ORIGINAL

ORDINANCE NO. 364

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SHORELINE, WASHINGTON, AMENDING ORDINANCE NO. 342, BY AMENDING THE 2004 EXEMPT SALARY TABLE TO ESTABLISH AN ECONOMIC DEVELOPMENT PROGRAM MANAGER POSITION AND ELIMINATE THE POSITION OF ECONOMIC DEVELOPMENT COORDINATOR.

WHEREAS, the 2004 Final Budget for the City of Shoreline was adopted by Ordinance No. 342, Section 1 (hereafter "2004 Budget"); and

WHEREAS, the Council has reviewed the City's Economic Development Program at workshops on July 5, September 7 and October 4, 2004; and

WHEREAS, the role and responsibilities of the employee dedicated to the Program should be revised as part of the City's overall strategy for achieving this Council Goal; and

WHEREAS, a salary range should be set which is commensurate with the new Economic Development Program Manager Position; and

WHEREAS, the new Economic Development Program Manager will continue to work directly under the City Manager and no amendments to this department's 2004 budget are needed; NOW, THEREFORE,

THE CITY COUNCIL OF THE CITY OF SHORELINE, WASHINGTON, DO ORDAIN AS FOLLOWS:

Section 1. Amendment to the 2004 Budget Summary. The City hereby amends Section 1 of Ordinance No. 342 by making the following revisions to the 2004 Exempt Salary Table, 2004 Adopted Budget, Appendix ("Table"):

A. A new position designated 'Economic Development Program Manager' and defined by the classification specification attached hereto as Exhibit A is added to Range 59 of the Table.
B. The position of Economic Development Coordinator is eliminated from the Table.

Section 2. Effective date. A summary of this ordinance consisting of its title shall be published in the official newspaper of the City and the ordinance shall take

effect and be in full force five (5) days after the date of publication.

PASSED BY THE CITY COUNCIL ON NOVEMBER 1, 2004.

Ronald B. Hansen, Mayor

ATTEST:

Sharon Mattioli
City Clerk

APPROVED AS TO FORM:

Ian Sievers
City Attorney

Date of Publication: November 4, 2004
Effective Date: November 9, 2004

Exhibit A

ORIGINAL

CITY OF SHORELINE

ECONOMIC DEVELOPMENT PROGRAM MANAGER

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Plan, organize, develop and implement economic development activities for the City; coordinate with business and development interests; provide assistance in the implementation and promotion of program events; act as liaison with City departments and officials involved in departmental programs and projects; assist in representing the City on economic development boards and committees and on other issues as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the City Manager or designee.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS *Essential responsibilities and duties may include, but are not limited to, the following:*

Essential Functions:

1. Plan, organize, coordinate, direct and evaluate economic development activities within the City; coordinate and encourage the development of strategies that maintain and enhance the long-term financial health of the City.

2. Develop liaisons between the City and various economic development organizations and agencies; coordinate communication, projects and activities with various City departments and personnel, special interest groups and the general public; provide information and technical assistance to staff, citizens, community and neighborhood groups in the development of improvement programs and self-help projects.

3. Coordinate the implementation of programs as assigned; coordinate program activities; evaluate program progress and results; develop, prepare and coordinate special projects as assigned; manage procurement process and work of consultants hired to assist the City in economic development efforts.

4. Coordinate and facilitate public and private efforts to retain and expand existing businesses; entice and recruit development projects to the City; work with developers and potential new businesses to identify opportunities for new development and redevelopment; coordinate City resources in completing other joint projects with the Chamber of Commerce and other economic development associations.

5. Communicate with, respond to and resolve complaints, conflicts, concerns and questions from citizens, contractors, customers, developers, business owners and public and private agencies concerning City services, policies and procedures, activities and programs; exchange information to encourage cooperation and efficiency of the development process.

6. Provide technical expertise and respond to complex questions; resolve conflicts; act as facilitator between the development community and City staff; communicate with other City managers, department heads, City officials and others regarding policy issues and matters of mutual concern.

7. Research and compile information concerning program needs and resources; analyze and prioritize potential economic development projects/opportunities; provide financial impact analyses of potential projects and partnerships that involve or require City participation.

8. Develops, recommends and implements economic revitalization strategies for the City and neighborhood business districts.

ORIGINAL

9. Assist in the preparation of grant applications and plans; research availability of private and grant funding; prepare grant proposals, reports on grant activities, grant amendments and extensions; monitor grant performance and expenditure of funds.

10. Explore existing State and local laws to determine what development tools that currently exist that could help the City in its development efforts.

11. Prepare and present oral and visual reports to public and private committees, City Council, hearing bodies, community groups and other organizations to explain City policies and community impacts, to respond to questions and comments and to present technical information and policy options for consideration.

12. Assist with the media and preparation of news releases; coordinate department contacts as necessary; assist in developing strategies to promote Shoreline.

13. Develop and prepare program proposals, position papers; analyses; publications; visual aids; displays; newsletters; activity and progress reports.

14. Attend various meetings and conferences; prepare agendas, presentations and minutes of meetings as required.

Marginal Function Statement:
Perform related duties as assigned.

QUALIFICATIONS
Knowledge of:
Principles and practices of economic and community development program planning and implementation.
Principles and practices of public relations and promotions.
Program development and administration
Community and economic development financing techniques, including grant proposals.
Community relations and resources.
International, national and local business practices.
Statistics and information management tools.
Oral and written communications skills.
Interpersonal skills using tact, patience and courtesy.
Technical aspects of field specialty
Applicable laws, codes, regulations, policies and procedures affecting program area.
Basic research methods.
Correct English usage, grammar, spelling, punctuation and vocabulary.
Modern office practices, procedures and equipment.

Ability to:
Learn municipal organization, practices and procedures.
Represent the City in interaction with local and/or international business and civic groups.
Assist in the development and implementation of an economic development strategy for the City.
Develop, implement and coordinate program activities.
Write program objectives, implementation procedures and evaluation formats.
Prepare grant applications and establish new programs.
Analyze situations and data accurately and adopt an effective course of action and recommendations.
Plan and organize work.
Meet schedules and timelines.
Work independently with little direction.
Communicate clearly and concisely, both orally and in writing.
Read, interpret, apply and explain codes, rules, regulations, policies and procedures.
Establish and maintain effective working relationships with those contacted in the course of work.
Prepare publications, visual aids, displays and newsletters as required.
Coordinate/collaborate with other City staff and departments.

ORIGINAL

Experience and Training Guidelines

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Four years of increasingly responsible experience in economic development, business, marketing, banking, finance or community and economic development, or other closely related field.

Training:

Equivalent to a bachelor's degree from an accredited college or university with major coursework in business administration, marketing, finance, commercial real estate, economic development, or closely related field.

WORKING CONDITIONS:

Environmental Conditions:

Work is performed in an office environment; however, travel and night meetings are required.

Physical Conditions:

Essential and marginal functions may require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time; extensive public speaking and interaction; extensive use of computer keyboard.

Note:

1. Any combination of education and experience may be substituted, so long as it provides the desired skills, knowledge and abilities to perform the essential functions of the job.

2. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities. However, some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

3. While requirements may be representative of minimum levels of knowledge, skills and abilities to perform this job successfully, the incumbent will possess the abilities or aptitudes to perform each duty proficiently.

4. This job description in no way implies that these are the only duties to be performed. Employees occupying the position will be required to follow any other job-related instructions and to perform any other job related duties requested by their supervisor.

I have read and understand this class description.

Signature _____ Date _____