

# Richland Economic Development

“Exhibit A”

**Date: August 29, 2019**

## The Position

**Position Title: Economic Development Director (EDD)**

### **Position Summary:**

The EDD will serve Richland County, the townships in the County, the villages in the County, and the City of Richland Center while working with and representing the business community of Richland County to develop a comprehensive economic development plan and implementation. While the EDD is under the ultimate control of Richland County, the EDD shall report to the Board of Economic Development (BED) with respect to his/her daily activities.

The EDD will foster professional relationships with businesses, the public sector and community leaders in order to create an economic culture of optimism, creativity, and entrepreneurship. The EDD will draw together necessary resources that will allow individuals and businesses to make their feasible entrepreneurial ideas become realities. Creating the culture of new ideas, risk, entrepreneurship and optimism in the County will be the large measure of success for the EDD.

The EDD will exercise independent judgment and work with minimal supervision but seek direction from the Board of Economic Development on substantive matters related to administration of policies, programs, and services. The Board of Economic Development and the EDD will establish goals and strategic planning in order to accomplish the measurable results of bringing a mindset of growth and prosperity to Richland County. The natural assets of the county (ABCD—Asset Based Community Development) are to be discovered and promoted as growth mechanisms to creating the right fit for business entrepreneurs to thrive.

Relating to the right people and creating the right culture will be the keys to economic success for Richland County. The EDD will need to see themselves as filling the role of community builder that will produce economic growth. This is not primarily a transactional position; it is a dynamic relational role of building community through the enterprise of matching entrepreneurial people with the right fit of resources and assistance.

## Duties and Responsibilities

The duties and responsibilities of the EDD include but are not limited to the following:

### Scope of Work

1. Develop, implement, coordinate and lead an economic development effort which facilitates retention, business start-up, expansion, and attraction in a variety of residential, commercial, and industrial sectors, including maintaining up-to-date marketing and demographic materials, responding to and generating retention and development leads and prospects, and initiating and completing business development projects from start to finish.
2. Strategize and develop economic planning including housing, workforce, business sector attraction and development, health care, childcare, broadband availability, regional Economic Development efforts, collaboration with major public institutions, etc.
3. Work directly with prospects, determining their needs and assisting them in site selection, respond directly to inquiries and serve as an important information resource regarding wages, taxes, labor, business climate, and operating costs for prospective new businesses. Confidentiality on a need to know basis will be observed with all clients.
4. Identify target areas for residential, commercial, and industrial development and develop, facilitate, and implement countywide and citywide promotion and marketing programs.
5. Develop and maintain an inventory of available buildings, vacant lots and sites within Richland Center and Richland County. Develop dialog with the property owners to establish their intent and purpose for the property.
6. In conjunction with local municipalities, and townships, develop a working relationship that serves the goals of the City of Richland Center and Richland County.
7. Provide referral assistance to help local businesses remain successful in Richland Center and Richland County.
8. Serve as a resource of available financing programs for business development (including but not limited to revolving loan funds, conventional financing, local investors, venture capital funds and grant writing, new market tax credits, economic opportunity zone funding, etc.).
9. Develop strong working relationships with local, state, and federal economic development organizations and regulatory departments and agencies.
10. Serve as a public advocate for economic development and communicate accomplishments to funding partners and other community partners as requested.
11. Work collaboratively in the development of tourism opportunities for Richland Center and Richland County as well as any State tourism programs (promotion of air B&B's, recreational development especially along the Pine River corridor, etc.). No duplication of tourism efforts already in place by the government entities.
12. Serve as the organization's principal spokesperson to ensure that a strong communications effort is in place that meets internal and external needs for economic development and growth.
13. Develop or coordinate the development and implementation of a comprehensive marketing program for Richland Center and Richland County, including web-site development and social media platforms, to aid with business attraction, retention and

expansion along with workforce development and tourism.

14. Travel to statewide trade shows and conferences as needed to promote Richland Center and Richland County.
15. Lead private sector participation and contribution to join the efforts of the Board of Economic Development for City and County economic development opportunities as needed.
16. Develop and manage budgets for the Board of Economic Development and economic development including approved City and County allocations.
17. Be proficient and active in grant writing or other special funding opportunities available to the Board of Economic Development.
18. Attend and maintain minutes for the Board of Economic Development meetings.

## The Person

For an individual to fulfill the broad spectrum of duties the EDD will have, the EDD needs to have three crucial characteristics in their skill set:

**Relational**—the EDD needs to be a people person who can enter conversation with people from the public and private sectors with ease and be able to confidently converse on a broad range of topics related to economic development. This person needs to like to talk with people and build professional relational connections that will allow for a working relationship to develop. This means the EDD will be an initiator and self-starter, able to find ways to make things happen that may be outside the traditional model of economic development specialists.

**Creative/entrepreneurial**—the EDD needs to be a person who can envision what does not yet exist. Expressing creative ways for entrepreneurs to find paths to make their ideas become realities is a very important part of the work. The EDD also is to foster a community mindset of creativity, entrepreneurship, and economic optimism.

**Communicator**—the EDD must be an excellent communicator with clarity and optimism. The EDD will be expected to have a presence on social media, an internet site, newspapers, radio, TV, and interpersonal interactions. Communication in writing and verbally are an indispensable part of this job.

The EDD is expected to bring together private and public partnerships that will lead to economic vitality in the County. The person must be knowledgeable in the field of economic development to provide strategies and implementation of economic development goals. The EDD will be expected to operate based upon the highest degrees of integrity, honesty, and trustworthiness.

## **Basic requirements:**

- \*Post-secondary education in a related field, such as economics, business, marketing, or finance.
- \*Experience in working with the public sector, the business community and private non-profits.
- \*Examples of writing and speaking skills.
- \*Worked collaboratively and relationally with community members.
- \*Leadership skills and experience.
- \*Entrepreneurial spirit.
- \*Strategic planning, analytical and administrative capabilities.

## **Important Characteristics:**

**Language skills**—Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, financial data, engineering or governmental regulations. Ability to write reports, business (formal) correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of community leaders, elected officials, investors, and the general public.

**Mathematical Skills**—Ability to read, understand, and calculate financial statements, ratios, proportions and percentages. Ability to summarize, simplify and communicate complex technical information.

**Reasoning Ability**—Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables. Ability to analyze and process information quickly and accurately.

## **The Details**

### **Salary:**

Hiring range \$60,000--\$75,000 per year plus County insurance benefits and Wisconsin retirement.

### **Hours:**

Total of 40 hours per week with set office hours to be determined. All non-office hours will be logged and recorded.

Richland County, the City of Richland Center, and the Board of Economic Development are equal opportunity employers including Title IX and ADA requirements.