



ECONOMIC DEVELOPMENT MANAGER

JOB DESCRIPTION

Department:	Community Development Services	Division:	Economic Development
Work Location:	Urbana City Hall	Percent Time:	100%
Job Type:	Civil Service	FLSA Status:	Exempt
Reports To:	Community Development Services Director	Union:	Non-Union

JOB SUMMARY

The Economic Development Manager plays a crucial role in driving economic growth and development initiatives for the City of Urbana. This position oversees advanced Economic Development activities through management of the Economic Development Division. Responsibilities include personnel administration; coordinating work programs; and leading efforts to attract responsible investment, support business retention and expansion, and strategic planning and development.

Responsibilities include management and oversight of advanced and complex professional Economic Development activities and programs for the City of Urbana, managing the Economic Development Division. Responsible for supervising, coaching, and mentoring staff, developing and coordinating work programs and priorities, and ensuring the division is operating in accordance with federal, state and municipal statutes, and the City's priorities, mission, and values as reflected in the *Imagine Urbana* Comprehensive Plan.

Responsible for business attraction and retention activities, preparation of development and redevelopment agreements, and tax base growth and stabilization efforts. Prepares, monitors, and coordinates the administration of economic development plans, projects, and programs. Oversees the administration of tax increment finance districts, Urbana Enterprise Zone, economic development loan and grant programs, and other economic development incentive programs. Undertakes special Economic Development projects as necessary. Markets economic development programs and the City of Urbana as a location site for business and industry. Coordinates with other economic development-related groups, including the Champaign County Economic Development Corporation, Experience CU, Champaign County Regional Planning Commission, the Department of Commerce and Economic Opportunity, and other business associations and resource organizations. The Economic Development Manager ensures that the economic development staff are working in concert on shared priorities.

ESSENTIAL FUNCTIONS

- Actively supports and upholds the mission and values of the City of Urbana.
- Responsible for the overall management of the City's Economic Development functions, including business retention and attraction, assisting with facilitation and negotiation of real estate

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development agreements, small area planning, tax base stabilization and enhancement, annexation strategies, and development and use of various economic development incentive tools.

- Manages the department's economic development activities, programs, and staff; serves as lead staff on related projects and programs, including the establishment and administration of tax increment finance districts, enterprise zones, preparation of development and redevelopment agreements; and creation and implementation of strategic plans, with emphasis on downtown, and other priority areas identified in *Imagine Urbana*.
- Oversees the activities of the Economic Development Coordinator and/or Economic Development Specialist, including the establishment and administration of tax increment finance districts, establishment and administration of an Enterprise Zone, preparation of development and redevelopment agreements, and implementation of the Downtown Strategic Plan.
- Oversees the activities of the Market at the Square Coordinator, including management of Market at the Square and various marketing and public relations duties.
- Oversees the activities of the Arts and Culture Program Specialist, including management support of the Arts and Culture program.
- Ensures that the work of the Market at the Square Coordinator and the Arts and Culture Specialist further the economic development goals of *Imagine Urbana*.

- Collaborates with stakeholders, businesses, developers, and community organizations to identify opportunities and address challenges in key sectors.
- Coordinates with City departments, agencies, and external partners to align economic development efforts with broader community development goals.
- Prepares and presents reports to City boards, commissions, and City Council on economic development and planning initiatives and outcomes.
- Prepares and manages the division's budget, oversees staff, and ensures efficient and effective divisional operations.
- Represents the City at regional, state, and national forums, advocating for policies and initiatives that support economic development.
- Provides guidance and mentorship to staff, facilitates professional development opportunities, and promotes a culture of collaboration and innovation within the division.
- Develops, manages, markets, and evaluates incentive programs for economic development including loan and grant program development, management, and application processing, tax rebate programs, and other incentives.
- Assists in the preparation of strategic plans and projections related to economic development of the City of Urbana as necessary.
- Prepares fiscal impact projections, cost-benefit analyses and other economic analysis reports as necessary to assess the effects of new development and other activities.
- Researches, prepares, and negotiates proposals for development, redevelopment, and annexation agreements in conjunction with the Mayor, City Administrator, Community Development Services Director, and other internal and external stakeholders.

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- Maintains an electronic database of all development, redevelopment, and annexation agreements and their adopting ordinances. Monitors all obligations required by development, redevelopment, and annexation agreements.
- Maintains and updates an electronic database of all commercial and industrial firms located in the City, with the assistance of Economic Development and Planning Staff.
- Maintains community profile and marketing information for business attraction purposes, with assistance of the Economic Development staff.
- Markets the City's tax increment finance districts and other economic development programs locally, statewide, and nationally to attract private investment.
- Establishes an ongoing enterprise zone marketing effort in conjunction with the Champaign County Economic Development Corporation.
- May act as or delegate responsibility of City staff liaison to various economic development interest groups, the Champaign County Economic Development Corporation (EDC), Experience Champaign Urbana (ECU), the Champaign County Chamber of Commerce, and the Champaign County Regional Plan Commission (CCRPC), under the direction of the City Administrator and the Community Development Director.
- Serves as or oversees staff to appointed City boards and commissions within the division.
- Prepares, reviews, and/or presents staff reports to various City boards and commissions as necessary for economic development initiatives, including the Tax Increment Finance Joint Review Board, Enterprise Zone Advisory Board, and City Council.
- Ensures economic development activities are compliant with relevant Federal, State, and local agencies as required and directed.
- Helps to establish and facilitate neighborhood business groups as needed in Urbana with the assistance of Economic Development and Planning Staff.
- Supervises the monitoring of the Illinois Tax Increment Association (ITIA) activities and coordinates necessary legislative contracts.
- Oversees the preparation and execution of Requests for Proposals and development agreements for consultants and developers for tax increment finance and other projects.
- Oversees the monitoring and updating of department procedures for Enterprise Zone administration as needed, with support from the Economic Development Coordinator or Specialist.
- Oversees or conducts the coordination and the timely completion of TIF-funded public facilities projects, and the ongoing maintenance of public facilities, and services in the tax increment finance districts with the Public Works department. Assists in the capital improvement planning for the tax increment finance districts; assists in capital improvement planning for the tax increment finance districts.
- Oversees the preparation and filing of quarterly and annual reports on Enterprise Zone and Tax Increment Financing District activities on a timely basis.
- Performs other related duties as assigned.

JOB REQUIREMENTS

Education & Experience

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

- Knowledge and skills typically acquired through completion of a bachelor's degree in business administration, economics, urban planning, real estate, or a related field **and** five (5) years of progressively responsible and directly related professional work experience in economic or real estate development, including at least two (2) years of supervisory experience.

Preferred/Desirable Qualification(s)

- Graduation from an accredited college or university with a master's degree in one of the fields outlined above; membership in related professional organizations; and designation as a Certified Economic Developer (CEcD) and/or American Institute of Certified Planners (AICP) certification are desirable.
- Experience in managing a downtown revitalization or business development project is preferred.

Knowledge

- Knowledge of municipal economic development tools, including tax increment financing, loans, grants, enterprise zones, development agreements, and various incentive programs.
- Knowledge and skill in presentation techniques, including graphics, layout, and final presentation.
- Advanced knowledge of real estate finance, land development, and marketing techniques.
- Financial knowledge sufficient to prepare requests for proposals, financial proforma, cash-flow analyses, loan administration, and budget preparation.
- Principles and practices of public administration and municipal government.
- Principles and techniques of successful negotiations and conflict management.
- Knowledge of central business district redevelopment.
- The ability to work collaboratively and maintain effective working relationships with peers, sub-ordinate staff, and outside entities.

Skills

- Principles and practices of staff supervision, coaching, and development.
- Principles and techniques of exceptional customer service.
- Outstanding communication skills, particularly the ability to communicate clearly and concisely, both verbally and in writing, to a wide variety of audiences, and to present complex and technical information.
- Proficiency with Microsoft Office Suite, and the ability to learn new software.
- Researching, compiling, and summarizing a variety of informational and statistical data and materials.
- Correct English usage, including spelling, grammar, punctuation, and vocabulary.

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- It is expected the incumbent will be highly organized, display strong leadership quality and ability, will act in a highly professional manner, and will have strong aptitude for strategic planning, political awareness, budgeting expertise, knowledge of capital improvement planning, contract management, performance monitoring, sound judgement, trust worthiness and vision.

Ability to

- Establish and maintain effective working relationships with others and manage conflicts appropriately.
- Prepare reports and proposals and make effective presentations orally and in writing.
- Function in a fast-paced environment.
- Represent the City of Urbana in a professional manner.
- Professionally and effectively conduct public meetings.
- Work with confidential information.
- Manage multiple complex projects concurrently and accommodate changing priorities.
- Gain a thorough understanding of the strategic assets of the City of Urbana that makes it unique to prospective clients.
- Work with diverse co-workers, managers, business representatives, and community members.
- Maintain maximum security of confidential and sensitive information.
- Manage or facilitate complex, multi-year projects involving multiple stakeholders and a wide array of disciplines, sensitive political issues and challenges, and diverse communities.
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Licenses, Certifications and Memberships Required

- Must possess or obtain a valid State of Illinois driver's license within 15 days of employment.

Job Dimensions

- Work at this level requires specific professional skills and/or skills in managing a wide variety of complex processes beyond those of the Economic Development Coordinator because the levels of independent judgment and process complexity require more breadth and/or depth of skills to perform the complex processes required by the job, and higher levels of difficulty or responsibility are involved. Examples include advanced skill in administering programs, processes, or services with limited supervision; skill in utilizing an in-depth knowledge of applicable City, state, or federal regulations affecting programs or processes administered by the incumbent; and the ability to manage projects or programs or handle day-to-day administrative responsibilities independently.
- Interactions with others are somewhat unstructured. The purpose may be to influence or motivate others, to obtain information or to control situations and resolve problems. Interactions may be moderately unstructured and may involve persons who hold differing goals and objectives. Individuals at this level often act as a liaison between groups with a focus on solving particular unstructured problems. Interactions at this level require considerable interpersonal skill and the ability to resolve conflict. Interactions will regularly occur with

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diverse audiences, including the Mayor and City Council members, property owners, bank officials, grantor agencies, and the public.

Level and complexity of supervision received

- This position works under the direction of the Community Development Services Director. Incumbent receives guidance in terms of broad goals and overall objectives and is assigned responsibility for establishing the methods to attain them. Generally, the incumbent is in charge of an area of work and typically formulates policy for this area but does not necessarily have final authority for approving policy.

Level and complexity of supervision exercised

- The position supervises Economic Development staff, the Market Coordinator, the Arts and Culture Program Specialist.

Security Level

- **Level MVR:** essential functions require frequent use of City vehicles.

Physical Demands and Working Conditions

- Work typically occurs onsite in a standard office setting. Normal work schedule is from 8:00 am to 5:00 pm Monday through Friday. Must also be available for meetings and special events occurring beyond standard business hours as required. Work may occasionally take place outdoors to conduct site visits. Work may occasionally require lifting up to ten (10) pounds (files, banker's boxes, etc.)

Vision: Vision sufficient to read computer screens and printed documents; visually inspect work in progress, with or without correction.

Hearing: Hear in the normal audio range with or without correction.

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Class Specification History:

New class: July 31, 2024

General Revisions: December 3, 2025

For HR/Finance Use

Job Class Code	Pay Grade 113
EEO Category	