Vice President for Advocacy and Economic Development

Background

The Hollywood Partnership (The HP) is a private, not-for-profit 501(c)(6) organization. The HP’s mission is to enhance the appeal, vitality, and well-being of the Hollywood community from the ground up. To achieve this mission, The HP deploys programs, activities, partnerships and contracts with the aim of promoting community revitalization efforts, quality of life, streetscape improvements, public safety, tourism, economic development and advocacy initiatives intended to benefit the Hollywood community.

The HP was formed in 1996 and manages the Hollywood Entertainment District (HED), one of the first Business Improvement Districts (BIDs) in the state of California. The District stretches along the world-famous Walk of Fame and spans historic Hollywood Boulevard, from the La Brea Avenue Gateway to the Hollywood 101 Freeway. Many of Hollywood’s most famous landmarks are in the HED – the epicenter of the entertainment capital of the world and birthplace of the movie industry.

Job Description

This is a new position created at The HP to support implementation of the organization’s strategic plan, Hollywood in Focus. The Vice President for Advocacy and Economic Development will direct the implementation of strategic advocacy and economic development initiatives of The HP in conjunction with the management of the HED and affiliate entities. The successful candidate will have a strong background in issues related to the fields of urban planning, economic development, urban district management, commercial real estate, political advocacy, economics, and public relations. The Vice President for Advocacy and Economic Development will report directly to the President & CEO.
Essential Tasks and Responsibilities

- Serve as the lead staff to the Advocacy and Economic Development standing committee of The HP Board of Directors.
- Work with the President & CEO and The HP staff to develop and implement a strategic economic development plan.
- Pursue recruitment of storefront uses that advance The HP’s economic development strategy.
- Convene regular meeting of commercial brokers to promote retail strategy and triage challenges.
- Improve perceptions and commitments amongst property owners and developers.
- Actively participate with The HP project management teams on design and production of organizational programs, platforms, and collateral.
- Promote The HP’s and HED’s economic accomplishments and activities to the organization’s core constituencies and beyond.
- Through a combination of primary and secondary sources and methods, oversee the development of research, data collection and responses to requests for studies of Hollywood’s real estate market, relevant policies, and other urban trends.
- Oversee the development of detailed, accurate databases on real estate metrics, storefront inventory, rental rates, parking, transportation, population, development, storefront businesses, and comparison markets while identifying, analyzing, organizing, presenting, and graphically communicating information to support the agency’s initiatives. This involves a multi-source approach that could require original research through surveys or other data collection instruments.
- Develop visualizations, such as maps or graphics, of trends and data for the quarterly market reports, The HP’s website, and for stakeholders when requested.
- Build a network of organizations and individuals focused on pursuing a shared economic vision.
- Analyze draft municipal plans and policies for elements that may affect the economic health of Hollywood.
- Educate and mobilize stakeholders to participate in ordinance, planning and policy approval processes.
- Advocate for the development of tools or programs that will improve businesses’ likelihood of economic success.
- Produce media and investor tours spotlighting area successes and investments.
- Develop and implement marketing programs intended to support the district’s economic performance.
- Work with owners of underutilized properties to facilitate the highest and best use of their properties.
- Support technology and infrastructure improvements that bolster economic development.
• Compile and update an inventory of the economic development tools available to businesses and other entities operating within the HED.
• Provide direct outreach to businesses to understand issues and recommend appropriate tools.
• Support businesses pursuing access to economic development tools and programs.
• Serve as an ombudsman on behalf of businesses navigating City services, inspections, and approval processes.
• Pursue pop-up tenants and other temporary uses.
• Support art projects in / on store fronts and other initiatives that improve the pedestrian experience.
• Perform such other tasks, activities or functions as may be assigned that support the mission of The HP.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Minimum Qualifications

Knowledge:

• A working knowledge of principles, practices and legal requirements of economic development, redevelopment, and finance.
• Real estate industry trade organizations such as ICSC, BOMA, APA, IDA, et al., and market research tools and terminology.
• Understanding of effective neighborhood and district scale marketing strategies and methodologies.
• Preferred – knowledge of or experience with BIDs.
• Preferred – knowledge or experience with Chambers of Commerce or other business network models.
• Fluency in MS Office and Google Docs. Arc GIS is a plus.
• Basic understanding of web management tools. WordPress is a plus.
• Basic or advanced understanding of data management and CRM tools.

Abilities:

• Excellent verbal and written communication skills, interpersonal abilities, and organizational skills required.
• Requires excellent collaboration abilities and the ability to work with people of diverse backgrounds and interests, including business operators for whom English is not their primary language.
• Presentation skills for groups of all sizes clearly articulating The HP economic development program and goals.
• Excellent analytical and research skills supporting data collection, analysis, and presentation.
• Effectively work with public sector employees, local business leaders and members of the community.
• Prepare reports and budgets.
• Work independently and exercise independent judgement as a member of a high-functioning team.
• Analyze financial statements, marketing and economic studies, plans, specs, and bid documents.
• Identify appropriate methods to provide effective and efficient redevelopment and economic development.
• Proven ability to manage, lead and inspire a staff and / or volunteer team.

**Education/experience:**

• Ten years of increasingly responsible experience in the administration of economic development policy and/or public policy with at least five years of project management experience.
• Bachelor’s or advanced degree in urban planning, public administration, business administration, economics or a closely related field from an accredited institution or equivalent experience.
• Preferred – experience as a staff person or direct contract work with BIDs, Chambers of Commerce, or other entity facilitating business development.
• Demonstrated experience with direct outreach and assistance to individual business entities.
• Experience in managing multi-stakeholder projects including evidence of bringing the project to its successful conclusion.
• Experience in administering programs designed to measure results and outcomes.
• A knowledge of, and a passion for, Hollywood, CA.

**Position Environment:**

Hollywood is a high energy, culturally diverse area. The Vice President for Advocacy and Economic Development will work out of The HP administrative office in a fast-paced, deadline-driven environment. Due to the nature of current events, workplace
flexibility and remote work options are currently available. The individual will interface with business and property owners, residents, community members, government staff, vendors, and professional service providers. Due to the nature of the position, it is expected that this individual may be required to work outside the normal 8:30 a.m. - 5:30 pm office hours.

The HP is an equal opportunity employer and is committed to complying with State and Federal laws including fair employment practice laws, which provide equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status, or disability.

To Apply

To apply for this position, please send a detailed resume and cover letter that addresses similar economic development-oriented experience to kris@hollywoodbid.org. Please, no phone calls or walk-ins.

Position open until filled. Compensation dependent upon experience and qualifications.