



CITY OF BEAUMONT

ECONOMIC DEVELOPMENT MANAGER

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

Under general direction, plans, organizes, manages, supervises, and coordinates the City's economic development activities and operations including business retention, business expansion, business attraction and incentive programs to facilitate growth, attract jobs, and provide new sources of revenue for the City; serves as a liaison with the City for businesses, organizations, and individuals; prepares and implements long range economic development plans, goals, and objectives for the City; coordinates assigned activities with other divisions, departments, and outside agencies; and provides highly responsible and complex support to the City Manager.

REPRESENTATIVE DUTIES *The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

1. Assumes management responsibility for assigned services and activities of the Economic Development Division.
2. Manages and participates in the development and implementation of goals, objectives, policies, and priorities for assigned programs; recommends and administers policies and procedures; monitors program performance.
3. Develops and implements the City's Economic Development Strategic Plan; develops, implements, and markets programs to attract, retain, and expand business activity within the community; analyzes existing economic constraints relative to business attraction and expansion and recommends solutions; adopt modern techniques for business attraction and retention.
4. Plans, schedules, and conducts various economic development program activities; performs initial planning, determines program feasibility, assesses community involvement and acceptance, implements, and evaluates outcomes.
5. Collects, analyzes and compiles economic, market and demographic data to identify specific industries and businesses suitable for the City; recruits businesses interested in relocating to the City; meets, confers and provides development and operational information to new businesses contemplating a relocation or expansion into the City; analyzes current availability of space for commercial and industrial use and matches available properties with prospective tenants.
6. Identifies real estate development opportunities within the community; analyzes the economic feasibility of potential development projects and establishes necessary public participation; facilitates implementation of high priority public or private development projects.
7. Guides economic development projects through the development approval process; coordinates plan processing by various City departments and cooperates with staff to resolve any internal

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conflicts – assists with drafting of clear conditions of approval; monitors progress during land use entitlement and plan check phases to ensure timely and concise responses.

8. Identifies and solicits public and private sources of capital to expand and diversify employment opportunities and produce public revenues; establishes and maintains private/public partnerships to facilitate economic development activities; creates and implements incentive zone and lending programs.
9. Assists with negotiation, preparation, processing, and implementation of disposition and development agreements, owner participation agreements, purchase and sale agreements, economic development incentive agreements, city development agreements, contracts, resolutions, and requests for proposals/qualifications; considers implications of Surplus Land Act, prevailing wage statutes, and other governmental rules and regulations during the negotiation of agreements; prepares the required transaction summary reports as may be required for public hearings.
10. Coordinates City land acquisition activities, including site characterization, appraisal, title review, environmental and geotechnical investigations, relocation, and site preparation.
11. May supervise staff members as assigned.
12. Meets with brokers, potential investors, and developers interested in developing within the City; provides detailed information on City land use entitlement procedures, development impact/processing fees permits, and processing timeframes.
13. Initiates marketing strategies; oversees and manages an advertising program; seeks out and assists commercial and industrial prospects for business within the City; prepares for and attends trade shows such as the International Council of Shopping Centers to market the City to investors and developers; prepares site prospectus to summarize various development opportunities.
14. Serves as a resource for the public, including the development community, property owners, businesses, community organizations, and the general public; develops liaisons between the City and various businesses-related organizations and agencies to help attract or retain business.
15. Serves as staff on a variety of boards, commissions, and committees; prepares and presents staff reports and other necessary correspondence; coordinates agenda preparation.
16. Attends and participates in professional group meetings; maintains awareness of latest trends and developments in the field of economic development, incorporates new developments as appropriate.
17. Makes presentations to City Council, commissions, civic groups and the general public on economic development issues.
18. Responds to and resolves difficult and sensitive citizen inquiries and complaints.
19. Performs related duties, as assigned.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

Operational characteristics, services and activities of an economic development program.

Management methods and techniques to analyze programs, policies and operational needs.

Public administration and local government operations.

Principles and practices of program development and administration.

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Principles, practices and methods of economic development and job creation.
Principles of supervision, training and performance evaluation.
Sources of data for employment, retail sales, real estate values, rents and available space.
Marketing, public information, and promotional techniques used in economic development.
Principles, practices, and techniques used in real estate appraisals.
Current trends in real estate development and urban land economics.
Sources of current funding for economic development.
Public and private sector considerations in making business expansion or location decisions.
Land use planning and related regulations.
Long range economic development planning.
Principles and practices of contract development and administration.
Principles and practices of municipal budget preparation and administration.
Modern office procedures, methods, equipment, and software.
Pertinent federal, state, and local laws, codes, and regulations.

Ability to:

Oversee and manage the operations, services and activities of the economic development program.
Use sound judgment; present written and oral reports.
Design technically complex visual aids such as maps, tables and charts.
Prepare clear and concise reports.
Analyze problems, identify alternative solutions, and implement recommendations.
Research, analyze, and evaluate new service delivery methods and techniques.
Interpret and apply laws and regulations.
Participate in the development and administration of division goals, objectives, and procedures.
Coordinate multiple contracts, projects and cooperative ventures.
Collect, analyze, compile and present information and data.
Prepare and administer large program budgets.
Coordinate multiple projects and meet critical deadlines.
Represent the City in interactions with various business and civic groups.
Operate computer for word processing, spreadsheet, and database applications.
Communicate clearly and concisely both orally and in writing.
Establish and maintain effective working relationships with those contacted in the course of work.
Provide excellent customer service.

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

Education/Training:

Possession of a bachelor's degree from an accredited college or university, with major course work in public or business administration, urban planning, economics, marketing, finance, or a related field.

Experience:

Five years of increasingly responsible experience in economic development, planning, community development, redevelopment, or a related field.

License or Certificate:

Must possess a valid California Class C Driver's License and maintain possession of such license during the course of employment

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Must have an acceptable driving record, be insurable at standard rates by City's insurance carrier, and maintain such insurability during the course of employment.

PHYSICAL, MENTAL, AND ENVIRONMENTAL REQUIREMENTS: *The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions:*

Must be found to be free from any physical, emotional or mental conditions, as determined by a qualified physician and/or psychologist, which with or without accommodation might affect the ability of the employee to perform essential job functions. The position may require prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily office activities. Additionally, the position requires grasping, repetitive hand movement, and fine coordination in retrieving and entering data using a computer keyboard. Near and far vision is required in order to read work related documents and use the computer. Acute hearing is required when providing phone and personal service.

This classification is not intended to be all-inclusive. An employee may be required to perform other reasonable duties as assigned by management. The City reserves the right, with the concurrence of the department head, to revise or change classification duties and responsibilities as the need arises and as consistent with the meet and confer process.