

Position: **Old Sacramento District Director**

Reports To: Deputy Director

Function: This position is responsible for leading Downtown Sacramento Partnership's Old Sacramento office, which is dedicated to the management and improvement of the area so that there is a successful balance between historical authenticity and private commercial viability. Individual will need to work closely with community stakeholders and city departments to refine the strategic vision and action plan and to lead implementation efforts with professionalism and genuine passion for the district.

This individual will be responsible for managing the Old Sacramento office and department staff, financial oversight, ensuring the creation and execution of a marketing and communications strategy, collecting and analyzing relevant data, production of events and programs, and collaborating on economic development, planning and advocacy efforts. Leveraging collective resources and relationships, the Director will be expected to listen, communicate, and advocate on behalf of Old Sacramento stakeholders.

Responsibilities will include:

- Administration of the Old Sacramento Business Improvement Assessment (OSBIA), including the execution and evaluation of annual events, promotions and marketing programs
- Act as the in-district City Liaison, including all duties and responsibilities outlined in City agreement
- Staff and office management
- Budget development and management including, revenue generation and expense planning. Annual budget of \$500,000
- Implement a collaborative communications structure, which includes public and private stakeholders
- Manage the development of a strategic plan and execute the implementation of the vision through advocacy, coordination, collaboration, and communication
- Plan and execute special events
- Management of the Old Sacramento Advisory Committee

As the head of the new department within the DSP, the Old Sacramento District Director will play a key role in developing the department structure and work plan in concert with area stakeholders. The ideal candidate will be an energetic leader who is a strong communicator, advocate, and consensus builder and who has experience managing staff, budgets, and leading innovative initiatives.

Old Sacramento Department

Estimated Annual Budget:	\$530,000
<u>FUNDING SOURCES</u>	
BIA Assessment	\$165,000
City BIA Contribution	\$37,000
City Service Contract	\$225,000
Fundraising and Events	\$105,000

BIA: In 1984, the Sacramento City Council established the Old Sacramento Business Improvement Area (BIA), which permits the levy of an assessment on businesses within the BIA, the revenues of which fund the following activities and improvements.

1. Advocacy
2. Economic Development
3. District Marketing
4. Promotional Programming
5. Website Management www.oldsacramento.com

City Service Contract: In 2014, the City of Sacramento closed its office within the district after more than 30 years, and now contracts with the DSP's Old Sacramento Department to act as the single point of contact for City staff, visitors, and stakeholders. The contract includes the following scope:

1. Old Sacramento Historic District Liaison for visitors and merchants: Act as single point for external and internal communication on programs, events, and issues;
 - a. Provide one central telephone number for use by District business owners and tenants to report maintenance, nuisance, safety or other concerns
 - b. Management and sale of parking validations
 - c. Orientation of new merchants
 - d. Merchant notification and alerts related to special events, construction
 - e. Coordinate parking needs and special access for District residents during special events
 - f. Advise merchants on display techniques for merchandise and compliance with city ordinances
 - g. Maintaining district kiosks and keeping up to date while complying with historic district standards
2. Old Sacramento Historic District Liaison on behalf of the City of Sacramento: improvements and troubleshooting in street level environment; monitor and review daily activities in the District
 - a. Weekly maintenance walk with property owners, merchants and stakeholders
 - b. Track 311 Work Orders generated by maintenance staff and citizens
 - c. Monitor and manage the horse drawn carriage operations within the District
 - d. Monitor and manage the activity at the Horse Pit, located on Front Street
 - e. External quarterly lease site inspection of Public Market, Joe's Crab Shack, Rio City and Delta King
 - f. Preserve overall presentation of the District by reporting egregious code violations related to signs, structural issues, accessibility and public safety
3. Special Event Assistance: Act as District liaison for all Old Sacramento events including but not limited to New Year's Eve; Mardi Gras; St. Patrick's Day Parade; Sacramento Music Festival; 4th of July; Gold Rush Days; Theatre of Lights production; provision of logistic assistance and consistencies in event management including an annual event strategy; that includes input from the other stakeholders in the District.
 - a. Represent the District at the City of Sacramento Special Event Review Committee, when applicable
 - b. Coordinate event logistics with the special event producers
 - c. Coordinate access and use of the Horse Pit for Special Events
 - d. Coordinate cleanup with the contracted maintenance staff
 - e. Identify specific event needs and facilitate production
 - f. Maintain district events calendar
 - g. Presentation of special events to promote Old Sacramento businesses
 - h. Coordinate Old Sacramento film permit requests with the SCVB and CA State Parks representatives