

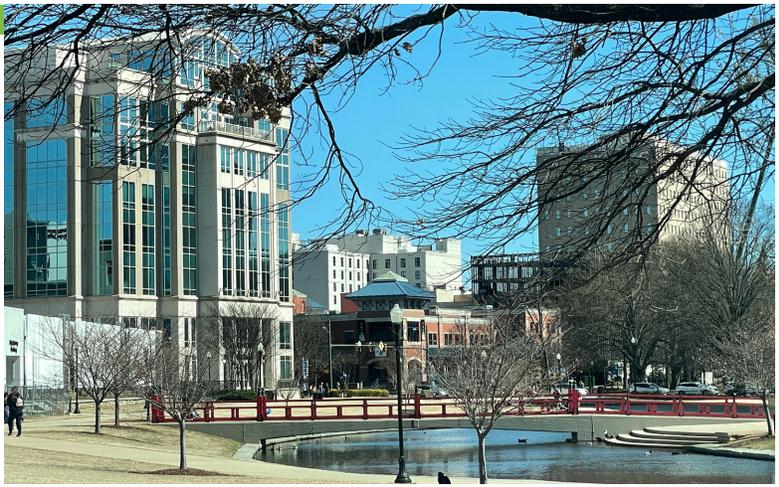
OPPORTUNITY PROFILE

PRESIDENT & CEO

DOWNTOWN HUNTSVILLE, INC

EXECUTIVE SUMMARY

Downtown Huntsville, Inc. is the champion for a vibrant and economically strong Downtown Huntsville and focuses on initiatives supporting its Urban Environment, Downtown Commercial and Residential Development, Downtown Public Policy and Advocacy, Downtown Marketing and Public Relations, as well as Philanthropy and DHI Membership. DHI is seeking a dynamic and progressive leader to further support the growth and activation of Huntsville’s city center.



H

Downtown
Huntsville

Recently voted the #1 City in America to live, Huntsville has something for everyone! We changed the world, now we're redefining the City Center. You won't be disappointed with our core downtown district complete with the historic square, quickly growing music and arts scene, Big Spring Park, hundreds of miles of urban hiking and biking trails, multitudes of unique dining options, and more! In addition to a dynamic city center, the Downtown Huntsville area also offers eight other unique and eclectic districts all around the downtown core. From arts and culture to high tech and innovation, the Districts of Huntsville offer interesting places to live, work, and play. We invite you to explore these great places as part of your city center experience.



Visit Our Website:
www.downtownhuntsville.org



THE EIGHT DISTRICTS

SURROUNDING CORE DOWNTOWN

John Hunt District has a variety of venues and parks to entertain the whole family. Explore this wonderful area to see what it has to offer.

Lincoln Mill District is filled with entertainment and a growing tech campus, making it the perfect place to work hard and play hard!

The Lowe Mill District is truly a innovative space. At it's core lives the Lowe Mill Arts and Entertainment Center lending to the district's creative nature.

The Medical District is home to Huntsville High School, a variety of locally owned shops, and state of the art medical facilities.

The Merrimack District is just west of Downtown Huntsville and is one of the premier destinations for the performing arts and recreational sports in the region.

The Monte Sano District overlooks downtown Huntsville and is one of the premier destinations for outdoor activities in the Southeast. It is home to the Monte Sano State Park.

Stovehouse District is home to an old factory that has been transformed into a village of restaurants, gourmet cocktail & coffee bars, event & entertainment spaces, boutique shopping, and office space.

West Huntsville District offers dining, shopping, events, and more! Anchoring the district is Campus No. 805 a renovated and redesigned mixed-use facility.



ORGANIZATIONAL OVERVIEW, SKILLS AND EXPERTISE

PRESIDENT AND CEO

DOWNTOWN HUNTSVILLE, INC

OVERVIEW:

The President/CEO is responsible for planning, implementing and managing all programs and policies of Downtown Huntsville, Inc and its affiliated entities. The candidate should possess the following leadership competencies.

EXPERIENCE

- Demonstrated experience in urban planning/city planning (desired)
- Have five (5+) years' experience performing in a senior management role (required)

URBAN VISIONING:

- Demonstrated experience as a visionary – the ability to see beyond today “think outside the box.”
- Knowledge of Downtown and community central core development issues to include community building, neighborhood engagement, transportation-oriented development, housing development, and open space/public realm integration.
- Knowledge of the principles and practices of urban planning to include design guidelines, zoning, historic preservation and housing.
- Knowledge of the principles required to create urban “life, activity, and sustainable vitality.”
- Ability to communicate and “sell” new ideas to diverse stakeholder groups.
- Proven ability to develop innovative ideas and move ideas from concept to implementation.

DOWNTOWN DEVELOPMENT

- Knowledge of, and experience in, leading successful downtown development initiatives.
- Strong downtown development credentials with both private sector and government real estate and finance.
- Experience working in collaboration with local and regional economic development organizations.
- History and proven record of influencing diverse organizational stakeholders with regard to coordinated strategic planning, branding, and unified tactical implementation.

FUND RAISING

- Experience in private, public, and non-profit sector fund raising.
- Ability to develop high-potential relationships with large corporations and other major potential funders/donors.
- Ability to plan, direct and coordinate development programs and initiatives.

ORGANIZATIONAL OVERVIEW, SKILLS AND EXPERTISE

ADVOCACY and GOVERNMENT RELATIONS

- Experience as a downtown advocate. Proven track record of marshaling resources and managing complex partnerships to focus on Downtown issues, projects, and initiatives.
- Ability to establish and maintain effective working relationships with stakeholders, colleagues, subordinates, Huntsville officials, officials from other governmental and private organizations and the general public.
- Must be experienced in organizational development and have demonstrated the ability to win the trust and confidence of diverse stakeholders
- Understanding of issues confronting downtown business and property owners, residents, public agencies, and community organizations.
- Proven ability developing and monitoring local, state, and federal legislation, programs, and proposals; demonstrated experience assessing potential implications and/or organizational opportunities of same.
- Demonstrated ability to coordinate and communicate organizational positions on local, state, and federal issues; ability to facilitate personal contacts between executives and internal and external stakeholders with executive members of local government and state government.
- Proven ability managing Downtown clean and safe programs, public safety, parking, hospitality, social service outreach, landscaping (beautification) and technology integration.
- Understanding of Downtown event, venue and place planning and utilization.
- Proven experience involving “Way Finding” initiatives and the management of vehicular, pedestrian and cyclist traffic in Downtown/urban areas.

MANAGEMENT

- Ability to coordinate and evaluate the work of a professional staff.
- Ability to supervise and manage both a professional and administrative staff.
- Ability to develop long-term plans and programs and to evaluate work accomplishments.
- Ability to develop and control operating budgets. Skill in budget preparation and fiscal management.
- Knowledge concerning the principles of public administration and public finance.
- Experience identifying alternative sources of funding.
- Ability to communicate and work closely and effectively with a board of directors and its executive committee and officers.

ORGANIZATIONAL OVERVIEW, SKILLS AND EXPERTISE

COMMUNICATION AND MARKETING

- Demonstrated ability to conceptualize, design, implement and evaluate a fully integrated strategic marketing and communications program.
- Ability to analyze facts, exercise sound judgment and arrive at valid conclusions.
- Strong written and verbal communication skills, including public speaking.
- Experience selling concepts and generating the excitement necessary to propel successful accomplishments.
- Knowledge of public information and community relations concepts, principles, methodology and techniques.
- Proven media relations and issues management experience.
- Ability to develop, implement and evaluate public opinion surveys and related data collection vehicles.
- Knowledge of current and emerging public relations issues and trends applicable to the Downtown environment.
- Able to proactively position the Downtown as a premier destination
- Proven experience developing research-based programs that address image and brand awareness in a competitive global market.
- Become familiar with the history of Huntsville and be able to articulate the Downtown's vision as a center of commerce, culture, and entertainment.

Interested applicants should send resumes to
resumes@downtownhuntsville.org

Search Committee:

Tracey Dougherty, Stephanie Mell, Jami Peyton, Patrick Quirk, Les Tillery