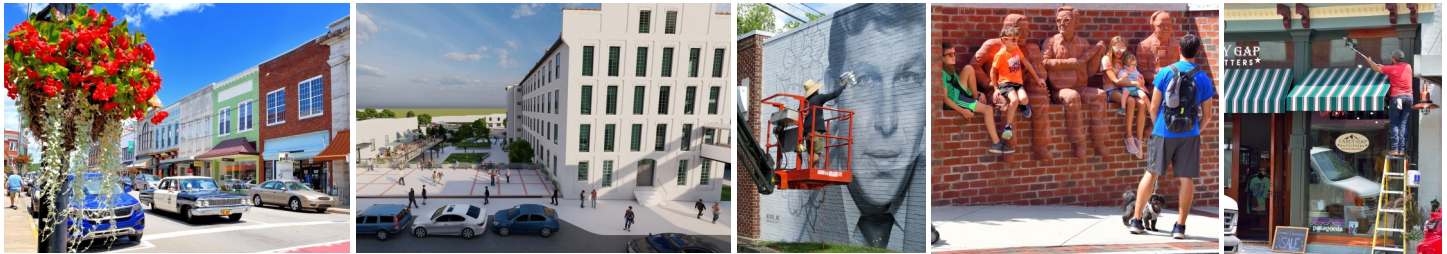




# JOB OPPORTUNITY: Executive Director of Mount Airy Downtown, Inc.



The MAD, Inc. Executive Director is a full-time employee of the 501(c)(3) organization, which is managed by a 12-member Board of Directors (including two Ex Officio members from the City Government). The Executive Director will be responsible for coordinating the Main Street Four Point Approach as outlined in the Annual MAD, Inc. Work Implementation Plan. Responsibilities include but are not limited to:

**Organization:** Cultivate partnerships with various community stakeholders to ensure that all organizational resources (funding, partners, volunteers, etc.) are mobilized to effectively implement MAD's Economic Development Strategies. Maintain records and statistics pertaining to the downtown service district, including property improvements and business inventories. Submit all reports, documents, and statistics by established deadlines to the NC Main Street Program and any/all agencies as required to maintain NC Main Street designated status, corporate status, and nonprofit status. Manage the day-to-day affairs of the nonprofit Board of Directors and committees. Assist the Board with managing the nonprofit budget and fundraising as necessary.

**Economic Vitality:** This work is rooted in a commitment to making the most of Mount Airy's unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small business owners, entrepreneurs, innovators, and local residents. Serve as a point of contact for available spaces within the district and assist new businesses with navigating the process for opening in Downtown Mount Airy. Assist in proactively recruiting businesses that the market will support. Serve as a local resource for developers who are undertaking historic preservation projects, other building rehabilitations, or new infill developments within the district.

**Design:** A focus on Design supports a community's economic transformation by enhancing the physical elements of downtown while capitalizing on the unique assets that set the downtown district apart. Assist business and property owners in planning physical improvements to buildings that are in keeping with the historic nature of the district. Lead and support appropriate design improvements to public spaces including streetscapes. Administer the MAD, Inc. Façade and Mural Grant Programs.

**Promotion:** Promoting downtown takes many forms, but the ultimate goal is to position downtown as the center of the community and the hub of economic activity, while creating a positive image that showcases Mount Airy's unique characteristics. Maintain the website and social media platforms specific to Downtown Mount Airy that promote MAD's vision and mission. Help coordinate events that support the MAD vision including, but not limited to, the Mayberry Food Truck Fest events and the programming and management of the Market Street Arts & Entertainment District. The Executive Director must have a flexible schedule, working occasional evenings and weekends, and must be able to perform light lifting (up to 25 pounds) in helping coordinate these events.

## Program History and Investment Trends: Past, Current & Future

Founded in 2013, Mount Airy Downtown, Inc. is a nationally accredited and award-winning North Carolina Main Street organization committed to historic preservation-based revitalization. MAD, Inc. operates under The Main Street Approach™ (Economic Vitality, Design, Promotion, Organization) which is centered around local economic development strategies that have transformed downtown in recent years. These strategies articulate a focused path to revitalizing and strengthening our downtown economy. Over the last nine years, we have seen 96 façade improvements, 37 building rehabilitations completed, 26 public improvement projects, 43 businesses created, 17 business expansions, a current building occupancy rate of 96 percent, 90 new housing units, \$33.6 million in private investment tracked, and 55% growth in taxable building and property value of the Municipal Service District (from \$33.7 million to \$55.3 million). We also have gained 41,215 social media followers (Instagram, Facebook and Twitter).

These numbers are sure to continue growing as MAD is committed to helping manage the historic Spencer's Mill Redevelopment into a thriving Marriott Tribute boutique hotel and market center for phase II, and a high impact visitor and conference center for phase III. At completion of all three phases, the Spencer's Mill Redevelopment will be a \$60 million investment in the downtown district. MAD looks forward to the future knowing that we remain a strong advocate for our vibrant downtown.

### **MAD, Inc. Economic Development Strategies:**

- Downtown Mount Airy will be the Center of Urban Living.
- Downtown Mount Airy will be the Hub of Arts, Music, Culinary Experiences, and Entertainment in the Foothills.
- Downtown Mount Airy will have a Diverse Collection of Unique Small Businesses and will be the Center of Economic Development in Surry County.

## Required Skills, Education and Compensation

**Required Skills:** Candidates must have demonstrated strong organizational skills; excellent verbal and written communication skills; the ability to manage design and execution of promotional activities; be able to plan, execute and achieve short- and long-range economic development goals for the organization; establish and maintain effective and positive relationships with stakeholders; and have significant computer proficiency, including with social media, Microsoft Office, and Google Suite skills. Willingness to work a flexible schedule including occasional nights/weekends is essential. The Executive Director is required to have a valid NC Driver's License.

**Education and Experience:** A combination of education and experience equivalent to graduation from an accredited college or university with at least a Bachelor's Degree in Business Administration, Public Affairs, Communication / Journalism, Design, or another relevant field. At least three (3) years in a professional office environment with demonstrated experience in collaborating with others and managing projects. Special consideration will be given to candidates with community / economic development experience, grant writing experience, and/or experience working with the Main Street America program or related program with a proven record of accomplishment.

**Compensation:** Salary will depend on experience and qualifications, but is expected to be in the \$55,000—\$75,000 range.

## Application Instructions

To apply, please submit a letter of interest and resume to Bryan Grote, Mount Airy Downtown, Inc. Board Chair, at [bgrote@mercatoradvisors.com](mailto:bgrote@mercatoradvisors.com), with "MAD Executive Director Position" in the subject line of the email, not later than April 28, 2023.