



**MidTown Cleveland
Vice President of Economic Development
Job Description**

Reports To: Executive Director

About MidTown. MidTown Cleveland, Inc. (MTC) is a high-performing 30-year old 501(c)(3) non-profit community and economic development organization whose mission is to leverage MidTown's diverse assets to develop a dynamic neighborhood that unites the city's downtown and innovation districts. Inspired by changing dynamics in the neighborhood and an internal imperative to pursue racial equity and inclusion, MTC is pushing beyond its historic roots as a business chamber focused on "creating the highest quality urban business district in Northeast Ohio" to a focus on economic, urban, and community development that seeks to develop a dynamic neighborhood for all the people who live, work, and visit MidTown. The MidTown neighborhood has seen remarkable growth and transformation over the past several years as more businesses, nonprofits, residents, and institutions move to the neighborhood, stimulating development and helping change the area from a pass-through to a place. More information on MidTown is available at www.midtowncleveland.org.

About the Health-Tech Corridor. The Cleveland Health-Tech Corridor (HTC) is a collaboration between MidTown Cleveland, the City of Cleveland, BioEnterprise, and the Cleveland Foundation to transform the area between downtown Cleveland and University Circle into a thriving economic force, with clusters of innovative health-tech and high-tech businesses leveraging the area's medical, academic, and entrepreneurial resources to create inclusive economic growth. Covering a 1,600 acre area between Cleveland State University and the eastern edge of University Circle (slightly larger than the MidTown footprint), the HTC is home to four colleges, four major hospitals, five business incubators, and over 140 health-tech and high-tech companies. More information is available at www.healthtechcorridor.com.

DESCRIPTION AND PRIMARY DUTIES

The VP of Economic Development will be part of the MTC leadership team, reporting to the Executive Director and overseeing MTC and HTC economic development activities with a goal of achieving equitable and inclusive economic growth. MTC's economic development strategy is anchored in an organizational vision for "a connected community in the center of it all, an inclusive place for people to innovate, create, prosper, and live."

The VP of Economic Development will coordinate and implement the economic development strategy for MidTown Cleveland and the Cleveland Health-Tech Corridor, serving and strengthening existing organizations in MidTown, building strong relationships within the business community, attracting new businesses, entrepreneurs, and nonprofits to the neighborhood, facilitating commercial and residential real estate development projects which meet community needs, and deploying strategies to connect MidTown's economic growth to surrounding residential neighborhoods.

The VP of Economic Development will supervise MidTown's economic development team, which today includes an Economic Development Associate and an AmeriCorps VISTA Economic Opportunity Coordinator. An additional hire on the economic development team will be responsible for assisting in marketing and special projects.

Primary duties include:

- **Business Development.** Lead the recruitment to and expansion and retention of businesses and nonprofits in MidTown and the Health Tech Corridor:
 - Maintain a database of vacant and occupied commercial spaces in MidTown and the HTC
 - Recruit organizations to locate to MidTown and the HTC, and work with interested organizations to help them connect to resources and available real estate
 - Oversee MidTown's business outreach program, including retention and expansion visits and technical assistance provision to neighborhood business owners
 - Market and provide technical assistance for the City of Cleveland's economic development programs
 - Supervise and report to the Board on the MidTown's supplier diversity initiative
 - Lead MidTown's annual membership campaign which targets local businesses and stakeholders to support MidTown's operations
- **Community Building.** Foster a stronger MidTown and HTC community through robust programming.
 - Organize HTC happy hours, pitch contests, speakers, and events that support area businesses help create a stronger community, and work with staff to execute these events
 - Work in partnership within MidTown's community engagement staff to identify ways to support entrepreneurship and business development opportunities for local residents
 - Develop a network of connections with employers and anchor institutions to connect to talent and resources
 - Build strong relationships with public and nonprofit partners in the economic development ecosystem
 - Aggressively network in Northeast Ohio's health-tech and high-tech community to raise awareness of the HTC and recruit businesses to locate in the HTC. Regularly attend networking and entrepreneurial ecosystem events and maintain an active and visible presence.
 - Maintain (with staff) HTC and MTC job boards
- **Marketing.** Build and strengthen the Health-Tech Corridor and MidTown brands in the local, regional, and national marketplace and create retail marketing strategies to further MidTown's vision of a connected community.
 - Create (with staff) relevant content and deploy it through appropriate channels, including website, social media, e-newsletter, paid online ads and campaigns, and print collateral.
 - Seek out opportunities to present and speak about MTC and HTC and give tours to relevant organizations or parties
 - Refine marketing strategy to blend the messaging of MTC and HTC into a unified voice
 - Set goals, track outcomes, and monitor progress and effectiveness of marketing efforts.

- **Real Estate.** Identify real estate needs for business growth in MidTown and the HTC and help facilitate development to meet growth needs.
 - Work closely with the MidTown ED on real estate development strategy consistent with MidTown’s goals to create equitable development patterns and goals outlined in MidTown’s Neighborhood Vision plan (planning begins January 2020)
 - Develop (with consultants) equitable housing plan and housing growth targets for neighborhood (building on pending Enterprise equitable housing study starting Feb. 2020)
 - Create an equitable development policy and work with developers to ensure projects have strong community benefits and equitable impact
 - Work closely with community engagement team to incorporate community voices into the development process
 - Develop understanding of dynamics of the local real estate market and market needs
 - Track real estate development projects throughout the neighborhood (including lab space, office, retail, residential, and innovation district development) and provide assistance to businesses, land owners, and developers as needed (e.g., property research, predevelopment assistance, community engagement, financing, land assembly strategies)
 - Maintain database of development opportunities, available land, and status of brownfield sites, and actively market development opportunities to developers, site selectors and commercial real estate brokers

QUALIFICATIONS

Education and Experience

- Professional experience in community based economic development, planning, real estate development, or business attraction (minimum 5-7 years)
- Demonstrated ability to lead and supervise staff members
- Bachelor’s degree in economic development, real estate finance, planning, business, or related fields – master’s degree preferred
- Familiarity with business development, financing, and marketing
- Familiarity with real estate development
- General knowledge of building and zoning codes
- Knowledge of MS Office, Salesforce, and Adobe suite
- Proficiency with digital and social media (and paid social media) and tech savvy

Personal Characteristics

- Strong networking and relationship building skills
- Resourceful and entrepreneurial orientation and high energy personality
- Exceptional written, oral, and interpersonal communication skills
- Self-starter, resourceful, learner, and accountable for results
- Excellent time management and ability to manage and execute a project
- Works independently and in a team environment
- Comfortable speaking with elected officials and senior cabinet members as well as residents
- Understands the connection between economic development and community development with an equity lens
- Passion for Cleveland

COMPENSATION AND BENEFITS: MidTown offers competitive compensation and benefits, including retirement options, medical benefits, and paid time off. MidTown is an equal opportunity employer.

Applications will be reviewed starting immediately until an appropriate candidate is identified. Resume and cover letter stating salary requirements should be emailed to ckelly@midtowncleveland.org with the job description in the subject line.