

**JOB TITLE:** Main Street Manager

**DEPARTMENT:** Community Development, City of Toccoa

**JOB SUMMARY:** Under limited supervision, exercises responsibility for the administration of the Toccoa Main Street Program affecting business and property owners, and involves the development and documentation of a comprehensive revitalization program for Main Street Toccoa. Implements grant programs, develop awareness and educational programs and economic strategies, advise merchants and property/business owners, and coordinates beautification and grant-related projects.

**MAJOR DUTIES:**

- Develops an action plan for implementing a downtown revitalization program based on the National Main Street Center's Four Point Approach, the goals of the Downtown Development Authority and Toccoa City Commission, and through the development of an Annual Work Plan through Main Street committee involvement.
- Prepares status reports on progress of downtown grant award projects and submits to appropriate agencies; ensures timely submission of required reports/documentation to appropriate agencies.
- Maintains positive relations with all persons and entities directly and indirectly involved with the downtown area; develops strategies and leadership for building from the community's human and economic resources.
- Develops financial tools, including the façade grant program, revolving loan fund, and other incentive programs.
- Provides information, guidance, and assistance to the Downtown Development Authority; Main Street Committees; and existing/prospective businesses and property owners. Acts as staff to the DDA – prepares all agendas, minutes, and agenda-related items. Attends all other meetings which pertain to the Toccoa Main Street program.
- Works with the Georgia Main Street Program, based in the Georgia Department of Community Affairs Office of Downtown Development, to prepare the annual Work Program and Transformation Strategies, and to obtain advice and technical assistance on all aspects of the program; works with the Georgia Downtown Association, the Georgia Trust for Historic Preservation, State Historic Preservation Office, and other professional organizations to find ways to revitalize the central business district through shared techniques, methodologies, and information.
- Coordinates streetscape projects, including upgrade of the downtown central business district, landscape and maintenance, underpass beautification, downtown lighting, seasonal decorations, public parking, pedestrian amenities, and general landscaping.

- Prepares and maintains a budget for the Main Street Department, Downtown Maintenance, and Grants fund.
- Prepares a monthly report and annual report for the Georgia Main Street Program; prepares an annual report for the local community detailing program accomplishments; updates the Main Street Program's Dropbox folders on a regular basis.
- Assists the City Special Events Coordinator in the implementation of promotional events, such as the Toast of Toccoa, Ida Cox Music Series, Toccoa Harvest Festival, Christmas Fest, and other events throughout the year; works at these events as necessary.
- Conducts speaking engagements and promotes the program via radio, including the Main Street Minute, Bi-Monthly Newsletter, Weekly Update, television spots, newspaper press releases, seminars, school tour groups, and heritage education programs, such as the Historic Plaque Program. This awareness enhances the understanding of the Main Street program's goals and objectives
- Assists with website updates and regular maintenance of the City of Toccoa website, including the Main Street Toccoa subsite.
- Maintains an awareness of new developments in the National Main Street Program, including sources of private and public funding; applies for grants relating to downtown and the community-at-large.
- Develops the Main Street Brochure, Living on Main Street magazine and directory and any other promotional activities for the Main Street area, and updates same as needed.
- Develops and updates recruitment package to include demographics, financial incentives, available buildings, and other pertinent information.
- Encourages a cooperative climate between downtown interest and public officials.
- Recognizes outstanding renovation projects, new businesses, and existing businesses through an annual awards program; submits applications to the Georgia Downtown Association for appropriate annual awards.
- Provides Proclamations and Resolutions to the City Commission for events, persons, and grant-related needs.
- Coordinates volunteers working with the Main Street Program; sponsors and oversees implementation of internship programs.
- Represents the Toccoa Main Street Program at various state and national conferences, workshops, and seminars.
- Maintains familiarity with all pertinent laws and ordinances.

- Prepares a promotional tourism package; coordinates downtown advertising with local, state, and regional publications; participates in tourism-related activities, including tourism booths and special events.

#### **KNOWLEDGE REQUIRED BY THE POSITION:**

- Knowledge of city, department, and safety policies and procedures.
- Knowledge of principles pertaining to revitalization and preservation of community areas.
- Knowledge of grant writing, grant management, and program implementation for capital projects and events.
- Knowledge of event coordination and related requirements for safety.
- Knowledge of social media platforms.

**SUPERVISORY CONTROLS:** The City Manager assigns work in terms of general instructions. The work is reviewed for accuracy, compliance with instructions and established procedures, and the nature and propriety of the final results.

**GUIDELINES:** Guidelines include department and safety regulations and supervisory instructions. These guidelines are generally clear and specific, but may require some interpretation in application.

**COMPLEXITY:** The work consists of both general and complex duties related to Main Street and Community Development. The nature of the job contributes to the complexity of the work.

**SCOPE AND EFFECT:** The purpose of this position is to provide oversight of the City of Toccoa's Main Street Program. Successful performance helps to ensure continuation of downtown development efforts involving beautification, business recruitment, and business retention.

**PERSONAL CONTACTS:** Contacts are typically with coworkers, other departments, business and property owners, and other stakeholders, including representatives from the Chamber of Commerce, County Development Authority, and County.

**PHYSICAL DEMANDS:** The work is typically performed while sitting down, though occasional events will require standing, stooping, bending, crouching, or walking. The employee must be able to lift up to 50 pounds on occasion.

**WORK ENVIRONMENT:** The work is performed mostly indoors.

**SUPERVISORY AND MANAGEMENT RESPONSIBILITY:** This position has direct supervision over the Ritz General Manager and Lake Toccoa Events and Office Coordinator.

**MINIMUM QUALIFICATIONS:**

- College degree in Business, Planning, Marketing, or a related field with two years of experience in downtown revitalization or a related area; supplemented by two years' experience in writing and administering government grants; or any combination of training and experience which provides the required knowledge, skills, and abilities.
- Must possess a valid Georgia driver's license.