

## JOB DESCRIPTION

### DIRECTOR OF SPECIAL EVENTS

The vibrancy and creativity of a downtown district can be judged by the special events that it hosts and is known for. Special events attract new people to downtown for the first time; they brand and provide an image for the district as well as the broader city and community; they generate foot traffic that helps to expose and re-expose people to their downtown; they provide a sense of community and pride; and they provide an opportunity for recreation, fun and enjoyment. In Downtown, we believe that downtown events should reflect our status as the region's center and these events maintain a premier status and attraction capacity that will signify them to be the top tier events of our community.

It is the job of the DIA Director of Special Events to meet and exceed these broad goals and objectives for the DIA in the realm of special events. The Special Events Director is the community's party planner—and should embrace this opportunity to shape and guide the community's key events and parties.

The Director of Special Events is a senior leadership position that supervises a junior level special events associate director and needed contractors and volunteers. The Director shall work closely with all other DIA staff as they intersect and overlap with the special events planning and implementation.

The DIA has a series of legacy special events that the Director is responsible for budgeting, planning and execution. These include, but not be limited to, the following:

- Chili Cook-Off
- Ithaca Festival Craft Show
- Summer Concerts
- Apple Harvest Festival
- Holiday Events

It is expected that the Director of Special Events will plan and execute these events each year, providing the timely and appropriate budget projections, contracts, and required State and local plans.

Along with the legacy events, the Director of Special Events will work with the staff, board, and downtown community to organize and implement other smaller, but impactful events for downtown. Currently these include, but may not be limited to:

- Gallery Night/First Fridays
- BIPOC Market
- Halloween
- Other ad hoc and one-off special events

The Director will be responsible for project evaluation and metrics for evaluation. It is anticipated that major downtown events will break even or generate revenue for the DIA, when

earned revenue and sponsors are considered. It is further expected that smaller events receive several years to reach capacity and will then break even for the organization, unless specifically deemed otherwise.

The Director shall be responsible for helping the Executive /director prepare annual budgets and will lead the effort to recruit sponsors for events. Each event will have a specific event budget with revenue and expense projections.

The Director shall also be charged with recruiting the necessary and appropriate contractors and volunteers for all events.

The Director of Special Events shall also:

- Serve as lead staff for the DIA Events Committee;
- Organize and serve as lead staff for the County Special Events program committee;
- Serve on the City Special Events Committee
- Interact with other community groups and organizations as appropriate, including the Ithaca Festival Committee
- Serve as a liaison on special events to the STPB and tourism program.
- Oversee and obtain the necessary permitting from local and state authorities.

The Director of Special Events shall also be charged with undertaking annual reviews and evaluations of all events, seeking to strengthen them where possible and amend/modify as needed. The Director shall also evaluate new event opportunities, including unique one-off events, and determine the organizational capacity to assist with or lead such events.

The Director shall also lead the TC Tourism Special Events Program that provides technical assistance, education and training, networking, and event equipment lending to both new and established events from around Tompkins County. This work will include chairing the TC special events committee, preparing and monitoring grant budgets, and attend STPB meetings as appropriate.

The Director shall lead the DIA effort to undertake fund raising for special events and other DIA activities. This shall be done in collaboration with the Executive Director, Marketing Director, and other relevant staff.

SALARY: \$55,340.00/per year (Salaried, Exempt)

BENEFITS: Time Off: 2 weeks paid vacation, 1 week paid sick time, 3 personal days per year, Health Insurance (100% of premium covered), Dental Insurance, FSA, and 403B