



City of Commerce

DIRECTOR OF ECONOMIC DEVELOPMENT AND SUSTAINABILITY PLANNING

Department: **Administration ~~Economic
Development and Planning~~**

Class Code: **1024**

Revised Date: **November 2019**

FLSA Status: **Exempt**

GENERAL PURPOSE: **Reporting to the City Manager**, under limited supervision, plans, coordinates, and directs the operations and activities of the City of Commerce's Economic Development and ~~Sustainability~~ **Planning** efforts; directs and coordinates the City's **planning, community and** economic development, sustainability, and beautification functions **which includes: planning, building and permit services, housing and zoning code enforcement, redevelopment, and housing ;** ~~In coordination with Department of Public Works Development Services personnel,~~ With guidance drawn from the **City's General Plan**, Green Zones Action Plan (GZAP), designs, develops and offers support services to new and existing businesses to cultivate a healthy green economy in the City of Commerce, while creating, administering and overseeing programs and efforts designed to promote a sustainable economy through business development, retention, attraction, and beautification.

PRIMARY DUTIES AND RESPONSIBILITIES:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Oversees and directs the City of Commerce's Economic Development, Sustainability **Planning, Building and Code Enforcement** programs and plans.
- **Plans, designs and implements redevelopment plans, programs and site specific development; economic development strategies and programs; facilitation and development of urban design and landscaping programs; financing of public/private development and infrastructure projects and analysis of public real estate transaction.**
- Directs and participates in the development, implementation, and administration of **development services, including** economic development, **planning, code enforcement,** and sustainability plans, policies, and procedures.
- Establishes Economic Development, ~~Sustainability~~ **Planning and Sustainability** goals, objectives, and priorities.
- Develops and administers departmental budgets; monitors and authorizes expenditure; requests fund transfers; oversees the administration of grant funding in accordance with applicable guidelines and regulatory requirements.
- **Oversees and/or reviews CEQA and NEPA documents to ensure the matters of importance to the City are addressed.**

JOB DESCRIPTION DIRECTOR

- Oversees the administration and delivery of beautification and employment development services available to City residents.
- Conducts research and/or investigations; compiles and analyzes data; develops recommendations to address social services, and/or job development issues within the community.
- ~~Presents and/or submits recommendations to the City Council through agenda or staff reports [redundant].~~
- Serves as an official liaison to a variety of organizations, commissions, and task forces on the City's behalf; attends and represents the City at networking and/or social functions as required.
- Serve as liaison between the business community, residents of the City of Commerce, and City Government.
- Delivers public presentations and provides City information locally and regionally.
- Identify~~ies~~ appropriate business types to attract to the City of Commerce based, initially, on the results of a Market Analysis and other applicable measures.
- Create~~s~~ marketing and outreach program to attract targeted new businesses.
- Promote~~s~~ the City's image to retain existing business and attract new business.
- Communicate~~s~~ the elements of plans and programs to new and existing business.
- Establishes~~es~~ and manages a voluntary business retrofit program for existing and new business.
- Seeks grant funding opportunities to implement the business retrofit program and other programs created to address the related goals of the City.
- ~~Create recommendations to further improve~~ Initiates improvement recommendations for Commerce's Development Services and Economic Development. ~~& Sustainability.~~
- Strengthen the long-term sustainability of the City of Commerce and assist in the furthering of a healthy green economy in the City.
- Coordinates efforts of all appropriate Departments and agencies required to plan and implement business assistance programs.
- Administers contracts between the City and appropriate Federal agencies involved with economic development.
- Develops recommendations, conducts studies and prepares staff/agenda reports, presentations and other documents for action by the City Council and Planning Commission.
- Analyzes and recommends appropriate changes to proposed economic development legislation which may impact the City.
- Analyzes existing and future financial resources and encumbrances of the City and the impact of economic development programs on these resources and encumbrances.
- Oversees and participate~~s~~ in the development and implementation of Economic Development and Sustainability Planning goals, objectives, policies, procedures, and priorities.
- Oversee and participate in the selection and management of consultants and contractors for activities and services that promote environmental, economic, and social sustainability and beautification.

JOB DESCRIPTION DIRECTOR

- Keeps abreast of emerging trends, innovative practices, and changes to legislative and technical developments in related fields.
- Develops policies and procedures for programs related to economic development and planning.
- Collaborates with property owners, merchants, and developers to plan, organize and implement projects and programs intended to enhance the economic vitality of the City.
- Analyzes economic feasibility of proposed real property transactions and projects including energy and green-related projects and makes appropriate recommendations.
- Develops financing plans to implement proposed Economic Development, —& Sustainability and Planning projects and programs.
- Prepares and maintains a variety of departmental records, reports, and documentation.

MINIMUM QUALIFICATIONS:

Education and Experience: EXISTING LANGUAGE:

Bachelor's Degree in Public Administration, Business Management, Economics, Marketing, Urban Planning, or related field; AND five years' experience in urban planning, local government finance and economics, marketing outreach, public works, and building & safety operations. Experience in grant writing, permit processing, and established relationships with utility companies is a benefit.

Required Licenses or Certifications:

- Must possess a valid California Driver's License.

Required Knowledge of:

- City organization, operations, policies and procedures.
- Economic development, sustainability, and beautification practices.
- Principles, practices and procedures of urban planning, community development, zoning regulation, building safety, code enforcement, and maintenance management.
- Federal, State and local laws, rules and regulations governing planning, zoning, code enforcement, CEQA and NEPA processes, development services, public services and community housing and business administration.
- Project management and administration to implement efficient and cost effective services and programs within allocated resources.
- Principles and practices of administrative management, including personnel rules, cost accounting, budgeting, procurement, contract management and employee supervision.
- Contract administration and negotiation principles and techniques.
- Principles and practices of real estate finance and development.
- ~~Federal, State and Local economic development programs and regulations [redundant].~~

JOB DESCRIPTION DIRECTOR

- Basic principles and practices of Federal and State environmental law.
- ~~Contracts management [redundant].~~
- Public and private funding sources and requirements.
- ~~Budget development and management [redundant]~~
- ~~Projects and program management [redundant].~~
- Business and personal computers, and spreadsheet software applications.
- Record keeping and file maintenance principles and procedures.

Required Skill in:

- Understanding and use of business sustainability practices.
- Administering municipal employment development and social services programs.
- Conducting research, analysis, and investigations and providing related recommendations.
- Establishing and maintaining cooperative working relationships with City employees, public officials, local community members and organizations, local business owners, and representatives from other local, state and Federal agencies.
- Developing and administering budgets and monitoring expenditures.
- Analyzing issues, evaluating alternatives, and making logical recommendations based on findings
- Assuming management level responsibilities and making appropriate decisions, while assuring compliance with City goals and objectives.
- Interpreting and applying Department standards and City policies.
- Analyzing City needs and prioritizing and promoting programs to meet objectives.
- Presenting reports and information in a public speaking setting such as public hearings and business community forums.
- Interpreting technical instructions and analyzing complex variables.
- Meeting critical time deadlines.
- Using initiative and independent judgment within established procedural guidelines.
- Assessing and prioritizing multiple tasks, projects and demands.
- Effective verbal and written communication.
- Developing, implementing, evaluating, and managing projects and programs.

Physical Demands / Work Environment:

- Work is performed in a standard office environment with field visits being an essential component.