



## REQUEST FOR QUALIFICATIONS

### Executive Director

The Brady Street Business Improvement District (BID#11, Milwaukee, WI) seeks Requests for Qualifications from individuals looking to become the next full time Executive Director.

Brady Street BID #11 is bounded by Prospect Avenue on the East, the Milwaukee River on the west, Pearson Street on the north and Kewaunee to the south. BID #11 generally occupies Brady Street from 700 block to 1400 block, and includes contiguous properties in 1600/1700 blocks of Cass, Marshall, Astor, Humboldt, Franklin, Arlington, Warren, and Farwell Avenue. Brady Street has been designated historically significant at both the local and Federal level.

**General Function:** Plans, organizes, directs, manages and coordinates the staff, programs and activities of BID #11 to assure that objectives are attained, plans fulfilled, and member needs met. Recommends and participates in the formulation of new policies and makes decisions consistent with existing policies as they have been approved by the Board of Directors. Maintains effective relationships, both internally with the Board of Directors and the members and externally with the community. Responsible for economical, productive performance, forward-looking programming and constructive growth of the Brady Street BID.

Generally the Executive Director will function as the main information source and advocate for the Brady Street Merchants / property owners to insure successful development opportunities and special events, with the ultimate goal of attracting new business and visitors to the Brady Street area.

The BID is governed by a board of directors made up of commercial property owners and business owners. They are appointed by the Mayor and confirmed by the Common Council. The Board is responsible for submitting an annual Operating Plan which includes the annual goals for the organization, budget, and proposed assessment formula that funds the BIDs activities. The BID is also responsible for annual financial reviews. The current annual operating budget is \$181,000 which includes special assessments and fundraising.

## **Executive Director Scope of Activities**

The Scope of Services, to be executed by the BID Executive Director, is below. (Subject to adjustment or reprioritization at any time by a majority vote of members of the Board)

**Administration/Accounting:** Providing comprehensive, timely, and accurate administrative services including, but not limited to, accounting, board meeting notices/minutes, management, reporting, monthly reporting on activities, status and outcomes, phone and email/web inquiries, annual report to members, press inquiries, and other management duties as necessary.

As part of the administration services, the Executive Director shall evaluate and make recommendations regarding the performance of any subcontractor hired by the BID. Currently, these include contracts for graffiti removal, litter maintenance, planter maintenance, Holiday lighting, and event staff or interns as needed.

Successful candidates will have experience in a similar-facing industry and/or nonprofit management. Familiarity of BID Law and Robert's Rules of Order a plus. The BID director also facilitates monthly meetings and annual strategic planning workshops.

**Special Events:** The BID Executive Director shall manage all aspects of established events: permitting, sponsorships, promotion, recruitment and organization of volunteers, coordination of advertising, promotional materials, social media campaigns, website updates, and day-of operations. Brady Street is extremely event-driven and has several well-established events including: Spring on Brady's Live Art Walk, World Cup (every 4 years), Brady Street Festival, Harley-Davidson Anniversary (every 5 years,) Fall Pet Parade, Halloween Costume Contest, Festivus, Brady Back Nine Mini-Golf, and Sunday Fundays Art Markets in the summer.

**Marketing and Branding:** The Director will continue to market the BID via various channels- social media, newsletters, and relationships with various media outlets such as VISIT Milwaukee, OnMilwaukee, Shepherd Express and Radio Milwaukee to name a few.

**Community Liaison:** It is expected that the Executive Director is a strong advocate for neighborhood stakeholders, commercial property owners and business owners. Networking and accessibility of the position to the BID community at large is tantamount to success in the position. This includes having a liaison role between the Brady Street Area Association, City of Milwaukee, Milwaukee County, and State of Wisconsin. Also, skills in media relations are important as the lead spokesperson for the District. The successful candidate will represent the BID on the Milwaukee BID Council.

**Time Commitment and Budget:** The Brady Street BID board of directors has determined that the budget for this full time position is \$42,000 - \$50,000 annually and is negotiable based on experience.

## Submission Requirements

1. Cover letter expressing interest in the position and resume.
2. Three client references.

The Brady Street BID Directors will consider all candidates for selection as follows:

- **January 20th, 2020:** Posting of RFQ.
- **January 30th, 2020 (noon):** Qualification submittal deadline.
- **February 3rd or 4th, 2020:** Recommendation of up to three candidates by the BID Board's Sub-Committee following review of qualification materials.
- **February 7th, 2020:** Sub-committee selects candidate following candidate interviews.
- **By February 10th, 2020:** Sub-committee completes negotiation of contract with selected candidate.

Applications must be received by the Brady Street Business Improvement District by **noon on January 30th, 2020**. Electronic copy of a resume, cover letter and references must be submitted to [bradystbid@gmail.com](mailto:bradystbid@gmail.com) with the subject line: "BID Executive Director Proposal" (No Phone Calls)