

CITY OF WEST HOLLYWOOD, CALIFORNIA

Director of Economic Development

THE CITY

The City of West Hollywood is like no other city in the world. In 1984, the idea for the City of West Hollywood was proposed by an unlikely coalition of LGBT activists, seniors, and renters. These groups came together to advocate for cityhood. Through tireless determination, the City of West Hollywood was officially incorporated as an independent City on November 29, 1984. Previously, West Hollywood had been an unincorporated section of Los Angeles County. The first West Hollywood City Council in 1984 established West Hollywood as the first City in the nation to have a majority openly gay governing body.

Located in the heart of metropolitan Los Angeles, at 1.9 square miles, West Hollywood is a robust economic and cultural center instilled with idealism and creativity. West Hollywood shares boundaries with the cities of Beverly Hills and Los Angeles. West Hollywood has a Council-Manager form of government with five elected members of the City Council. Law enforcement is provided by the Los Angeles County Sheriff's Department and fire protection is provided by the Los Angeles County Fire Department. A spirit of community activism and civic pride thrives in West Hollywood for many of its approximately 36,000 residents. For nearly four decades, West Hollywood has been one of the most influential small cities in the nation; no other city of its size has had a greater impact on the national progressive public policy agenda.

More than 40 percent of West Hollywood's residents identify as lesbian, gay, bisexual, or transgender. West Hollywood is also home to a thriving community of nearly 4,000 people from regions of the former Soviet Union — this represents approximately 11 percent of the City's population.

West Hollywood has set new standards for other municipalities, not only as a leader in many critical social movements — including HIV and AIDS advocacy; affordable and inclusionary housing; LGBT rights, civil rights, and human rights; women's rights; protection of our environment; and animal rights — but also in



fiscal responsibility; city planning; infrastructure; social services programs; wellness and recreation programs; senior services and aging-in-place programs; public and community arts; community engagement; and innovation.

The City's advocacy and service priorities are reflected in the City's core values, which include: respect and support for people; responsiveness to the public; idealism, creativity, and innovation; quality of residential life; promotion of economic development; public safety; and, responsibility for the environment. The City of West Hollywood is filled with rich history. People from all over the globe visit West Hollywood for its iconic destinations such as The Sunset Strip for its unparalleled historical connection to music, entertainment, architecture, fashion, and culture-making; for Santa Monica Boulevard's historic LGBT destinations and entertainment establishments; and for the Design District's shopping, galleries, and restaurants.

GOVERNANCE

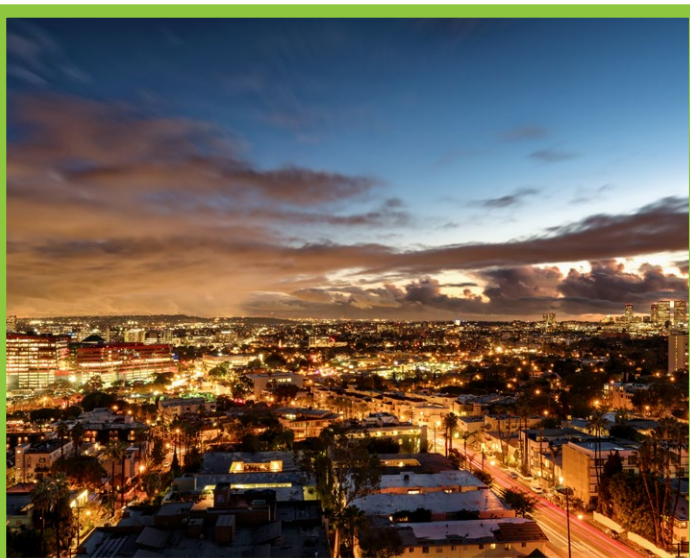
The City Councilmembers serve for a term of four (4) years and are elected at large. The City Councilmembers select one of their members to serve as Mayor and this office rotates among the members of Council on their yearly reorganization which occurs in April. There are ten commissions and five advisory boards that support and help guide the city in achieving its many goals and objectives for the community.

To learn more about the City of West Hollywood, go to: <https://www.weho.org>

THE DEPARTMENT

The Economic Development Department includes:

Arts: The City of West Hollywood's Arts Division delivers a broad array of arts programs including arts grant programs, film, human rights speakers' series, library exhibits, music, theatre, visual arts, and the WeHo Pride LGBTQ Arts Festival among many other programs and special interest activities.



Business Development: The City is home to innovative industries and a magnet for highly skilled professionals. Companies ranging from retail, tourism and nightlife, restaurants, entertainment, and media, as well as arts and design are drawn to West Hollywood's creative workforce as well as its high quality of life.

Property Development: The Property Development Division (PDD) oversees large municipal residential and commercial projects; developing and managing the City's real estate portfolio through strategic real property acquisition and disposition; and managing complex joint development projects. The PDD team also manages the Affordable Housing Trust Fund, which provides acquisition, construction and permanent financing for the development and preservation of affordable rental housing in the City and collaborates with the Rent Stabilization Division to oversee the City's inclusionary housing program.

THE POSITION

The Director of Economic Development leads a department of approximately 12 staff members in the creation and implementation of economic development strategies for the City, including: business attraction and recruitment, retention, expansion, and small and current business support; directs and carries out the City's efforts to attract domestic and international businesses with a focus on hospitality, entertainment, and design, including site selection, development agreements and project management. This position works closely with community partners and external stakeholders, including state, regional, and local organizations, and elected leaders. Additionally, this position will work with other internal departments to attract new development and promote and support the existing business community throughout the City.

With an economic impact study underway, this is an exciting time for the City and the new Director who will identify and implement economic development strategies and programs involving the arts, property, and business investment to key areas of the City, including those affected by the negative impacts of COVID-19.



THE IDEAL CANDIDATE

The ideal candidate is a dynamic, professional leader and excellent communicator who can represent, promote, and market the City through participation with various local, state, and regional business groups and has experience in leading a successful economic development team. The successful candidate will demonstrate and encourage teamwork and collaboration; leading and coordinating economic development meetings; providing input regarding all City development issues; researching and preparing data and materials for review and successful project implementation. This position requires a can-do, high-energy Director who can delegate effectively and has had success leading key initiatives and programs as part of an Economic Development Department, bringing high-quality businesses to the community. The position requires a leader who is willing to enthusiastically roll up their sleeves and be a working manager. While technical skills are very important, it will be necessary for this individual to have excellent interpersonal skills, political acumen, and awareness; encourage and listen to feedback; and have the ability to work closely with City Council, executive leadership, and staff from all departments, while adapting quickly to changing priorities in a fast-paced organization.

Key Attributes and Characteristics:

- Excellent interpersonal skills are necessary to build positive working relationships with the City leadership, staff and partnering departments, professional or peer organizations, various state, and federal agencies, as well as vendors and suppliers.
- Excellent communication skills and professionalism in making presentations in front of City Council and community audiences of various sizes and at all levels.
- Strong personnel management and mentor with a motivational leadership style; able to delegate authority and responsibility while promoting individual accountability and high performance.





- A collaborative problem solver who is able to form consensus, be organized and decisive, and work with a sense of urgency.
- Calm under pressure, possessing a positive attitude and a good sense of humor.
- An active listener, and responsive to the development community, residents, and businesses.
- A charismatic and humble leader who demonstrates confidence and high integrity, while providing exceptional customer service and possesses an understanding of the importance of West Hollywood's community dynamics.
- Understanding of public and private project financing methods.

DESIRED REQUIREMENTS

- Equivalent to a Bachelor's degree from an accredited college or university in Public Administration, Finance, or a related field.
- A Master's degree in Public Administration, Finance or a related field is desirable.
- Eight or more years of experience in managing and coordinating economic development, marketing and redevelopment projects and programs.
- Five years at an executive level or management capacity.
- A solid history of consistent growth in a public agency, with an understanding of public and private project financing methods, as well as principles and practices of economic development, business development, marketing, and finance.

SALARY AND BENEFITS

The salary range for this position is \$189,311.04 - \$262,930.68.

- **Work Schedule:** 9/80 work schedule
- **CalPERS Retirement:** 2.7% at 55 for classic members with an 8% employee-paid contribution and 2% at 62 for new members with the employee contribution being set by CalPERS.

- **Health Plans:** City-paid health, dental, and vision insurance.
- **Retiree Health Savings:** City contribution of \$100 per month.
- **Monthly Business Expense Allowance:** \$250 per month
- **Technology Allowance:** \$100 per month
- **Vacation Leave:** 116 hours the first year, 156 hours years 2-9, and 196 hours after 10 years of service.
- **Paid Holidays:** 11 City-paid holidays plus 9 hours of floating holiday/personal leave annually.
- **Sick Leave:** 8 hours of sick leave per month.
- **Administrative Leave:** 12 hours of administrative leave per month
- **Deferred Compensation:** City contribution of \$150 per month.
- **Life Insurance:** Equal to 2 times annual salary plus \$20,000.
- **Long-term Disability:** 66 2/3% of salary after 30-day elimination period.
- **Annual MTA Pass**
- **Optional Benefits:** AFLAC, long-term care, supplemental life insurance, pre-paid legal services, and IRS Section 125 pre-tax flexible spending accounts for medical and dependent care.

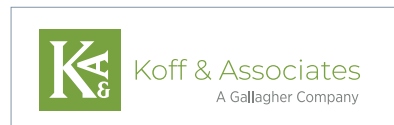
APPLICATION PROCESS

The final filing date is Friday, February 3, 2023.

To be considered, please submit a resume, cover letter, and five work related references (who will not be contacted in the early stages of the recruitment) to: <https://koffassociates.com/director-of-economic-development/>

Resumes should reflect years and months of positions held, as well as size of staff and budgets you have managed.

For additional information, please contact:



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Website: <https://koffassociates.com/>

Resumes will be screened based on the criteria outlined in this brochure. Candidates with the most relevant qualifications will be given preliminary interviews by the executive recruiter. Koff & Associates will report the results to the City. The City will then select candidates who will be invited to participate in a formal interview process. Extensive reference and background checks will be completed on the selected candidate.