

## Position Profile

On behalf of our client, Rochester Downtown Alliance,

CohenTaylor Executive Search Services  
is conducting a retained executive search for its

Executive Director

**DOWN  
TOWN**  
Rochester, MN

## Rochester Downtown Alliance

### MISSION

To be a unique, vibrant, urban experience – a central gathering place – for the community that is attractive, inviting, fun and livable.

### VISION

Bringing Downtown to life through events, activation and advocacy.

### CORE VALUES

We're the Downtown experts  
Build it together  
Strive for excellence  
Be passionate  
Have fun

### FAST FACTS

Rochester Downtown Alliance was formed in February 2005 as a public/private partnership after a year-long study by the Downtown Planning Task Force known as PUMA.

Rochester Downtown Alliance is funded by a portion of property taxes paid by commercial property owners located in the Downtown Service District.

Rochester Downtown Alliance serves a Special Service District comprised of 44 blocks.

For more information visit the Rochester Downtown Alliance [website](#).



### The Organization

**Rochester Downtown Alliance (RDA)** is a Minnesota nonprofit corporation comprised of a broad range of people - representing property owners, business leaders, the city and others with a direct stake in enhanced business and economic development conditions in the Downtown district.

We work together to build a vibrant Downtown community. We believe a strong core positively impacts the greater city of Rochester. Through a series of special events, activities and initiatives, we create energy, excitement, and a unique character to Downtown Rochester, Minnesota.

**Rochester Downtown Alliance Partnerships** provide numerous opportunities for local and regional businesses to gain increased brand recognition, enhance customer relationships, and demonstrate their support of Downtown. Each partnership agreement is tailored to ensure they receive the greatest possible return on investment.



“This weekly gathering is what summer is all about for me! Good food, being outside, and listening to a wide variety of music. I look forward to the connecting and the neat vendors with all their special products. Fun in Rochester.” – Thursdays on First & 3<sup>rd</sup> Facebook Review

### Rochester Downtown Alliance Events

RDA's main portfolio of events includes SocialICE, Thursdays on First & 3<sup>rd</sup>, Dogs Downtown, Fall Fest, and more. RDA also collaborates with a number of partners on a variety of other events and activities throughout the year.

#### SocialICE

- Rochester Minnesota's Ice Bar – transforms the Peace Plaza in the heart of Downtown Rochester into an outdoor ice bar experience. At SocialICE, you'll experience seven 12-foot uniquely designed and themed ice bars – each with signature drinks – lighting effects, live DJ entertainment nightly, life-sized ice sculptures, a wide selection of beer and wine, and more.

#### Thursdays on First and 3<sup>rd</sup>

- Thursdays on First and 3<sup>rd</sup> is a weekly outdoor market of over 100 art, craft and food vendor, and live entertainment every Thursday throughout the summer.

#### Movies in the Park

- Movies in the Park is a FREE, fun, and family-friendly outdoor event located in Central Park. Activities and movie-inspired food and drink begin at 7:00PM, with movies beginning at 9:00PM.

#### Dogs Downtown

- Dogs Downtown is a canine-centric event that has activities, crafts, games, and giveaways for all of our favorite four-legged friends and their humans!

#### Fall Fest

- Fall Fest celebrates the cool, crisp weather and everything "fall" right in the heart of Rochester. There are pumpkins, vendors, activities, fall treats, and much more.

#### Ladies Night Out

- Ladies Night Out brings women together in Downtown Rochester for a night of shopping, dining, and giveaways. Ladies grab your friends and get ready for a phenomenal evening!

**SOCIALICE**  
ROCHESTER MINNESOTA'S ICE BAR

*Thursdays*  
ON FIRST & 3RD  
SUMMER MARKET AND MUSIC FESTIVAL

**MOVIES**  
★★★★  
IN THE PARK

**DGS**  
DOWNTOWN

**FALL  
FEST**

*Ladies*  
— NIGHT OUT —

### Rochester Downtown Alliance Placemaking

Placemaking involves intentionally altering a space to engage and improve a community. Increasingly, creative placemaking is being used in cities along with strategic public and private partnerships to promote public safety, entrepreneurship, and use of underutilized spaces in novel ways. Some of RDA's placemaking projects include:

3 <sup>rd</sup> STREET ALLEY PROJECT	ARTWALK
FAÇADE AND START-UP GRANT	GAMES ON THE GRASS

### The Role

Rochester Downtown Alliance is seeking an ambitious, driven leader and executor to serve as its Executive Director. Under the general direction of the Board, the Executive Director will serve as a catalyst for the organizations continued growth and broader engagement in the revitalization of Downtown Rochester. As a key player in economic development and business improvement of the 44-block Downtown district, the Executive Director will have a critical seat at the table – to serve as an ambassador, marketer, and promotor of Downtown Rochester.

The Executive Director is responsible for the overall management of the organization, providing strategic leadership and oversight of all aspects of the organization's operations. As the primary face and voice of the organization, the Executive Director will lead with passion and ambition to promote RDA's mission to build a vibrant Downtown community.

This is an incredible opportunity to assume leadership of a highly-respected nonprofit organization in an innovative city that is consistently rated as one of the best places to live in the U.S. With the support of a strong Board of Directors, and a high-performing and dedicated team, the Executive Director will have every opportunity to serve as a visionary leader to develop new and creative strategies for greater organizational impact and growth in alignment with RDA's mission.

### Direct Reports include:

- Senior Director of Placemaking
- Director of Marketing and Design
- Director of Events and Strategic Partnerships
- Director of Content and Communication

### Key Relationships/Cientele:

- Board of Directors, RDA Staff, RDA Sponsors and Partners, City of Rochester, Destination Medical Center, Mayo Clinic, Community Leaders and Businesses, Citizens of Rochester

Specific leadership responsibilities of RDA include:

### Communication, Advocacy and Public Relations:

- Highly effective public speaker and organizational ambassador; represents RDA at public meetings and forums, including meetings of the city council, boards, commissions, and other city engagements
- Well versed in advocacy, policy and government relations; leads the advocacy efforts of RDA with public officials, community members, and the media
- Strong storytelling and advocacy skills, both in writing and verbally; an ability to convey complex ideas and capture imagination

### Organizational Management and Finance:

- Manages the day-to-day operations of Rochester Downtown Alliance; providing oversight and management to all RDA staff
- Monitor and steward budgets of approximately \$850,000 from a variety of sources including, but not limited to, City of Rochester, Mayo Clinic, Special Service District Tax and RDA Generated Funds
- Demonstrates hands-on, budget management skills, including budget preparation, analysis, decision-making, and reporting

### Board of Directors:

- Demonstrated leadership and vision in working with a Board of Directors
- Develops and executes, with the board, a strategy and vision for the organization
- Reports information required for boards to be able to act with appropriate fiduciary responsibility

### Strategic and Visionary:

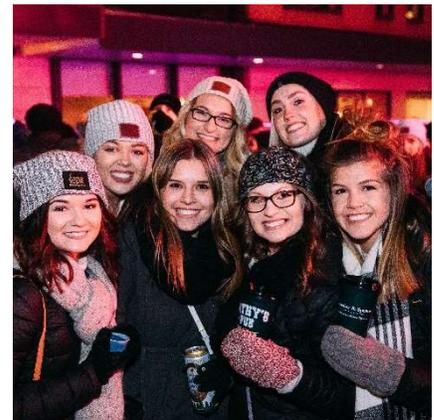
- Develop and implement RDA's strategic plans, including aligning short-term and long-term objectives
- Provides creative and innovative leadership, vision and management of RDA's strategic initiatives
- Persistent focus on execution with track record of bringing new initiatives, events, and programs into existence
- Demonstrated ability to develop alternative revenue streams, further strengthening RDA's financial base

### Partnership and Collaboration:

- Highly collaborative, effectively building and maintaining relationships with the City of Rochester, RDA Sponsors and Partners (current and future), and the Downtown Business Community
- Develops and maintains key partnerships and relationship building to benefit RDA; establish and maintain strong relationships with diverse business stakeholders, community stakeholders, government and other partners

### Desired Leadership Attributes:

- Able to motivate, develop, and inspire RDA staff, maximizing their potential by setting clear expectations and holding them accountable, without micromanaging
- Natural connector who can bring the right people and resources together to effect change, and who is skilled at working with and leading teams
- Active and inclusive leadership style, bringing staff and stakeholders into the strategic vision, and promoting transparency
- Change leadership; experienced navigating organizational and community change



### The Ideal Candidate

- **Knows how to make Downtowns successful**, brings experience and knowledge of municipal government to be an effective, reliable partner of the City of Rochester, Destination Medical Center, Mayo Clinic and other community partners
- Brings experience in developing and leading new organizational initiatives; specifically, around **Clean, Green, Safe** (or the like)
- **Entrepreneurial and bold leader**; with a creative and innovative mindset to challenge the status quo and explore new ways of doing things
- **Partnership focused and collaborative**; a leader who is highly relational to identify and develop new partnerships and drive further collaboration within the city of Rochester
- **Passion for economic development and community revitalization**; a demonstrated ability to serve as the face and voice of the organization
- Demonstrated success in the **creation, growth and build** of an idea or initiative to drive enhanced or diverse sources of revenue
- Leads with **presence and polish**; one who is skilled at establishing credibility quickly and across diverse stakeholder groups

### Essential Qualifications

- Bachelor's degree
- Three-five years of management experience, in sectors such as economic development, planning, association or similar experience
- Experience working with business leaders, city government, elected officials, and organizational stakeholders
- Background in business improvement district management preferred

For more information or to send your credentials, please email [info@cohentaylor.com](mailto:info@cohentaylor.com)

**All inquiries will remain confidential.**

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities



## ROCHESTER, MINNESOTA

Rochester, MN boasts a thriving atmosphere of innovation and collaboration. Consistently rated as one of the best cities to live in the U.S., Rochester is home to the world renowned Mayo Clinic and offers a strong and diverse economy around life sciences, technology, tourism, agriculture and manufacturing.

As Minnesota's third largest city with a population of over 115,000, Rochester is also known for its scenic beauty with more than 5,000 park acres and over 100 miles of paved trails to explore.

Creativity and entertainment are highlights of the arts and culture scene in Rochester – you'll find citizens and visitors alike sharing in the experience of Rochester's array of galleries, theatres, museums and live music venues.

When it comes to education, Rochester area communities are among the nation's leaders in establishing an innovative education system. Home to the University of Minnesota – Rochester, the city also offers many other options for higher education including several technical, community, private and public colleges and universities.

### To learn more, please visit:

[ExperienceRochester](#)  
[Destination Medical Center](#) – A global destination for health and wellness  
[Rochester Area Economic Development Inc.](#)  
[City of Rochester](#)

## ROCHESTER RECOGNIZED:

#9 Top 100 Best Places to Live  
- LIVABILITY

One of America's Most Innovative Cities  
- 24/7 Wall St.

One of 2018's Safest Cities in America  
- Niche.com

Mayo Clinic named to #1 Best Hospitals  
Honor Roll - U.S. News and World

One of 2017's Best Cities for  
Entrepreneurs – LIVABILITY

A recent survey conducted by the City of Rochester revealed:

**96%** of residents feel accepted, valued and welcomed

**96%** of residents rate the quality of life in Rochester as excellent or good

**88%** of residents share a favorable sense of community