

JOB POST START DATE: March 2, 2017

JOB POST END DATE: March 17, 2017

POSITION: Main Street Manager or Co-Director

ORGANIZATION: Bay City Community Development Corporation (BCCDC)

POSITION LOCATION: Bay City, population 18,000

COUNTY POPULATION: 37,000

COUNTY: Matagorda, Texas

Reports to: BCCDC Executive Director and Main Street Board

- Monthly, quarterly and annual Reports to Texas Main Street
- Monthly meetings with Main Street Board
- Attend monthly meeting with the HDBA (Downtown merchants group)
- Visit with the Downtown merchants on a weekly basis
- Assist with design requests of buildings in the Downtown Historic districts
- Answer questions regarding signage, banners in the historic districts
- Assist property owners with Texas Main Street Program design assistance
- Support and assist to develop events downtown with the merchants. Support these events with fliers, advertising and promotion.
- Develop marketing plans to promote downtown to include development of event flyers and advertising to include Christmas Around the Square, Wild Game and Wine Camofest, Halloween, Easter and any other downtown event.
- Support the Main Street annual fundraiser, Wild Game and Wine Camofest
- Grant writing to secure matching funds to Downtown renewal projects
- Support the annual Light it Up merchant's fundraiser
- Support the Main Street Board's goals
- Work with Matagorda County Historic Commission keeping them aware of concerns with the historic districts
- Answer telephone
- Maintain the Main Street Facebook page and write press releases to promote downtown successes
- Update Calendar of events on website
- Attend annual training
- Recruit and support new businesses and entrepreneurs to the downtown

SALARY: Depends on qualifications \$24,000 – \$40,000

SUBMIT APPLICATION TO: BCCDC, 1900 5th Street, Bay City, TX 77414 via mail or by email to dcdunham@cityofbaycity.org or fax to (979) 323-1642. Deadline for receipt of applications is April 17, 2017.

Main Street Four Point Approach

- **Organization:** Builds an effective coalition of public and private sector stakeholders, working in partnership with organizations who share an interest in the health of downtown and the community. Local activities in this area might include grant writing and/or enhancing public awareness of sound preservation practices.
- **Promotions:** Markets a unified, quality image of the business district as the center of activities, goods and services to retailers, shoppers, investors and tourists. Local activities in the area might include heritage festivals, retail promotions or image development.
- **Design:** Creates an attractive, coordinated and quality image of downtown by capitalizing on unique physical assets and heritage. Local activities in this area might include building rehabilitations, property inventories and/or preservation ordinances.
- **Economic Vitality:** Identifies new market opportunities for the commercial district, finds new uses for historic commercial buildings, and stimulates investment in property. Works to strengthen existing businesses; identifies new business opportunities; find new, higher, more appropriate uses for vacant buildings; and/or intensify the uses of buildings. Local activities in this area might include business retention/recruitment or establishing local incentive programs. Working with the THCMS staff to implement the Main Street Town Square Initiative Program (TSI).

There are many reasons why downtown revitalization is a **crucial tool for enhancing the economic and social health of a community. In addition to being the most visible indicator of community pride and economic health, the historic downtown is also the foundation of community heritage.** The historic buildings in a downtown are prime locations for the establishment of unique entrepreneurial businesses and can also be tourism attractors, all of which add to the community's sales tax collections and property values. Today big-box development permeates the national landscape, making it even more important that communities be proactive in saving and using their historic spaces to avoid featureless places.