

Associate Economic Development Director

REPORTS TO: Chief of Staff

ORGANIZATION 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 economic development initiatives, art and outdoor activations, public space improvements, promotions, Ambassador cleaning program, and other initiatives.

Founded in 1997, the Golden Triangle neighborhood is made up of more than 34 million square feet of commercial office space, nearly 6,000 businesses including 500 restaurants and retailers, 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.

Worldwide, large commercial office districts like the Golden Triangle are reeling from the impacts of the pandemic on the workforce, with less than half the number of office workers reporting in person on an average workday. The Golden Triangle BID is key to leading the transformation of the area into a world-class mixed-use neighborhood, working with the District government, building owners, and others to introduce residential buildings, entertainment, and more retail to the area, while helping to attract and retain office tenants to vacant space. The BID is also leading the charge, along with George Washington University, to create the Penn West Equity and Innovation District west of the White House. This position would work closely on the planning and implementation of this vision.

JOB DESCRIPTION

This position is key to the economic recovery of the central business district. The incumbent works closely with the chief of staff and the economic development director to research economic indicators, find opportunities including partnerships, attract companies to the area, and develop a strategy for retention and growing the area's economic base. This person is also responsible for the management and implementation of the *Penn West Equity and Innovation District, for developing and enhancing relationships with key stakeholders, including D.C. Government and George Washington University, and for overseeing a grant from the Office of the Deputy Mayor for Planning and Economic Development (DMPED) to support it.

*The Penn West Equity and Innovation District

The Golden Triangle BID is undertaking a new initiative in partnership with D.C. Government and with George Washington University to create an innovation district, the "Penn West Equity and Innovation District" (Penn West), within the Golden Triangle BID. Penn West is centered along Pennsylvania Avenue west of the White House. The proximity of the George Washington University (GW) to the BID positions GW as the anchor university and is a critical component of the innovation district. The vision for Penn West is to catalyze the burgeoning tech and entrepreneurial ecosystem within Washington, D.C. and for it to become the world's

destination for uniting digital technology with public policy, equity, and social impact. Located in one of the region's densest job centers, Penn West is focused on four sectors that already have a strong presence within the innovation district: health, government, education, and finance.

The candidate must be entrepreneurial and action oriented. The candidate must also have a passion for transforming the urban environment and strong skills in partnership building, project and grant management, writing, and review and analysis.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Work closely with the chief of staff and the economic development director to research economic indicators, find opportunities including partnerships, attract companies to the area and help with retention efforts, and develop and implement a strategy for growing the area's economic base.
- Manage the development and implementation of the Penn West Innovation District including grant requirements, managing projects, budgets, schedules, and the work of consultants and interns.
- Establish and foster partnerships in tech communities, research and development, academia, D.C. and federal government agencies, commercial real estate brokers and analysts, economic development partners, and other organizations.
- Identify and oversee agreements with organizations to set up innovation and entrepreneurship hubs with a priority on accelerators, incubators, and co-working spaces, as well as organizations who host pitch competitions, provide tech workforce development services, and/or host events focused on the tech ecosystem.
- Engage the tech community and others to gather in person by creating and implementing strategic events and sponsoring other events that support the technology and innovation ecosystem including pitch competitions, raising capital, developing technical talent, founder meetups, and research presentations/demos within the innovation district through BID coordinated events/programming, etc.
- Identify prospect companies, develop pitch materials, and with assistance of BID staff, pitch them to locate in the Golden Triangle/Penn West. Serve as a liaison to them by providing access to resources including information on space, technical assistance, capital, and talent. Track prospects and leads in CRM system.
- Track, research and analyze key demographic and real estate data and trends that tell a compelling story and provide information for marketing materials, outreach, and communications. Produce regular reports for internal and public distribution. Work closely with BID's communications staff.
- Manage partner groups and committees, including identifying content, scheduling and hosting meetings, and drafting agendas. Groups include academia, the private sector, local government, and community organizations
- Create and oversee reports and deliverables required by the Innovation District Grant provided by the District. Work with key BID staff overseeing subcontractors and services, financial compliance with grant terms, and marketing and promoting Penn West.

QUALIFICATIONS:

- 7 plus years of work experience in one or more of: economic development, business development, real estate, urban planning, public policy, and related disciplines. Experience in the technology sector a plus.
- 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.
- Proven record in research and analysis.
- Self-motivated with a strong work ethic; able to manage multiple competing priorities at once.
- Grants management experience.
- Strong writing and public presentation skills for a variety of audiences.
- 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: Public Policy, Economics, Planning, Business, Real Estate, or a closely related field.

The Golden Triangle does not discriminate, or allow discrimination, on the basis of actual or perceived race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, gender identity or expression, familial status, family responsibilities, genetic information, disability, matriculation, political affiliation, disability, source, of income, status as a victim of an intra-family offense, or place of residence or business, or status as a victim or family member of a victim of domestic violence, a sexual offense, or stalking.

Apply: Send cover letter and resume to careers@p3hired.com. Please note "Associate Economic Development Director for Penn West" in subject line.