



# Downtown Worcester Business Improvement District (BID) Executive Director

## Position Statement

### Summary

The Downtown Worcester Business Improvement District (BID) is seeking a dynamic, full-time Executive Director to lead the 501(c)(3) non-profit organization. The BID represents more than 100 property owners within approximately 78 acres of Downtown Worcester, Massachusetts. The mission of the BID is to establish a vibrant, welcoming, economically and culturally viable Downtown Worcester for all stakeholders. Through collaboration with local businesses and organizations, the BID actively promotes Downtown Worcester and all it has to offer, creating new experiences and fostering an exciting place for people to live, work, and visit.

The ideal candidate will be passionate about community engagement and will possess the skills and experience to lead the organization into the future. The ideal candidate will be a visionary leader capable of driving strategic initiatives, fostering civic engagement, and ensuring operational excellence. Exceptionally strong interpersonal skills are required to interact with a wide and diverse range of stakeholders, including volunteer board members, program partners, vendors and contractors, legislative leaders, business owners, residents, and government officials.

### The Worcester Community and Downtown Worcester

Worcester is a city of 206,518 residents located in the center of Massachusetts, between Boston and Springfield. As a vibrant, bustling, and growing community, Worcester is the second most populous city in New England.



It has established itself as a leader in advanced manufacturing, biotechnology, information technology, education, financial services, health care, and medical research. The City is home to eight colleges and universities, with total enrollment of approximately 35,000 students.

Worcester, and the Central Massachusetts region, boast more than 70 cultural venues, including world-class museums, concert halls, theaters, and hundreds of restaurants. In the heart of Downtown Worcester, the Worcester Common offers a large public ice-skating arena in the winter, hosting numerous seasonal outdoor programs and events throughout the year. Cultural institutions such as the Worcester Art Museum, the Hanover Theatre for the Performing Arts, Mechanics Hall, and the Jean McDonough Arts Center (JMAC) showcase local, national and international art exhibits and provide excellent performance venues. Worcester has a thriving convention center, the [DCU Center](#), owned by the City and located in downtown Worcester, averaging over 700,000 attendees per year.

Worcester is home to four sports teams which bring visitors to the City and contribute to its economy: the Worcester Red Sox (Major League Baseball Triple-A); the Worcester Bravehearts



(Futures Collegiate Baseball League); the Worcester Railers (East Coast Hockey League - ECHL); and the Massachusetts Pirates (National Arena League).

Known as the Heart of the Commonwealth, Worcester is centrally located to provide easy access to all points in New England. Worcester's historic Union

Station serves as Central Massachusetts' premier intermodal facility featuring multiple options for travel including Amtrak, MBTA commuter rail, inter- and intra-city bus services, and taxi services. Additionally, the [Worcester Regional Airport](#) provides commercial airline and private aviation flights.

Downtown Worcester is experiencing a period of significant public and private investment, from new restaurants and mixed-use developments providing retail and commercial space to hundreds of units of new housing to welcome new residents to the community. As a prime example of this investment, [Polar Park](#), the newly constructed, state-of-the-art Triple-A baseball stadium, officially opened on May 11, 2021. The ballpark is home to the Worcester Red Sox ("WooSox"), the Triple-A affiliate of the Boston Red Sox, and hosts numerous festivals, community events, and Holy Cross football games. Other major development projects that have been completed include the new 228-unit residential project, The Revington, the 83-unit District 120 residential development, the AC Hotel, and a plethora of new office space, retail, and restaurants, each contributing to the revitalization of Worcester.

Worcester is nationally recognized as an excellent place to live and work. Worcester offers diverse neighborhoods, quality public schools, renowned colleges and universities, access to a vibrant and diverse arts and culture scene, sports, concert halls, culinary experiences, reliable local and regional transportation, and a proud tradition of innovation and enterprise.

## The Downtown Worcester Business Improvement District (BID)

A Business Improvement District is a legally established, contiguous geographic area within which property owners initiate, manage, and finance supplemental services for the benefit of everyone who lives, works, or visits the District. Established in 2018, the Downtown Worcester BID, a 501(c)(3), is located in the heart of Downtown Worcester. The BID's mission is to advocate for District stakeholders and provide administrative management to support development goals of Downtown Worcester. Its goal is to enhance the BID District's beauty, boost positive sentiment, and celebrate what makes Downtown unique. The BID focuses on developing new experiences and events; cleanliness, hospitality and safety; cultural placemaking and beautification; advocacy and policy; marketing and public relations. The BID strives to make Downtown a place where people want to live, work, and visit as the economic and cultural hub of Worcester.



The BID works to promote the Downtown, increase pedestrian traffic, bolster retail sales, promote opportunity, and enhance perceptions of Downtown. In partnership with city officials, cultural organizations, horticulturists, and local artists, the Downtown Worcester BID uses a multifaceted approach to create a more vibrant Downtown. Placemaking efforts provide dynamic programming, while promoting local collaboration and spotlighting development opportunities in the Downtown area. The BID works collaboratively with property owners, businesses, institutions, community members, and the City of Worcester administration to realize the vision of a thriving, 18-hour destination district, making Downtown a more vibrant, more welcoming, more economically robust place.

The Downtown Worcester BID represents the entire Downtown community, from the small business owner to the larger corporate entity, from the residents of the Downtown to the community leaders. The Downtown Worcester BID serves the community by creating a safe, clean, and welcoming destination that is attractive to businesses, employees, residents, and visitors alike. The BID operates numerous programs and events including the BID Ambassadors Program. The BID is bounded by Main Street, Myrtle Street, Francis J. McGrath Boulevard, and Foster Street.

The BID has a staff of four: three full-time employees, one part-time employee, and scores of volunteers. Its 12-member Board of Directors consists of public, private, and not-for-profit stakeholders dedicated to supporting the Downtown BID and its mission.

### Important Links

- [Downtown Worcester Business Improvement District Website](#)
- [Downtown Worcester BID Annual Report 2023](#)
- [Downtown Worcester Placemaking Plan](#)
- [Downtown Worcester BID Video](#)

## The Executive Director Position

The BID is seeking a full-time Executive Director with passion for the mission and the necessary experience and skills to lead the organization into the future. The Executive Director will serve as the primary spokesperson for the organization, executing the overall vision for the BID. The Executive Director is a critical, visible position requiring strategic thinking, sound management experience, as well as business and financial acumen.

The successful candidate will be able to navigate the challenges of a dynamic and engaged board of directors, build relationships, and demonstrate leadership across all levels. The Executive Director must be adaptable, comfortable speaking with a wide array of stakeholders, individually or in large groups, and able to effectively advocate on behalf of the BID. The Executive Director will report directly to the Board of Directors and will work closely with the Board, its standing committees, and DWBID staff to ensure the mission and vision are clearly defined and executed. Further, the Executive Director will work to ensure that the organization remains fiscally secure, maintaining the highest ethical standards.

The essential elements of the position of Executive Director are:

- Provide overall leadership and strategic direction to the organization and oversee the day-to-day operations.
- Represent the BID at events and meetings, portraying the voice of the organization in advocacy roles, as well as in communication with the media and through speaking engagements.
- Build and maintain strong relationships with and outreach to property and business owners, community leaders, government officials, and other stakeholders.
- Work with the Board and BID staff to identify and/or design and implement programs and initiatives that promote the overall improvement of the BID area.
- Work closely with the Board of Directors to develop and execute strategic plans for the District.
- Provide regular updates on organizational performance and key initiatives at quarterly Board meetings.
- Develop and manage the organization's annual budget and oversee the organization's financial management, in partnership with outsourced Controller.
- Maintain awareness of critical issues affecting the BID and Downtown Worcester, recognize the diversity of the District and City's cultures and populations, and identify potential opportunities for partnerships and sponsorships to assist in addressing these issues.
- Cultivate a positive organizational culture.

Short and Long-term Goals that the Board would like the Executive Director to undertake include:

- Continuation of services to the District that benefit its members and the community-at-large.
- Develop and implement a revenue plan that will identify potential additional resources and funding opportunities.
- Interact with and build on the relationship with the City of Worcester administration related to events, initiatives, programs, and services.
- Analyze and develop potential plans for bringing various contracted services in-house.
- Identify opportunities for growth and efficiencies within and outside the organization.
- Participate in regular meetings with other BIDS throughout the Commonwealth to share "best practices" and build relationships with other BID leaders across the country.
- Plan for and execute 2028 Reauthorization under the State's BID statute.

**Annual Salary: \$105K+/-**, commensurate with qualifications. An attractive benefits package, including health and dental, health reimbursement account, vacation, disability and life insurance, and retirement plan, is part of the compensation package.

### Required Knowledge, Skills, and Abilities

- Highly organized and motivated, self-starter, excels at working independently and autonomously.
- Strong organizational and project management abilities.
- Understanding of the dynamics of a diverse constituency, including but not limited to property owners, local businesses, City and State governments and agencies, appointed officials, and neighboring institutions.
- Ability to build and maintain relationships with diverse stakeholders.
- Passion for tackling urban economic development and district management issues.
- Knowledge of state and local government and various public agencies and programs.
- Excellent interpersonal and communication skills, including but not limited to verbal, written, and presentation skills.
- Understanding of a BID organization and the role it plays within a city.

### Education and Experience

- Bachelor’s degree required.
- Minimum of 5 years of professional leadership experience in a non-profit, district management, real estate, community development, economic development in the public or private sector, or related fields.
- Substantive administrative and contract management experience.
- Proven track record of successful fundraising, grant writing/administration, financial management.
- Expertise in developing benchmarks and metrics for reporting progress on BID programs.
- Willingness and ability to work evening and weekend hours, as needed.

### Preferred

- Master’s degree in business, non-profit management, public administration, or related field.
- Bilingual English/Spanish proficiency.
- Specialized skills in any of the following: place-making, retail recruiting, main streets, place-based (or other asset) marketing, innovative community engagement, technology development (and/or visualization), and graphic or architectural design, real estate development and financing.
- Candidates with knowledge of the City of Worcester and the Central Massachusetts region are preferred.

### How To Apply

Send cover letter and résumé via email, in a single PDF to:

[Apply@communityparadigm.com](mailto:Apply@communityparadigm.com)

**Subject: Downtown Worcester BID  
Executive Director**

Position is open until filled. For a guaranteed review, email application materials by October 28, 2024, 3:00 p.m. EST.

Questions regarding the position should be directed to:

Julie Jacobson, Senior Associate  
Community Paradigm Associates  
[JJacobson@communityparadigm.com](mailto:JJacobson@communityparadigm.com)

