



# Employment Opportunity

## Downtown Director

### Mebane, NC

**The Downtown Mebane Development Corporation (DMDC) is seeking a full-time Executive Director to manage the day-to-day operations of the future Mebane Main Street Program.**

#### **Program History**

In January of 2020 Mebane was selected to participate in the North Carolina Main Street Program as a Downtown Associate Community. Since that time staff and private consultants have laid the groundwork for Mebane to become a fully designated Main Street Program, expected in July of 2023. Activities have included:

- ✚ Completion of multiple inventories, including properties, businesses, parking, and residential units.
- ✚ Establishment of a Main Street Steering Committee that meets on a monthly basis, and has led to the formation of the DMDC, a private non-profit corporation.
- ✚ Development of the Downtown Mebane Economic Development Implementation Plan for FY 2022/2023, with a clearly defined mission statement, vision statement, strategies, and actions. This plan is largely based on the input received at the Community Forum held in September of 2021 with approximately sixty members of the community participating. View [here](#).

#### **Location**

Mebane is in the northern central portion of North Carolina and is predominantly in Alamance County with its eastern section in Orange County. One of the fastest growing municipalities in the state, Mebane's 2020 population of 17,472 is 53.36% greater than the population of 11,393 recorded in 2010, with Mebane's population continuing to increase at an average rate of 3.59% annually. This growth rate is fueled by Mebane's proximity to the Greensboro-Winston-Salem-High Point Combined Statistical Area to the west and the Raleigh-Durham-Chapel Hill Combined Statistical Area to the east, representing a total population of more than 3.69 million residents.

Downtown Mebane is less than three miles from exit 154 on the Interstate 40/Interstate 85 corridor, where the average traffic count coming off the exit towards downtown is 30,500 vehicles per day. The downtown district is located along US Highway 70 where traffic counts reach an average of 12,000 vehicles per day. Downtown is a hub where multiple walking and biking paths converge and is one of only ten North Carolina communities where the Mountains-to-Sea Trail winds through the downtown district.

The Mebane Commercial Historic District is listed on the National Register of Historic Places, with thirty-one of the thirty-three resources, 94%, identified as contributing.

### **Public Sector Commitment**

The City of Mebane elected officials, management, and staff have demonstrated a strong, clear commitment to support Downtown Mebane and the Mebane Main Street Program.

- ✚ The City of Mebane has budgeted funding for the salary of the Downtown Director who will be an employee of the nonprofit, in addition to providing funds for the development of a downtown website and branding in FY 2022/2023.
- ✚ During FY 2021/2022 the city launched the Downtown Exterior Improvement Grant (DEIG) with \$50,000 in funding. This program provides matching grants of up to \$10,000 per project to downtown Mebane property owners and business owners for exterior improvements. The FY 2022/2023 budget includes funds for this grant program to continue at the same level of funding. View guidelines and application [here](#).
- ✚ In FY 2021/2022 the City of Mebane was awarded a grant from the Alamance County Visitors Bureau for a billboard campaign to specifically promote Downtown Mebane and provided 100% of the matching funds for this grant. The grant was awarded again for FY 2022/2023, with the City continuing to provide the necessary matching funds.
- ✚ The City of Mebane is providing professional services to obtain 501c3 status for the DMDC.
- ✚ The City of Mebane's Recreation and Parks Department has produced numerous special events in the downtown district in addition to hosting and managing the Mebane Farmers Market in Downtown on Saturday mornings.

### **Trend of Investment: Past, Current, and Future**

Downtown Mebane has experienced significant public and private sector investment. Anchoring the western boundary of the downtown district is the Mebane Community Park, a \$9 million city-owned and funded 32-acre park opened in 2018. Also located in the downtown district is the Veteran's Garden, a \$225,000 project completed as a public/private partnership that is maintained by the City of Mebane. In addition, Downtown is home to two sizeable housing redevelopment projects undertaken by private developers in the last ten years. Mebane Mill Lofts is a 75-unit affordable housing development completed in 2012, representing an investment of over \$11 million, and in 2018 Lofts at White Furniture opened, a redevelopment of the former White Furniture Company mill into 156 market-rate apartments with an investment of over \$16 million. The developer has plans for continued commercial and residential development on this site, view details [here](#).

Local business owners and property owners are also reinvesting in smaller but equally significant projects. In its inaugural year the city-funded Downtown Exterior Improvement Grant will leverage over \$73,789.07 in private sector investment in ten projects over a twelve-month period, utilizing over \$46,000 in grant dollars. Downtown Mebane is becoming known as a sound place to invest, with the sale of three buildings and two businesses between July 2021 and June 2022.

The near future looks bright for continued investment. Construction will soon begin on downtown's first sizeable infill project, Station 206, a four-story private development that will contribute thirty market-rate residential units to downtown.

### **DMDC Executive Director Position Description**

The DMDC Executive Director will be a full-time employee of the newly formed 501c3 organization, managed by a nine-member Board of Directors, with salary and benefits funded by the City of Mebane. The Executive Director will be responsible for coordinating the Main Street Four Point Approach as outlined in the Downtown Mebane Economic Development Implementation Plan. Responsibilities include but are not limited to:

- ✚ Organization: Maintain records and statistics pertaining to the district, including property and business inventories. Submit all reports, documents, and statistics by established deadlines to the NC Main Street Program and any/all agencies as required to maintain NC Main Street designated status, corporate status, and nonprofit status. Attend all NC Main Street meetings as required. Manage the day-to-day affairs of the nonprofit Board of Directors and committees. Assist the Board of Directors in establishing and maintaining a volunteer base for committees and events. Assist the Board with managing the nonprofit budget and fundraising as necessary.
- ✚ Promotion: Establish and maintain social media platforms specific to Downtown Mebane that promote the district in addition to the nonprofit organization. Assist in coordinating events that support the strategies of the Mebane Economic Development Implementation Plan. The Director must be able to have a flexible schedule, working evenings and weekends as necessary, and must be able to do light lifting, up to fifty pounds.
- ✚ Design: Assist business owners and property owners in planning physical improvements to buildings that are in keeping with the historic nature of the district. Work with city staff on appropriate improvements to public spaces and the streetscape. Administer the Downtown Exterior Improvement Grant program as funding is in place.
- ✚ Economic Vitality: Serve as a point of contact for available spaces within the district and assist new businesses with navigating the process for opening a business in Downtown Mebane. Assist in proactively recruiting businesses that the market will support. Serve as a local resource for developers who are assembling a project within the district.

### **Required Skills and Education**

**Required Skills:** Candidates must have demonstrated strong organizational skills; excellent verbal and written communication skills; the ability to manage design and execution of promotional activities; be able to plan, execute, and achieve short- and long-range goals for the organization; establish and maintain effective and positive relationships with stakeholders; and have significant computer proficiency, including social media, Microsoft Office, and Google Suite skills. Willingness to work a flexible schedule including occasional nights/weekends is essential. The Director is required to have a valid NC Driver's License.

**Education:** A combination of education and experience equivalent to graduation from an accredited college or university, with a major in business management, nonprofit, planning, marketing, downtown

development, or related field. A Bachelor's Degree in Business Administration, Public Administration, Economic Development, Communications, or a related field, with at least three (3) years in a professional office environment with experience in communication and project management is preferred but not required. Special consideration will be given to candidates with an established record of grant writing and experience working with the Main Street America program or related program with a proven record of accomplishment.

**Salary and Benefits**

\$60,000 plus benefits.

**How to Apply**

The City of Mebane is receiving applications on behalf of the DMDC as part of the city's partnership and support of the Mebane Main Street Program. To apply, please submit a letter of interest and resume to Beatrice Hunter, City of Mebane Human Resources Director, at [bhunter@cityofmebane.com](mailto:bhunter@cityofmebane.com), with "DMDC Executive Director Position" in the subject line of the email. The DMDC Board of Directors will begin reviewing applications on August 15, 2022.

Position will remain open until filled.

All offers of employment are subject to a successful completion of a controlled substance screening and thorough background check.