The Downtown Boulder Partnership (DBP) is seeking a Chief Executive Officer (CEO) who will provide strategic and visionary leadership to carry out the missions of the Downtown Boulder Partnership 501(c)6, the Downtown Boulder Business Improvement District (BID) and the Downtown Boulder Community Initiatives (DBC1) 501(c)3 organizations.

Downtown Boulder Partnership proudly operates as an Equal Opportunity Employer, striving to purposely build an inclusive workforce representative of various cultures, perspectives, and experiences. We believe in respect for all and do not discriminate based on race, color, religion, sex, gender identification, sexual orientation, national origin, age, disability, and/or genetic information. It is our intention that all qualified applicants be given equal opportunity and that section decisions are based on job-related factors.
About the DBP

Working in concert, the family of three organizations (known publicly as the Downtown Boulder Partnership (DBP)) share core staff to provide forward-thinking strategic leadership and support for the downtown community within the Business Improvement District (BID) and through the entire city to address current challenges and build on a wealth of success while planning and preparing for the future of downtown Boulder.

DBP is a 501(c)6 nonprofit / membership-based organization that supports downtown businesses through public policy advocacy. DBP members are actively engaged within the downtown community. DBP's Public Policy group provides input on city matters impacting the well-being of the downtown district. Members are well informed, connected and represented within the district. Member businesses also have the opportunity to participate in various events and initiatives hosted by DBP.

BID is a quasi-municipal corporation and political subdivision of the State of Colorado formed in 1999 and successfully renewed in 2010 for an additional 20 years. The BID encompasses a 49-block taxing district approved by downtown property owners to cultivate a cleaner, safer and more vibrant downtown community. The tax revenue is used by the BID to provide maintenance services that supplement those provided by the City of Boulder and to provide a comprehensive consumer marketing and communication program.

DBCI is a 501(c)(3) nonprofit created in 2016. The organization's mission is to engage visitors and locals alike through arts, culture, innovation and inclusive, community-driven experiences in downtown Boulder.
Position Summary

In collaboration with an informed and energetic volunteer Board of Directors, a seasoned staff of place management professionals and dedicated and engaged stakeholders, the CEO is charged with leading the overall success of the organization. The CEO is responsible for planning, executing and evaluating all programs and policies of the organization. Leadership duties include serving as the spokesperson and ambassador for all three organizations with the general public, City Council, stakeholder groups, community partners and the boards of directors. Management includes overseeing the staff and all ongoing functions including operations, marketing, advocacy, special events, budgeting, financial reporting, community outreach, economic development and board relations.
Position Responsibilities

Organizational Management: Articulate the organization’s vision and lead the staff and boards to develop strategies and work plans towards implementation. Responsible for effective management of resources including financial, personnel and time allocation.

Financial Management: Work with the VP of Finance to maintain financial health and transparency of each of the organizations. Develop long-range and short-term financial plans to support the organizations’ goals. Ensure that sound financial controls are in place and adhere to and ensure that board members have ongoing understanding of organizational finances, trends and variances. Ensure that all three organizations meet all statutory requirements with the City of Boulder, the State of Colorado and any other relevant governing body.

Strategic Planning and Implementation: Consider and implement programs and policies as approved by the various boards of directors with input from all stakeholders, and an understanding of market opportunities and industry best practices and trends.

Board Management: Work with board leadership to inform and engage board members and to ensure that each board is representative of its constituency, informed and engaged in the work of the organization.

DBP Specific

Advocacy, Partnerships and Relationship Building: Advocate for policies and resource priorities that support the economic success and vibrancy of the downtown. Work closely with stakeholders, elected officials, city staff, and business advocacy partners to accomplish related goals. Maintain an understanding of the issues and threats facing downtown.

Membership Support: Work with staff to oversee a successful and robust membership program. Continually communicate the benefits of membership and understand the needs of members and potential members. Support member events.
BID Specific

**Operations and Pedestrian Experience**: Work with the VP of Operations and Programs to ensure systems are in place to achieve basic maintenance and cleaning in a timely and thorough manner throughout the district. Ensure that the ambassador team presents a welcoming and helpful front with a customer-service mindset.

**Marketing and Brand Management**: Work with the VP of Marketing and Communications to continually maintain Downtown Boulder’s position as a premiere visitor destination and one of the most renowned business districts in the industry. Ensure that DBP’s marketing is consistent with the brand and that marketing supports the goals and values of the organization.

**Communications**: Work with the VP of Marketing and Communications to ensure that systems are in place to manage all communication from DBP ensuring that it is on message and sensitive to a wide audience.

**Economic Vitality**: Lead and support efforts to understand trends in economic sectors and take actions, as needed, to maximize business retention and recruitment. Maintain an understanding of downtown property values, rents, property tax rates, vacancies and trends. Become a resource for downtown economic vitality data and insights.

DBCI Specific

**Community Engagement**: Foster relationships with community organizations, promoting downtown as the community’s central social district. Seek out and support partnerships that expand the community’s involvement in downtown.

**Events Activations and Public Realm Experience**: Work with the VP of Operations and Programs to effectively present a robust calendar of special events and placemaking activities that draw people to the district and enhance the experience of people visiting the district. Look to expand the audience and appeal of and engagement with DBCI’s events.
Skills, Experience, Qualifications

- Significant experience in leadership in managing downtowns, nonprofits, municipal governments or related private sector functions.
- Competent computer skills.
- Ability to pass a criminal background check.
- Passion for and knowledge of downtown management.
- Significant relevant experience working with a downtown management organization, a business advocacy group, a municipality or other relevant position.
- Excellent written and verbal communication skills.
- Comfortable speaking in public; as well as speaking to the media.
- Working knowledge of key downtown functions including district operations, destination marketing, event production and member services.
- Track record of recruiting, motivating and retaining a strong staff.
- Develops and maintains an inclusive environment that celebrates diversity.
- Creativity in solving problems, as well as initiating new ideas and priorities to keep downtown Boulder vibrant, unique and competitive.
- Proven experience with financial and fiscal understanding and accountability including forecasting, budgeting and reporting.
- Ability to balance demands and priorities of a diverse group of stakeholders including small businesses, community partners and city government.
- Demonstrated history of setting ambitious goals and producing results.
- Interest and experience in public policy related to downtown issues of transportation, parking, homelessness, development policies, small business support, etc.
- Experience managing and collaborating with a board of directors to set strategic direction, provide leadership, and ensure the effective governance and management of the organization.
- An action-oriented strategic leader, with proven success driving unified vision, change and growth within an organization, and translating broad goals into achievable steps.
- Skills advocating with diverse stakeholders including city departments, county agencies, partner organizations and service providers to leverage others’ resources in maintaining a clean, safe and vibrant downtown.
- Ability to develop and advocate for policy initiatives, resource prioritization and other strategic programs for the betterment of the district.
Compensation

Base Salary $145,000 - $155,000 annually
Medical/Vision/Life
Dental
Simple IRA – 2% company contribution
Wellness
Reasonable business expenses
Mobile Phone
Parking Pass
Eco-pass
Holidays 11.5 paid
PTO - 15 paid PTO days

Staff

The CEO manages a professional staff of approximately 6 FTEs as well as full-time and part-time contractors. The Senior Staff report directly to the CEO and include the VP of Marketing and Communications, the VP of Operations and Programs, and the VP of Finance.
Downtown Vision

In 2022 DBP, in partnership with the City of Boulder, facilitated a community-lead process to reveal a 5-year vision plan for downtown Boulder. The investment in the creation of this vision was inspired by a need to understand how the district can best adapt to cultural, economic, physical and other changes brought on and expedited by the pandemic as well as in anticipation of the Pearl Street Mall’s 50th anniversary in 2027.

Vision:

Grow Downtown Boulder’s Reach, Community, and Success

Vision Statement
Downtown Boulder is a vibrant mosaic of human-centered places and sub-districts that provide diverse experiences and opportunities for all through deliberate inclusion, innovation and co-creation.

Big Ideas
The Vision Plan identifies 6 “Big Ideas” beginning with the historic Pearl Street Mall and extending outward.

1) Position Pearl Street Mall for 50 more years of success
2) Facilitate discovery, activation & opportunities off of Pearl Street
3) Embrace the Creek Corridor as a part of downtown
4) Connect to nearby neighborhoods & districts
5) Tie it all together with safe, comfortable & interesting infrastructure
6) Tell the story & increase understanding

The plan outlines strategies within these Ideas and suggests a path forward for realizing the vision.

Opportunities and Challenges

Downtown Boulder has long been renowned as a top visitor destination and a leader among downtown districts in the industry. Benefiting from a thoughtfully designed historic pedestrian mall, and a commitment of investment and support from both the private and public sectors, Downtown Boulder provides an ideal foundation for DBP to build upon.
A dedicated and experienced senior staff has provided valuable support to the business community and successfully advocated for the downtown district for decades. Today there are new emerging opportunities, as well as threats that will be important for a CEO to understand and manage.

The 50th anniversary of the Pearl Street Mall is quickly approaching and brings with it an opportunity for high profile celebration, as well as focused renewed investment. Much of this work has begun, but will require strong vision and leadership to fully take advantage of the moment.

The University of Colorado at Boulder (CU) has been a strong partner in many ways and in recent years that opportunity has continued to strengthen. Currently CU is building a conference center at the northern edge of the University Hill district. This development, coupled with the Hill Hotel Boulder, a private development project also on University Hill, presents important opportunities for strengthening connectivity and partnerships with CU, the University Hill Merchant Association and downtown. Additionally, with CU’s selection of Dion Sanders “Coach Prime,” Boulder has been elevated in visibility, creating additional opportunities for downtown.

Boulder’s Central Park and Civic Area, which runs adjacent to the downtown district, is beginning an exciting phase of renovations and will provide new opportunities to expand the connection between downtown and this urban park and provide additional opportunities for DBP and future connection to University Hill.

The challenges that face the organization are typical of those facing any downtown management organization today, although in many cases, less acute. The post pandemic return of office users has been sluggish and uncertain causing compounded issues that can be anticipated in underutilized public spaces.

An increase in numbers of unsheltered persons living in and around the district has brought a growing disorder and a noted decrease in the feeling of safety for many visitors and residents. Constraints on solutions, be they political, legal or financial can make the situation worse over time and will require creative leadership, authentic partnerships and curious inquiry for the CEO to effect positive change.

Finally, the demands of downtown management can often seem infinite and new needs continue to present themselves. Though the BID provides a relatively secure funding mechanism, there are still variances and uncertainties. The CEO will be required to effectively prioritize and partner where possible to ensure all of the needs of the district are met.
Applications and Selection Process

Applications should be sent to jobs@downtownboulder.org (attn: Transition Team). Initial acknowledgement of interest will be given to all who apply and from there specific candidates will be notified about next steps.

- Position will be open until July 21, 2023.
- Applicants will be screened and notified if they have been selected for an initial interview.
- Initial interviews will be conducted by zoom with a 3-5 person search committee panel consisting of staff and board members.
- Finalists will be notified and invited to a second round of in-person interviews with the selection panel, staff and key partners.

Limitations and Disclaimer

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by the board in compliance with Federal and State Laws.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an “at-will” basis.