

BID Formation Manager

MidCity Business Improvement District Working Group

Job Description

The MidCity Exploratory Committee is seeking a Business Improvement District (BID) Formation Manager to develop a plan for BID functions, services, and assessments which is tailored to the needs of the area's independent businesses, and to build a broad base of support for the plan which will enable a MidCity Business Improvement District to be established. Applicants must have a strong knowledge of the MidCity commercial corridor, excellent communication skills, including written, verbal, and public speaking, an ability to build consensus among complex stakeholder groups, and experience in community outreach and business assistance. Experience with fundraising, financial management, social media, and website design a plus. Salary commensurate with experience.

For more information go to www.midcitybid.org.

Position Objectives

Report to and coordinate with the Exploratory Committee and Board of Directors in order to keep them fully informed and implement their decisions.

Work with the Exploratory Committee and Board of Directors to:

- Recruit potential additional members for the exploratory committee to consider for membership.
- Using research and lessons learned from other BIDS and input from the local business community, assemble a value package which can ultimately win support from the business and property owners in MidCity. This should include a list of planned BID functions and services, as well as the assessment rates and budget necessary to finance those services, and should ultimately be developed into a business plan and budget for the first year of the BID.
- Develop proposed boundaries for a Mid-City BID.
- Oversee, assemble, and analyze property research regarding commercial, residential, and non-taxable property within the potential boundaries.
- Develop and begin implementation of fundraising plan to retain additional start up resources, and identify resources that could be leveraged through a BID formation.
- Develop written and online materials to market BID to the business and property owner/developer community in order to garner sufficient support to establish the BID; develop graphic design and branding for materials.
- Engage in extensive outreach to the business community and property owners to develop support for the BID.

- Oversee budgeting and management of interim services such as the Dog Days of Summer, MidCity Artist events, and DC Greens.
- Develop communication strategy and protocol to manage relationships with the community, resident leaders, and government agencies.
- Manage strategic planning activities to ensure that the organization has a short, mid, and long-term strategy to achieve its mission and makes consistent and timely progress toward the plan.

About the MidCity BID Working Group

In recent years MidCity has seen a great deal of new growth and energy. This growth has brought an array of challenges and opportunities to the neighborhood and its businesses. In order to improve communication, respond to new challenges, steer growth in the right direction, and properly market our dynamic corridor, the MidCity business community needs to pool its resources.

Local business owners are banding together to explore the opportunities provided by a Business Improvement District. A BID could provide the unified voice we need to both meet challenges and capitalize upon the opportunities ahead. A BID could administer marketing events and activities, advocate for smart business development, and provide a means for businesses to share information with each other and engage in planning with the city. By working together we will access untapped resources and provide services and amenities targeted toward the area's unique and specific needs. Local businesses are working to design a BID which will have a real and positive impact on the MidCity business corridor, and we will be engaging a broad cross-section of the local business community to help us achieve our goal.

To Apply

Please submit a cover letter, resume, and references to jobs@midcitybid.org. You may address materials to the MidCity BID Working Group.

In a second selection round, candidates selected for interview by the Working Group will need to submit a comprehensive proposal to include time frames and costs necessary to meet the Exploratory Committee's objectives.