



EXECUTIVE DIRECTOR

ABOUT THE U DISTRICT PARTNERSHIP

The U District Partnership (UDP) is an independent nonprofit organization in Seattle that serves as Program Manager for the University District Business Improvement Area and has the capacity to engage in other independent activities. Founded in 2012, the U District Partnership is a community convener, catalyst, thought leader, and program service provider supporting and diversifying the greater neighborhood economy; promoting partnerships; and enhancing the overall U District environment and experience for all. The U District Business Improvement Area (UDBIA) was established in 1996 and reestablished and expanded in 2015 to include a wider region and scope. On June 8, 2020, Seattle City Council unanimously passed a twelve-year renewal of the UDBIA. The UDBIA is currently one of ten Business Improvement Areas within Seattle. The UDBIA is overseen by an Advisory Board comprised of ratepayers who advise the City of Seattle on the UDBIA's management and provide oversight of the UDP's BIA-funded work. The UDP is governed by an independent 13-member Board of Directors chosen for their engagement in the University District. The UDP board meets monthly and oversees an Executive Director who oversees the day-to-day operations of the staff.

Adjacent to the University of Washington (UW), a top-tier public research university, the University District is a growing and diverse neighborhood with iconic businesses, arts venues, effective social service groups, exciting new enterprises, and an ever-evolving mix of

Key Facts

- \$1.3 million current annual budget
- \$371,116 in total assets
- Currently 4 full-time staff and 2 part-time staff, in addition to a contracted Finance Manager, Ambassador Program, REACH Outreach Program, and Cleaning Teams
- 809 Registered Businesses in BIA
- Total Assessed Value over \$2.5 Billion in BIA

Purpose

The U District Partnership's purpose is to promote and enhance economic development, neighborhood revitalization, and livability of the greater University District community in Seattle.

Visit



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17,000 residents, 45,000 students each school year, and 38,000 people who work on campus and in local businesses. A recent study of “The Ave,” a major street and commercial district near the UW campus, found that nearly two-thirds of its small business owners are women and people of color. The UDP proudly serves one of Seattle’s most ethnically diverse urban neighborhoods.

The U District Partnership provides a variety of services to the University District neighborhood. UDP’s Economic Development program creates opportunities for networking and collaboration through its Business Network and provides essential services to local business owners through its Resource Center. UDP’s Urban Vitality program brings together community members around issues of mobility, transportation, parks, open spaces, and private development. UDP’s Events and Marketing program provides communications and produces events such as the U District Night Out, Trick or Treat Roosevelt, Up Your Ave, and the highly successful University District StreetFair held each May. As a result of the recent pandemic, UDP is also launching a strategic initiative to build and support a virtual U District Market that supports retail, community activity, and livability.

UDP’s Clean and Safe program oversees a daily cleaning contract for the U District Business Improvement Area, maintains an active crime prevention effort, and the U District Business Block Watch. This program manages a Beautification Team and sidewalk Ambassadors program, and sub-contracts with REACH, a progressive mental health outreach program. For street cleaning, the BIA contracts with Black Mountain LLC to provide cleaning throughout the BIA. The UDP also coordinates monthly volunteer clean-ups in the BIA.

Seattle’s University District is experiencing a momentous period of transformation. With a new Light Rail Station opening in 2021 connecting to Capitol Hill, Downtown Seattle and Sea-Tac Airport, developers and entrepreneurs are investing in new apartment buildings, office space, and retail businesses. At least 12 new high-rise buildings are planned to begin construction soon, along with a major increase in new retail, commercial, and office space in the district. The recent BIA renewal for the area represents a strong win for all who live, work, and thrive in the University District, and ensures stability for UDP programs and future growth in key areas like marketing. In order to make the most of this unprecedented time of growth and difficult adaptation to COVID impacts, the U District Partnership seeks a strategic and dynamic Executive Director who will work effectively with UDP’s key stakeholders to ensure a clean, safe, viable, and more vibrant neighborhood for all.

We invite you to learn more at www.udistrictpartnership.org.



ABOUT THE POSITION

With the recent 2020 BIA renewal, the Executive Director will join an organization that has strong financial stability, a solid reputation, and is now poised for robust growth and high impact. The Executive Director of the U District Partnership provides overall leadership and strategic direction for the UDP's high impact community-based programs and oversees a team of dedicated community-focused professionals. This position reports directly to UDP's Board of Directors and provides support to the UDBIA Advisory Board.

The Executive Director, a visionary leader, skilled relationship builder, and expert community and nonprofit leader, serves as the primary liaison for community advocates, business owners, and residents, including the City of Seattle staff, council members, state agencies, police, neighborhood associations, social service agencies, and property owners. A collaborative leader and expert in urban best practices, the Executive Director will be experienced in working closely with nonprofit boards and public sector officials and be comfortable with street-level interactions key to credible communications with neighborhood stakeholders.

With the advent of Light Rail and the recent reauthorization of the BIA, the new Executive Director starts in a strong, advantageous position. However, COVID-19 has created a rapidly evolving environment that hinders long-term planning. A confident, energetic, and forward-thinking leader, the new Executive Director must adapt quickly, efficiently, and effectively to ensure the success of the U District's many parts and provide innovative strategies on delivering high quality services to the U District. This leader will cultivate trust and integrity both internally and externally in order to help positively transform the University District's rapidly evolving business and environmental landscape.

MAJOR OBJECTIVES

Within the first 12 to 18 months, the Executive Director will achieve the following major objectives:

- Develop and implement a comprehensive community-centric marketing and support plan that meets UDP's short- and long-term goals for the U District with appropriate benchmarks.
- Lead, build, inspire, and support UDP's high-performing team.
- Adapt to an evolving, post-pandemic reality and shepherd UDP and the community through the process of change.
- Elevate the brand of UDP and promote its success as a strong visible partner for the



district's vitality, growth, and development.

- Work to strengthen current strategic partnerships and identify and cultivate new potential partners.
- Build strong, mutually beneficial relationships with all U District stakeholders.

RESPONSIBILITIES

The Executive Director will have the following primary responsibilities:

- Provide vision, strategic leadership, and momentum in advancing UDP's programs and BIA program efforts, both during and outside of pandemic timeframes.
- Working closely with the board, start a process to develop and implement a new strategic plan to advance the organization.
- Hire, lead, manage, inspire, and grow UDP's dedicated staff while promoting a culture of high performance, innovation, and continuous improvement.
- Support the team's professional development, and maintain a work environment that inspires, attracts, retains, and motivates a diverse team.
- Serve as the key spokesperson for the organization; raise awareness and enhance understanding of the work of UDP.
- Manage the annual budget of the organization.
- Provide strong financial management and oversight of all financial transactions, in close collaboration with UDP's contracted Financial Manager, and provide accurate and timely updates and reports to UDP and BIA boards and committees.
- Identify, cultivate, and solicit new potential sources of revenue, including the potential of increased charitable and grant revenue.
- Convene and work in partnership with government officials, community advocates, service providers, university leaders, business owner, and developers entering the U District.
- Continue to engage and collaborate with other BIAs citywide.
- Serve as the key spokesperson for the organization; raise awareness and enhance understanding of the work of the BIA.
- Maintain and enhance vibrant, productive relationships with the UDP Board of Directors and the UDBIA Advisory Board.
- Maintain regular communication with UDP's Board of Directors, providing complete and accurate activity reports on a regular basis.



QUALIFICATIONS

The ideal candidate will possess most of the following qualifications:

- A deep and passionate commitment to UDP's purpose, core programs, and initiatives.
- A minimum of five to seven years of senior-level leadership experience in managing successful programs and services related to community development, urban planning, public/private partnerships, or non-profit organizations.
- Ability to develop, inspire, mentor, and lead highly committed teams.
- Experience in empowering, building, and maintaining productive relationships with a nonprofit Board of Directors.
- Proven experience in relationship building and engaging directly with stakeholders in the community, including local elected officials, public agencies, social service agencies, law enforcement personnel, and small business leaders.
- Proven success in marketing either organizations or communities, including sensitivity to branding strategy and public relations experience with print and online media.
- Strong financial management skills with experience in budget analysis, forecasting, and planning.
- Ability to maintain momentum and drive success through significant change and crises.
- Demonstrated ability to build successful relationships with constituents from communities of color and all socio-economic backgrounds.
- Flexible, collaborative, and humble; a strong listener and consensus-builder who thrives in a community-focused environment.
- Familiarity with the tenets of a business improvement areas/districts, urban vitality best practices, and economic development.
- Excellent interpersonal communication skills with a persuasive ability, including strong written, verbal, and presentation skills.
- Ability to work with a flexible schedule and travel as needed, including evenings and weekends.
- A bachelor's degree from an accredited college or university.



APPLICATION

The U District Partnership has retained Campbell & Company to conduct this search. The team for this project includes Dan Nevez, Senior Consultant; Daniel Fissinger, Consultant; and Emily Thompson, Associate Consultant.

UDP offers a highly competitive salary and a generous benefits package, including: health, dental, vision insurance; 10 paid holidays; three weeks of vacation; sick, personal, military, bereavement, and domestic violence leave; Simple IRA employer match up to 3%; life insurance; long and short-term disability; cell phone allowance; commuter or parking benefit; and a healthy, inclusive work environment.

To be considered for this opportunity, please send a letter of interest and resume to:

UDPSearch@campbellcompany.com

The U District Partnership is an Equal Opportunity Employer. It is the policy of UDP to make hiring decisions without regard to race, color, creed, religion, national origin, sex, sexual orientation, age, marital status, disability, or status as a disabled veteran or Vietnam era veteran in accordance with applicable state statutes and regulations.

