

City of Grayling, Main Street Program

1020 City Blvd.
Grayling, MI 49738

Main Street Manager Job Description

Job Summary:

The Main Street Manager is responsible for creating and managing programs and projects that meet the objectives, as determined by the Board of Directors, of the Grayling Downtown Development Authority and Grayling Main Street Program. Grayling's Main Street Program is charged with the economic revitalization of downtown DDA/Main Street District in Grayling.

The Main Street Manager is an advocate for the Grayling Main Street Program, providing information and background on the goals and accomplishments of the Grayling Main Street Program to business owners, city officials and staff, and other interested persons. The Main Street Manager will be a positive and energetic source for the long-term revitalization of downtown Grayling and will support Main Street Program throughout the community.

The Main Street Manager promotes excellence in design, good business practices, and compliance with city, county, state, and federal regulations.

Responsibilities:

The Main Street Manager duties will encompass a variety of tasks as determined by the Board of Directors. Annual staff evaluations will be based on defined goals and objectives agreed upon by the Main Street Manager and the Board of Directors.

The Main Street Manager will:

- Be knowledgeable about the four-point Main Street approach to economic revitalization of our downtown and serve as the visible contact person for the Main Street Program.
- Work with the Chair and the Board of Directors to implement and direct the program of the organization.
- Direct efforts at business retention, expansion, and recruitment, including providing information, expertise, and appropriate referrals to business owners, marketing the Grayling Main Street Program to outside businesses, working with developers and building owners to enhance the quality of retail and commercial businesses and the quality of their retail/commercial space.
- Develop funding sources for expansion and development of the Grayling Main Street Program in concert with other organizations, agencies, and government entities.
- Promote the Grayling Main Street Program to increase the diversity of the population visiting and using downtowns businesses.
- Work with the Board of Directors and various committees to develop and implement annual work plans upon which the program will operate.
- Be well-versed on the Grayling Downtown Development Authority Development Plan. Additionally, they need to be well versed with the following documents: Tax Increment Financing (TIF) Plan, the Grayling Downtown Authority Action Plan, the Grayling Market Study, and familiar with the Grayling Comprehensive Plan, and the City of Grayling Zoning Ordinance.
- Create and implement a program of regular, monthly contacts with existing and new members of the Grayling Main Street Program to foster the support and participation.
- Be familiar with persons and groups directly or indirectly involved in the revitalization of Grayling, including but not limited the Grayling Area Chamber of Commerce, Grayling City Council, GPA and local business owners.
- Work directly with the community to enhance downtown Grayling's overall appearance.

- Attend Board of Directors, committee, sub-committee, and task group meetings as necessary or as indicated by the Chair and/or the Board of Directors.
- Work with the City Treasurer and any required financial personnel to facilitate the maintenance of finances for Grayling's Main Street Program and report such to the Board of Directors.
- Provide assistance and management of all Main Street Program committees.
- Manage recruitment, evaluation, and retention of volunteers, including members of the four Main Street committees, special project volunteers, and short-term volunteers.
- Manage staff including directing work, conducting performance evaluations, and hiring employees.
- Produce press releases and maintain good relationships with the various media in the region.
- Assist with writing, editing, and publishing informational brochures, information packets, and flyers.
- Ensure that all outgoing materials adhere to the standards of the Grayling Main Street Program.
- Assist with the preparation of necessary reports, summaries, and research projects, as assigned by the Main Street Board of Directors.
- Perform other duties as may be assigned from time to time by the Board of Directors and/or the Chair.
- Provide regular reports to the Grayling governing body (City Council) regarding the activities and financial conditions.

Desired Qualifications:

The Main Street Manager should have:

- At least five years combination of education and experience in one or more of the following: business organizations, non-profit corporations, small business development, public relations, planning, retailing, fundraising, historic preservation, sociology, urban geography, architecture, or a related field; Main Street experience is a plus.
- Main Street Manager should be a self-starter and imaginative.
- Excellent written and verbal skills are required; public speaking experience is a plus.
- Understanding and ability to use various Social Media platforms
- Must have general computer skills and be proficient in word processing and spreadsheet applications.