RIVER DISTRICT ASSOCIATION
Danville, VA

LEADERSHIP PROFILE

The River District Association is seeking a passionate, strategic, and experienced non-profit professional to serve as the full-time **Executive Director**, who will continue to position the organization as a leader in the continued transformation of the region.

MISSION

The River District Association will continue moving forward in the transformation of Danville's River District as a welcoming and lively place for all, while inspiring and influencing social and economic development for the greater Dan River Region.

VISION

The River District Association's innovative approach strengthens the regional economy, allowing all to experience Danville's high quality of life.

VALUES

Inclusivity

Intentionality

Courage

Collaboration

Excellence

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info@riverdistrictassociation.com
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THE ORGANIZATION

The River District Association (RDA) is an independent 501(c)(3) corporation established in 1999 to promote the businesses, attractions, and history of Danville's downtown community, which is now enthusiastically called the River District. RDA believes that a thriving downtown is critical to enhancing the quality of life and the economic well-being of Danville and the surrounding region.

To support this work, RDA works closely with the City of Danville and other key stakeholders to maintain accreditation with Virginia Main Street and Main Street America. RDA is committed to the Main Street Four-Point Approach™ of organization, promotion, design, and economic vitality – the methodology that is recognized nationally as the most successful formula for downtown revitalization – to develop transformation strategies that contribute to River District revitalization and increase demand for River District products and services. Most recently, RDA has expanded its footprint and applied the Four-Point Approach™ to a neighboring commercial district, the North Main Business District.

RDA's staff, Board of Directors, and key partners work together to make Danville's River District a model for excellence in downtown revitalization. Since 2010, the River District has leveraged $52 million in public investment to attract $310 million in private investment, which facilitated the creation of more than 150 businesses and the addition of over 1,200 residential spaces. In 2023, these efforts were rewarded with the Great American Main Street Award (GAMSA). To learn more about Danville's GAMSA recognition, **click here**. However, the work is not done as planning for the River District Phase II has just started!

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THE LOCATION

Once a tobacco and textile town, Danville is situated on the banks of the Dan River in south-central Virginia along the North Carolina border. The city is only an hour from Greensboro and Raleigh-Durham (NC) and Lynchburg (VA), and an hour and a half from Roanoke (VA). With easy access to lakes, the beach, or the mountains, Danville offers the rare combination of small-town charm and big city offerings, boasting historical landmarks, award-winning trails and recreational opportunities, a variety of arts and entertainment options, and beautiful rolling countryside.

The re-imagined River District is the heart of Danville, with specialty shops, restaurants, entertainment, history, and modern lofts. This, coupled with several major economic development projects and the newly-opened Caesars Virginia, has situated Danville and the surrounding regions on the cusp of exponential growth. In its 2024 issue, Site Selection Magazine ranked Danville as the 8th best micropolitan area in the country. In addition, Danville was most recently designated an All-America City in 2024 for engaging community members in this transformation and shaping the vision for the future.

For more information about the region, **VisitSoSi.com**.

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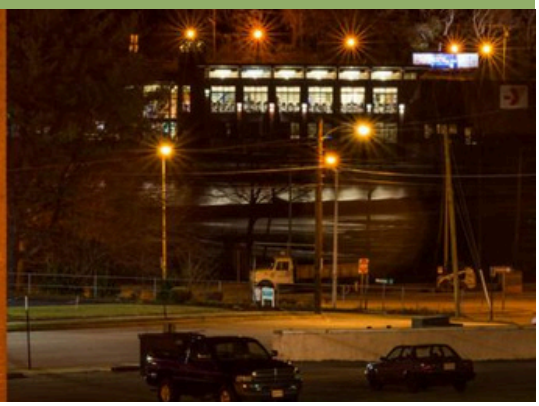

THE RELATIONSHIPS

Report to	River District Association Board of Directors
Manage a staff of 3-4 employees	Director of Business Services Director of Design and Expansion Director of Promotions and Communications
Serve directly	Business owners, property owners, investors, residents, and visitors in the River District and other commercial districts that RDA serves
Foster relationships with	City of Danville staff Local and state elected officials Regional stakeholders and key partners Local, regional, state, and national funders and investors State and national Main Street colleagues

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THE CANDIDATE

Education: Bachelor's degree required. Master's degree preferred. Certifications related to Main Street, community and/or economic development, or historic preservation and/or real estate preferred.

Compensation package: Salary starts at $90,000 and will be commensurate with experience and qualifications. RDA offers additional benefits, including but not limited to, annual paid vacation time, paid holidays, paid professional development opportunities, health insurance (dental and vision), matching retirement contribution, and other perks that can be discussed during the interview process.

The Board of Directors seeks to hire:

- A *leader* who can serve as the face of the organization and a liaison between RDA and the community, funders, civic organizations, legislative bodies, government agencies, and other key stakeholders
- A *professional* who can explore diversified funding streams and develop and implement fund development strategies, including donor cultivation, grant writing and management, and strategic fundraising to support organizational growth and sustainability
- A *communicator* who can promote a shared vision and a positive organizational and personal image with a clear message; be available to the public and media; and maintain effective contact with key RDA partners
- A *collaborator* who can effectively partner with the City of Danville's Office of Economic Development & Tourism and other individuals and organizations to create impactful solutions together
- A *mindful steward* of resources who can manage RDA's finances and grants; and develop risk management strategies

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THE CANDIDATE

- An innovator who can develop and implement strategies to promote the businesses, services, attractions, and history in the River District and other commercial districts
- An *advocate* who can implement and market all Main Street initiatives, including but not limited to, promotions and event production, business retention and promotion, placemaking, community engagement, entrepreneurial ecosystem development, and downtown planning and design
- A *visionary* who can work with the Board of Directors to develop, implement, assess, and communicate strategic plans, including short-, medium- and long-range goals, to ensure that community and organizational needs are being met
- A *culturally-attuned learner* who can stay abreast of downtown development needs and shifts; and recommend and implement modifications to meet changing needs
- An *inspiring connector* who can recruit, train, and retain community partners, volunteers, committee members, and board members
- An *executive* who supports the professional development of other staff, committee members, board members, and volunteers

The Board of Directors will hire an Executive Director who possesses the following qualifications:

- Knowledge of and/or prior working experience with downtown revitalization and redevelopment, small business support, community engagement, development of revenue streams, and marketing
- Effective communication and collaboration with businesses, nonprofit organizations, local government, and state agencies

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THE CANDIDATE

- Strong leadership skills that can inspire and guide not only the RDA team, but the broader community in this work moving forward
- Excellent public speaking, presentation, and writing skills to include grant writing and reporting
- Exemplary organizational, problem-solving, and attention management skills
- Strong interpersonal skills and the ability to work well with a variety of individuals

HOW TO APPLY

JORGENSON PACE HAS BEEN RETAINED TO CONDUCT THIS EXECUTIVE SEARCH.

This position is open until filled. For consideration, please submit a cover letter and resume to Todd Jorgenson at RiverDistrict@jorgensonpace.com. Upon receipt, resumes and cover letter will be screened in relation to the criteria outlined in this brochure. Candidates selected for interview will be contacted by Jorgenson Pace.

Candidates will be checked extensively for background and references. Once strong mutual interest has been established, candidates are asked to provide a list of references that should include, but not be limited to, a supervisor, a peer, a development client, and a subordinate, as applicable. Candidates will be asked to sign an authorization to release information for the purpose of the background investigation, which will include education, social media background, credit check, criminal, and driving records. Should an offer be extended before to the completion of these checks, the offer will be made contingent.

RDA is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, RDA will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Qualified persons are considered for employment without regard to race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status.
RDA is a drug-free workplace.

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