital of Northwest Arkansas, and a huge part of that reason is Dickson Street and downtown. The combination of the Walton Arts Center, TheatreSquared, and George's Majestic Lounge - the oldest and longest-running live music venue in Arkansas - make this area the headquarters for performance arts in Northwest Arkansas

### Downtown Fayetteville Data - at a glance

- Downtown Fayetteville is home to over 600 businesses that employ over 3,000 full time employees and 2,040 part time employees
- The State's flagship campus, the University of Arkansas employs nearly 5,000 faculty and full-time staff abutting Downtown Fayetteville
- There are 108 restaurants, bars, and hotels operating in Downtown Fayetteville

### About Experience Fayetteville

Experience Fayetteville is the destination marketing organization for the city of Fayetteville, Arkansas. It is responsible for marketing the city to visitors and achieving a positive economic impact through tourism. Experience Fayetteville is governed by the Fayetteville Advertising and Promotion Commission, a component unit of the City of Fayetteville, managed independently. It is the over-arching organization that manages Experience Fayetteville and Fayetteville Town Center. The Advertising and Promotion Commission is primarily funded by a 1% tax on lodging and prepared food.

## The Concept

Experience Fayetteville is hiring a full-time, Director of Downtown Initiatives to work alongside the volunteer-led Downtown Fayetteville Coalition (DFC) and other stakeholders to formalize and more further develop an independent downtown organization. Initially funded by the Fayetteville Advertising and Promotion Commission, this position will be incubated at Experience Fayetteville to provide stability. After an incubation period, the Director will transition to employment with the downtown organization distinct from Experience Fayetteville.



Employer: Fayetteville Advertising and Promotion  
Commission Unit(s): Experience Fayetteville  
Title: Director of Downtown Initiatives  
Reports to: CEO  
Position Type: Full-time, Exempt  
Salary Range: \$85,000 - \$100,000

Qualified applicants please submit resume and cover letter to  
[jobs@experiencefayetteville.com](mailto:jobs@experiencefayetteville.com)

### Position Summary

A collaborative and visionary leader, the Director will be responsible for working with hired consultants and with the existing Downtown Fayetteville Coalition to further define, articulate and implement the new organization's mission. Determining key programs and services, as well as building the overall management structure of the organization, will be key components of the Director role.

### Areas of Responsibility

- Serve as Experience Fayetteville's primary spokesperson for Downtown related initiatives; represent Downtown to the city staff and elected officials, regional organizations, members of the media, and the advertising and promotion commission
- In collaboration with local stakeholders, identify and select appropriate consulting firm(s) to lead the creation of a five-year management plan for the downtown organization including objectives and KPIs including, but not limited to, those related to revenue, staffing, engagement and programming
- Working alongside the Experience Fayetteville CEO and volunteers, formalize the assembly of a volunteer board and determine the appropriate form of governance
- Seek and identify both earned and contributed revenue opportunities and programs including, but not limited to, philanthropic support, sponsorship revenue, event income, corporate partnerships, advertising, and public support
- Present regular updates to the downtown merchants, the Advertising and Promotion Commission and city council
- Identify areas where consultants and subcontractors are needed; oversee the RFP and contract process
- Maintain awareness of trends, innovations, and best practices in the destination marketing and urban placemaking industries
- Pro-actively create opportunities for owners and managers of businesses in the downtown area to engage in the formation of the new organization in both formal and informal ways

- Regularly engage other downtown organizations in the Northwest Arkansas region and across the state
- Build trust and facilitate consistent, transparent and informative communication to strengthen and expand the new organization

#### Qualifications

##### Required

- Minimum of five years of leadership and supervisory experience
- Comfortable with public speaking
- Demonstrated ability to raise funds
- Experience with financial oversight and budget management
- Experience in working on projects with numerous stakeholders

##### Preferred

- Experience in urban placemaking within a downtown organization, destination marketing organization, merchants association, or other relevant collaborative organization
- Background working for, or in partnership with, public sector entities

A commitment to the downtown Fayetteville area is expected. The candidate must be flexible and be able to adjust to changing conditions, circumstances and priorities. Excellent written and verbal presentation skills and computer literacy (Microsoft Office) are mandatory.

#### Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee must see, talk, and hear. This position requires frequent use of a telephone and computer. Occasional lifting of items is required, particularly during event set up.

#### Compensation and Benefits:

This position provides compensation commensurate with experience and includes employer paid insurance benefits, paid leave and a SIMPLE IRA retirement plan.