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presents

President Saint Paul Downtown Alliance

<http://www.stpdowntownalliance.org>

Ballinger | Leafblad is proud to present the following information on behalf of our client, **Saint Paul Downtown Alliance**, in its search for a **President**.



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“Creating one strong,
vibrant downtown Saint
Paul”

presenting our client

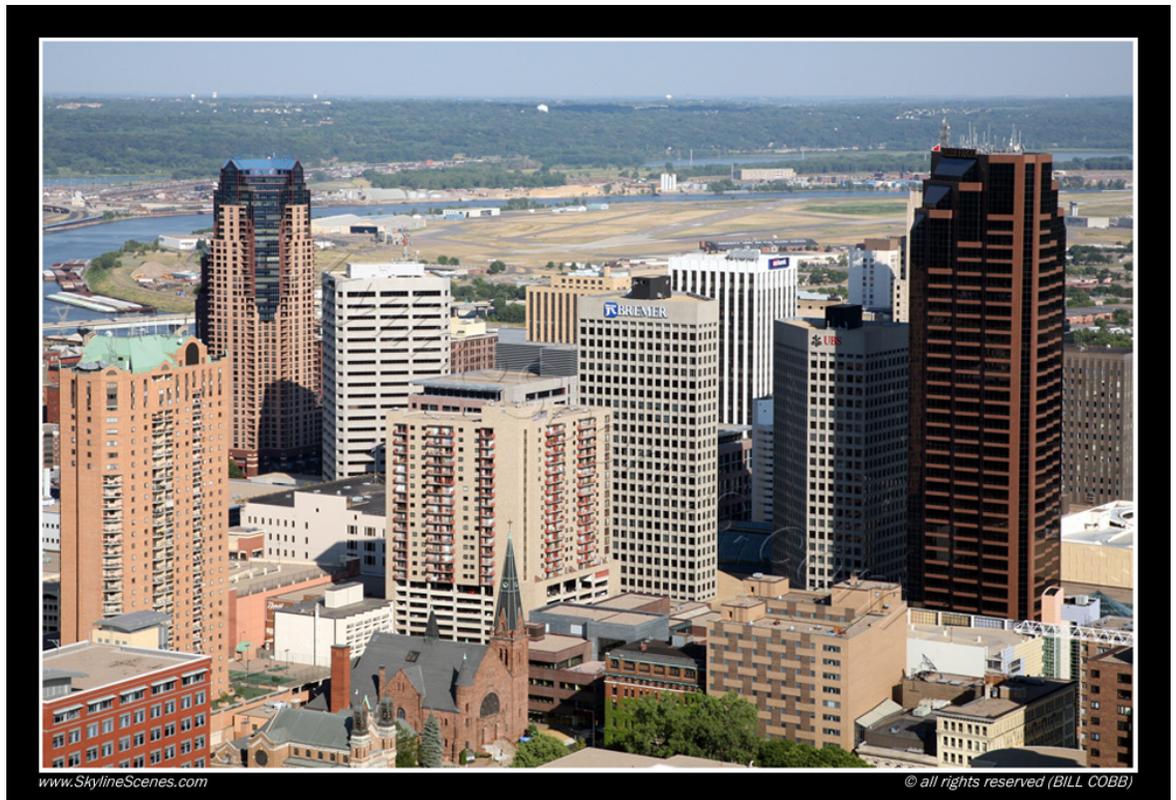
Saint Paul Downtown Alliance

ORGANIZATIONAL OVERVIEW

This is an exciting time for Saint Paul. A dedicated group of public and private sector leaders have come together to form the Saint Paul Downtown Alliance – a new organization that represents downtown businesses, nonprofits, government entities, residents, and entrepreneurs to build a strong and vibrant downtown and create a positive downtown experience. This nonprofit organization is guided by a 15-person board of directors and co-chaired by Saint Paul Mayor Melvin Carter and Chris Hilger, Chairman and CEO of Securian Financial.

MISSION

To create and maintain a vibrant, economically successful, safe and attractive downtown that benefits the entire city and region



presenting the position of

President

OVERVIEW OF POSITION

The President of the Saint Paul Downton Alliance oversees a budget of approximately \$500,000 and will build a lean team to accomplish the following goals:

1. **Attract, Retain and Grow Employers** – work with partners to assess and fill gaps in downtown property that supports job creation; identify and attract resources to enhance downtown property; address challenges to attracting jobs including parking, transit access, pedestrian wayfinding; and coordinate strategic business retention visits.
2. **Create a Positive Downtown Experience** – address issues impacting the downtown experience including homelessness, safety, accessibility and beautification. Strategies to be explored include establishment of a Special Services District.
3. **Activate Public Space and Promote Placemaking** – support and enhance initiatives that create and maintain a vibrant public realm downtown.
4. **Advocate for downtown** – be a strong voice for downtown Saint Paul and work with partners to drive policies and initiatives that support the above goals and objectives.

PRIMARY RESPONSIBILITIES

The responsibility areas for the President are broad, and include the following:

Leadership – work effectively at the leadership level with business, government, and nonprofit sectors.

Program Management –oversee and implement programs developed and/or managed by the organization including potentially a Special Services District.

Business attraction –work effectively with the City, Saint Paul Port Authority, Greater MSP, Saint Paul Area Chamber of Commerce and other partner organizations to help recruit employers to the downtown area.

Fundraising – drive fundraising efforts to support operations.

presenting the position of

President

Consensus building –manage myriad interest groups, work across sectors and balance competing interests.

Finance – effectively manage budgets and ability to identify and grow new funding streams.

Operations – manage organizational operations, handle details, and making decisions on the tactical level, as required.

Board Relations - work closely with high-powered boards, including governance, strategic planning and board member recruitment.

Government Relations – work with elected officials and staff at the City, County and regional levels, on a wide range of issues.

Networking – brings and utilize a strong network of local relationships, and an understanding of Saint Paul and its history.

Diversity – work effectively with a broad range of diverse stakeholders.

Communications – create awareness and build support for downtown initiatives, programs, activities.

LEADERSHIP ATTRIBUTES

The President will possess the following attributes:

- Relentless focus on execution with track record of bringing new initiatives, programs or start-up(s) into existence.
- An active and inclusive leadership style, bringing staff and stakeholders into the strategic vision, and promoting transparency to the highest degree possible.
- A natural connector who can bring the right people and resources together to effect change, and who is skilled at working with and leading teams.
- Listens closely, and actively seeks opinions from multiple vantage points.
- Employs tact and discretion and is able to speak tactfully, assertively and openly.
- Highly effective public speaker and organizational ambassador.
- Unabashed optimist who can see through or around obstacles.
- Visionary who takes the long view to setting big goals and accomplishing big things.
- Truly cares about the well-being of each team member, and takes an active role in their professional development.

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ESSENTIAL QUALIFICATIONS

Essential qualifications for this role include:

- Bachelor's degree in related field (public or nonprofit administration, business, economic development, urban planning, marketing)
- Three-five years of management experience, in sectors such as economic development, planning or similar experience. Experience working with business executives, elected officials, and other community stakeholders.
- Background in business improvement district management preferred.
- Excellent written and verbal communications skills.

THE COMPENSATION PACKAGE

This position is paid an executive salary and will include comprehensive benefits.

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ADDITIONAL INFORMATION

For additional information and to apply for the position, please contact:



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Saint Paul, Minnesota

WELCOME TO SAINT PAUL, MINNESOTA

As the Capitol of Minnesota, Saint Paul is alive and vibrant, from the organizations and businesses that reside here, to the residents who live in Saint Paul's many truly charming neighborhoods. It is a unique city in that it provides a lively metropolitan area, but also offers up plenty of green space. Residents are downtown one minute and outside hiking, biking or skiing, the next.



Saint Paul also boasts a thriving arts and music scene. From cutting-edge galleries and poetry slams to the Saint Paul Art Crawl, the city is an epicenter of the Upper Midwest's creative community. Lowertown in downtown Saint Paul's southeast side is a vibrant artist quarters filled with beautiful workspaces, busy cafés, fine restaurants, stunning repurposed warehouses, storefronts and office spaces that are now state-of-the-art galleries. Relax in Mears Park, a trendy and tranquil garden that's attracts food trucks, musicians and neighborhood events.

Theater is a large component of life in Saint Paul. The Ordway, a 1,900-seat theater in the heart of Downtown, hosts a range of notable



soloists, companies and titles in dance and theater performances. Smaller theatres offer a multitude of ways to enjoy the arts. The award-winning Penumbra Theatre, for example, showcases the African-American experience and the Fitzgerald Theatre is home to "A Prairie Home Companion." The new downtown Palace Theatre has been called a "flat-out game-changer" relative to live music venues in the Twin Cities.



The Saint Paul area features 104 landmarks listed on the National Register of Historic Places, many of which offer a variety of tours, educational courses and distinctive conference and



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event spaces. Modeled after St. Peter's Basilica at the Vatican in Rome, the Cathedral of Saint Paul is one of the most elaborate cathedrals in the nation. Historic Fort Snelling is a preserved U.S. Army military post featuring costumed guides who portray residents of the 1820s. Up and down Summit Avenue, admire beautiful Victorian mansions offering glimpses of turn-of-the-century life in Saint Paul.



The Saint Paul events schedule showcases fun, family-friendly events throughout the year. As a multi-cultural community that loves to celebrate the many facets of those cultures, you'll celebrate Cinco de Mayo, Grand Old Day, Irish Fair, the Saint Paul Winter Carnival, the Lighting of Rice Park Powered by Xcel Energy, Pride Week, Somali Week and so much more.

Not only does Saint Paul have a winding stretch of riverside trails and trees, there are ample parks throughout the neighborhoods as well. Spend a lazy afternoon in Raspberry Island Regional Park hiking, picnicking or reading on the banks of the Mississippi River. In winter visitors to Rice Park walk through a tree-lit winter wonderland during the Saint Paul Winter Carnival.

For kids and animal lovers of all ages, the Como Zoo Park and Conservatory is the oldest free zoo in the U.S. and includes 25 animal exhibits. The Twin Cities is also home to the remarkable and highly respected Minnesota Zoo.



Recreation opportunities abound in Saint Paul whether you prefer snowshoeing, bicycling or golfing. The city's scenic hiking and biking trails, beautiful parks, championship golf courses and pristine lakes set it apart as a magnificent, four-season recreation destination. The city is highly regarded for its bicycle culture, earning it the reputation as one of the most "bicycle friendly" cities in America.

In 2015, Saint Paul and Minneapolis were named the best parks system in the United States by the Trust for Public Land. Regardless of outdoor temperatures, local foot traffic is always on the move and there's always an excuse to be on the water in the Land of 10,000 Lakes.

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St. Paul is home to the Xcel Energy Center, home of the Minnesota Wild and over 100 concerts and other events each year. The Minnesota United (FC) Soccer organization is building a new state-of-the-art stadium in St. Paul. The minor league baseball team, the Saint Paul Saints, play in CHS Field, with high-spirited fun and incredible views of the city.

The Twin Cities have hosted major sporting events of all types; in 2018, the Super Bowl will be played at USBank Stadium with activities scheduled throughout the region.

The East Metro enjoys economic vibrancy with strong sectors in services, wholesale and retail trade, manufacturing, and government. It is home to sixteen of the Fortune 500 largest U.S. corporations, including the headquarters of 3M, Ecolab, Patterson Companies and Securian. A robust business climate also includes high tech firms in super computers, electronics, medical instruments, milling, machine production, food processing, graphic arts, and many other industries.

For more information about Saint Paul see:

<https://www.visitsaintpaul.com/>

<https://www.stpaul.gov/>

<https://www.saintpaulchamber.com/>