

ECONOMIC DEVELOPMENT DIRECTOR

REPORTS TO:

Executive Director

COMPANY BACKGROUND:

The Golden Triangle Business Improvement District (BID) is a dynamic organization that is looking for talent to complement its existing team. As a key partner in enhancing the neighborhood and public space from the White House to Dupont Circle and 16th Street NW to 21st Street NW, the Golden Triangle BID works to enrich the neighborhood through its Ambassador cleaning program, public space improvements, economic development initiatives, promotions, and outdoor events.

Founded in 1997, the Golden Triangle neighborhood is made up of nearly 34 million square feet of commercial office space, 6,000 businesses, 500 shops and restaurants, 11 hotels, and 6 U.S. National Parks. The vision of the Golden Triangle BID is to maintain a vibrant downtown that encourages reinvestment in the neighborhood, and keeps visitors and stakeholders engaged and returning to enjoy everything the Golden Triangle has to offer.

SUMMARY:

The Economic Development Director is responsible for leading the BID's post-COVID economic development program and serving as a resource for macro and micro-level research that aids in the continued economic recovery, growth, and improvement of the neighborhood. Towards this goal of attracting and growing businesses, the candidate will be tasked with developing and implementing programs that help redefine D.C.'s central business district. The Economic Development Director will identify and pursue opportunities for comprehensive short- and long-term changes, including tenant attraction and retention, reimagining ground floor spaces, and repurposing excess office supply.

The successful candidate will foster strong relationships with the commercial real estate and development community as well as retailers and tenants.

The Economic Development Director will lead the BID's efforts to create an Innovation District on Pennsylvania Avenue west of the White House by working closely with stakeholders, including GW University, the tech community, landlords, and city officials.

The candidate must have a passion for transforming the urban environment and strong skills in research and analysis, project management, writing, data management, GIS mapping, and partnership building.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Lead the BID's comprehensive post-COVID economic development program by researching global and local trends, developing quantitative data, and communicating the area's value to landlords, tenants, brokers, existing and potential businesses, city officials, and industry specific media.

- Identify needs based on data and develop strategies and comprehensive programs to meet those needs. For example, attracting growth sectors and transforming excess building supply.
- Research and analyze key demographic and real estate data and trends. In collaboration with the Communications Director, create data driven BID marketing materials, grant applications, customized market reports, and other reports or communications.
- Produce regular reports on research and findings, both for use within the organization and for external audiences, and host regular briefings of landlords, brokers, and other audiences to disseminate data and analysis.
- Track development and renovation projects, real estate sales, BID additions, and other business activity in the BID and surrounding areas.
- Establish and foster partnerships with D.C. government agencies, commercial real estate brokers and analysts, economic development partners, industry specific media, and other organizations as appropriate to support economic development goals for the neighborhood.
- Maintain and track data for ongoing BID initiatives, such as LEED for Communities, and Fitwel and other healthy building certifications.
- Develop and expand relationships with landlords, brokers, prospective and existing tenants, investors, and D.C. officials by one-on-one outreach and attendance at networking events, to position the Golden Triangle as the reimagined central business district.
- Draft and send regular Market Report e-newsletters and expand audience for this list; work with Communications Director to share stories and social media posts pertaining to economic development and commercial real estate. Develop other communications material as needed.
- Lead the BID's efforts to create an Innovation District on Pennsylvania Avenue west of the White House by working closely with stakeholders, including GW University, the technology community, landlords, and city officials.
- Research and quantify impact of the COVID pandemic on the Golden Triangle neighborhood and on Central Business Districts in general; use findings to inform the BIDs' recovery plan.
- Work closely with BID colleagues to incorporate economic development strategies throughout all of the BID's programs, such as marketing and branding, planning and public space activations, and cleaning and maintenance.

QUALIFICATIONS:

- 8+ years of work experience in one or more of: real estate, economic development, urban planning, and related disciplines.
- Experience managing staff
- Proven record in research and analysis.
- Strong writing skills for a variety of audiences.
- Self-motivated with a strong work ethic; able to manage multiple competing priorities at once.
- Excellent interpersonal skills, including the ability to build solid relationships and support among a broad range of people and positions.

- Knowledge of the city's plans, projects, and policies and understanding the city's budgeting process is helpful.
- Excellent entrepreneurial and interpersonal skills, including the ability to build solid relationships and support among a broad range of people and positions.
- A strong mission-driven visionary with a commitment to rebuilding the central business district.
- Must be adept at using Excel and PowerPoint; proficiency in ArcGIS, Salesforce-based CRM, Adobe Illustrator, and/or CoStar desirable.

EDUCATION:

- Bachelor's or Master's degree required in one of the following: Real Estate, Economics, Urban Planning, or a closely related field.

Please send cover letter and resume to elizabeth@p3hired.com. Please note "Golden Triangle Economic Development Director" in subject line.

Golden Triangle Business Improvement District provides equal employment opportunities to all applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, or disability.
