

CITY OF BIG BEAR LAKE

CLASS SPECIFICATION

Class Title: Director of Housing and Economic Development **Class Code Number:** 6100

Position Designation: Management/Contract **Division:** Housing/Improvement Agency

General Purpose of Position

The purpose of this position is to plan, organize and implement Housing, Redevelopment and Economic Development functions and programs; perform professional housing and redevelopment work and to perform other related responsibilities as required. Assignments are broad in scope and are carried out with a significant degree of latitude and independence.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Chief Operations Officer. May exercise supervision over administrative and clerical staff, as assigned.

ESSENTIAL FUNCTIONS

Class specifications are intended to present a descriptive summary of the range of duties and responsibilities performed by employees in the classification. Specifications are not intended to reflect all duties performed within the classification.

- Plans, organizes and implements programs and activities of the Improvement Agency; ensures redevelopment activity compliance with City and Agency goals, policies and procedures, as well as Federal, State and local regulations.
- Develops and implements Affordable Housing Programs and expenditure of Housing Set-Aside funds.
- Negotiates financial assistance agreements for affordable housing and redevelopment projects.
- Works closely with the Village Business Association to develop programs and/or activities that enhance the redevelopment area and encourage economic development and retail enhancement.
- Manages all activities related to adoption and implementation of additional Redevelopment Project Areas.
- Establishes and maintains liaison with organizations, private business firms, developers, brokers, public agencies, property owners and the general public to promote and facilitate the planning and execution of housing and neighborhood activities and projects.
- Makes public presentations to legislative bodies and other public agencies; makes public presentations to community groups, development associations, potential investors and others regarding economic development, housing or redevelopment.
- Establishes goals and policies related to immediate and long range planning and redevelopment of the City; provides professional and technical information.

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- Reviews redevelopment proposals; works with developers and consultants to reach agreement on acceptable plans; reviews project proposals for compliance with appropriate regulations; prepares reports of recommendations.
- Identifies and markets sites for projects and programs.
- Negotiates and administers contracts between the Department and consultants and developers, ensuring compliance of such documents; monitors the work of consultants.
- Prepares highly technical studies, reports and analyses related to City redevelopment activities; estimates and projects tax increment revenues; prepares financial feasibility analyses; prepares Request for Proposals.
- Prepares staff reports and makes presentations to the City's Improvement Agency.
- Responds to and resolves difficult citizen inquiries and complaints regarding the City's redevelopment function; provides information to the public as needed.
- Researches the economic development needs of the community; recommends the establishment of economic development goals and priorities; develops and prepares effective marketing brochures and other materials that provide a clear definition of the City's advantages, needs and requirements.
- Communicates the elements of the City's economic development strategy to diverse groups; builds consensus as a facilitator of this strategy.
- Engages in a variety of activities designed to retain local businesses and attract outside businesses to complement the local economy; coordinates the retention activities of industrial, retail and business enterprises in the City.
- Serves as the liaison between the City and the business community to develop and maintain a viable business and economic climate; establishes and maintains communications and cooperative efforts with local business and business organizations.
- Maintains knowledge of local economy; remains informed about ongoing development and redevelopment projects; provides information to City Council and City staff.
- Prepares applications for grants or loans for economic development activities; confers with Small Business Administration (SBA).
- Serves as manager for real estate related projects; maintains a real property inventory of all significant City property rights.
- Negotiates and administers acquisition agreements, conveyance agreements, real estate development agreements, leases and miscellaneous real estate related documents.
- Develops and manages the department budget.
- Performs various related essential duties as required.

QUALIFICATIONS

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: A Bachelor's degree in public or business administration, urban studies or a closely related field from an accredited college or university is required.

Experience: Five years of increasingly responsible experience in urban planning,

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economic development, affordable housing or redevelopment, with specific experience in development of affordable housing and redevelopment programs and financing mechanisms. At least two years of public agency real estate experience.

License/Certificate: Valid Class C California Driver's License required.

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS

Knowledge of:

- Principles and practices of the administration of Housing and Redevelopment programs, including affordable housing programs.
- California Community Redevelopment Law as it relates to low and moderate housing development.
- Applicable Federal, State and local laws and regulations pertaining to Housing and Redevelopment programs.
- Principles and practices of economic development in a local government environment.
- Federal and state economic development programs, including knowledge of the Small Business Administration.
- Economic development incentive and financing methods, trends and practices.
- Business recruitment and retention principles and strategies.
- Marketing and public relation techniques used in economic development and tourism promotions.
- Planning or land use principles and permit processing procedures and related regulations.
- General real estate laws, economics, finance and procedures.
- Economics of real estate, housing and community development.
- Financial procedures and regulations pertaining to loan management, real estate and property improvements.
- Current legislation, literature, information sources and research techniques in the field of urban redevelopment.
- Research methods and techniques of report presentation.
- Effective public relations skills.

Ability to:

- Plan and implement the activities of a Housing and Redevelopment program including projects of the highest quality.
- Negotiate affordable housing and redevelopment projects.
- Devise and implement economic development programs and incentives.
- Conduct property-related negotiations and transactions and be able to effectively communicate with property and/or business owners and corporate decision makers.
- Properly interpret and make decisions in accordance with laws, regulations and policies.

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- Collect and analyze data and develop complex plans and reports.
- Communicate clearly and concisely, orally and in writing.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations as required.
- Exercise good judgment, flexibility, creativity and sensitivity in response to changing situations and needs.
- Foster a spirit of teamwork and cooperative effort in meeting the City's economic development, redevelopment and housing objectives.
- Speak to large and small groups; manage meetings effectively.
- Work independently and work well under pressure to meet deadlines.
- Operate a personal computer and applicable software applications.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The following requirements are representative of those that must be met by an employee to successfully perform the essential functions of this job. This position may require extended periods of sitting. Light lifting (up to 25 lbs.) and walking through and around field sites is occasionally required. This position requires manual manipulation of a keyboard, phone and other standard office machines and the operation of a motor vehicle. The position requires both near and far vision in reading written reports and work related documents. Acute hearing is required when providing phone and personal service. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

WORK ENVIRONMENT

Most of the work for this position will be performed indoors in an office and involve exposure to moderate levels of noise. Infrequently, outdoor work (observations, interviews, etc.) will be required. Outdoor conditions vary from hot to extremely cold temperatures. Outdoor work may involve exposure to wind, rain, snow and high levels of noise.