



**Job Title:** Executive Director – Wauwatosa Village Business Improvement District (BID)

**BID History:** The Village of Wauwatosa is a dense, mixed use business district set in the historic center of the City of Wauwatosa, and centered on the major east-west axis of State Street. There's a distinct European feel in the heart of the Village of Wauwatosa, brought here by the first European settlers in the mid-1800s. Pedestrian-friendly stores and restaurants with seasonal outdoor dining as well as the nearby Menomonee River and redevelopment of Hart Park remind us all why people settled here and how the Village has evolved into a destination to explore, shop, live, and play.

Since 1994, the Village of Wauwatosa Business Improvement District (B.I.D.) has existed with the primary goal of increasing traffic and activity within Wauwatosa's historic Village sector. The BID also promotes and cultivates the unique image of the Village.

The BID consists of an Executive Director as well as business owners, residents and city officials that volunteer time and energy in the interest of improving the Wauwatosa Village BID for business owners, residents and visitors alike.

The BID board of directors is focused on the following goals:

1. Advocacy on behalf of the commercial district's stakeholders.
2. Attract additional business investments within the BID boundaries.
3. Promote the district as southeastern Wisconsin's premier urban commercial district.
4. Make the Village a desirable and pleasant environment for business owners, Wauwatosa residents and visitors.

**ED Function:** To implement the strategic goals and objectives of the BID and to provide direction and leadership in the achievement of the organization's philosophy, mission, strategy and objectives.

**Reports to:** BID Board of Directors, specifically the Board Chairperson.

Duties/Responsibilities include but are not limited to:

**Administration/Finance** – Schedule and conduct regular meetings of the Board of Directors and Executive Committee. Produce and distribute all agendas, supporting documents, distribute financial data, minutes and other materials produced by members of the BID Board or City/County staff. Coordinate the BID Annual meeting and organize venue and related logistics. Receive and respond to all official correspondence to and from, and on behalf of, the BID. Work closely with the board of

directors in creating policies for the BID and its members and coordinate dissemination and communication to the BID community. Support the Board by advising and informing Board members, interfacing between Board and City/County staff, and supporting the Board in their responsibilities to BID members, and in the financial management of the organization. Oversee all financial procedures and activities conducted by the Accountant, review monthly financial statements, assist in coordination of annual financial review, and assist in quarterly reports conducted by the treasurer. Experience with QuickBooks is desired.

**Community and Public Relations** - Represent the BID to the media, public in general, BID stakeholders, and elected officials at the City, County, and State level. This includes representing the BID at City Council, Plan Commission, Council Committee meetings where BID matters are under consideration. Ensure that the organization's mission, programs, products and services are consistently presented in strong, positive image to relevant stakeholders. This will include working closely with the City on the phased development of the Village Streetscape project from 2017-2019. Duties on this project include but are not limited to liaison between City, Contractor and the BID; trouble shooting on behalf of individual businesses affected by the construction, coordination on timing of construction elements, and communications to the general public and BID stakeholders about the project.

**Marketing/Events** - Oversee the efforts of an independent marketing coordinator under contract to the BID. Assist the Board in identifying opportunities for marketing and in evaluating options, materials and campaign components including but not limited to signage, advertising, web site and social media, press releases and photography. Coordinate, oversee and manage the BID's main events including planning, staff and volunteer coordination, budgets, production, logistics including coordination with appropriate City departments and officials, and post-event follow through. Coordinate networking opportunities at all levels and any other events or activities that are created in an effort to further the mission of the BID. The major event currently hosted by the BID is the CP Holiday Train visit and Holiday Tree Lighting. In addition, coordinate BID efforts and goals related to other or smaller events programmed by others within the Village boundaries.

**Time Commitment and Budget:** The Wauwatosa Village BID board of directors has determined that the budget for this annual contract is \$30,000-\$40,000 and is negotiable.

### **Submission Requirements**

1. Cover letter expressing interest in the position and resume signed by the applicant.
2. Will accept examples of past work product.
3. Three client references.

The Wauwatosa Village BID Board of Director's will consider all candidates for selection as follows:

- **July 18<sup>th</sup>, 2017:** Posting of RFQ.
- **July 28<sup>th</sup>, 2017 (noon):** Qualification submittal deadline.
- **By July 31st:** Recommendation of up to three candidates for consideration by the BID Board of Directors following review of qualification materials by BID Board Sub-Committee.
- **By August 8th:** BID Board of Directors and/or executive committee selects candidate following candidate interviews.
- **August 10<sup>th</sup>** BID Board Meeting: Board of Directors and/or executive committee completes negotiation of contract with selected candidate.

Proposals and related material must be received by the Wauwatosa Village Business Improvement District by **noon on July 28<sup>th</sup>, 2017**. Two reproducible copies and an electronic copy of the resume/cover letter must be submitted. The envelope and email submission should be clearly labeled "BID Executive Director" proposal. Please mail materials to:

Wauwatosa Village BID  
7603A W. State St.  
Milwaukee, Wisconsin 53213  
[director@wauwatosavillage.org](mailto:director@wauwatosavillage.org)

Should you have any questions, please contact: Jim Plaisted at 414-297-9285