



Central Square

Business Improvement District

CSBID Executive Director Search, FY22

Mission of the BID

The purpose of the Central Square Business Improvement District (BID) is to energize Cambridge's Central Square, the City's only Cultural District, by providing additional management and resources to the maintenance and programming of the streets and public spaces. The BID services benefit the entire Central Square neighborhood, with cleaning and maintenance work targeting the major pedestrian thoroughfare down Massachusetts Avenue and on parallel streets, Bishop Allen Drive and Green Street.

The BID seeks to create a renewed sense of "place" in Central Square. The goal is to celebrate the Central Square Cultural District; strengthen the look and feel of public spaces by cleaning, managing, and upgrading streets and sidewalks; add landscaping, street furniture, decorations and activities; coordinate and encourage public and private investment to upgrade street-level uses; and bring additional resources to assist existing and attract new businesses. As in other cities across the country, the BID will seek to improve the experience for everyone who works, lives, visits, or attends school in Central Square, to promote economic development and to increase the value of all property types in the BID.





Central Square Business Improvement District

About the Organization

The Central Square Business Improvement District is a private 501c3 non-profit organization established on June 10, 2019 under Chapter 400 of Massachusetts General Law. The District comprises a contiguous geographic area located in Central Square Cambridge, MA. The district encompasses 143 parcels including commercial, residential, governmental, academic and nonprofit property owners. The BID is managed by a no less than 15-member Board of Directors composed of CSBID property owners, and other stakeholders.

The mission of the CSBID is to continue to improve Central Square's vibrancy, sustainability and economic health. The CSBID will provide supplemental "place keeping" services to continue to make Central Square more dynamic through enhanced investment and development, and sustaining a vibrant, welcoming, and economically viable district for all stakeholders. The CSBID will animate the Central Square Cultural District; strengthen the look and feel of public spaces by cleaning, managing, and upgrading streets and sidewalks; add landscaping, street furniture, decorations and activities; coordinate and encourage public and private investment; and bring additional resources to assist existing and attract new businesses. The BID's organizational FY22 budget is 2.5 Million dollars.

Position Summary

The Executive Director is the primary spokesperson for the CSBID, executing the overall vision and leadership for the organization. The Executive Director is the principal staff member of the CSBID and will be responsible for the administration, operations, and financial management of the organization. The director is responsible for managing CSBID programs and services and responding to stakeholders' issues and concerns with the goal of improving the business climate and overall social and economic vitality of the district. The Executive Director position is critical and highly visible, and requires strategic thinking, sound management experience and business and financial acumen.

The Executive Director is responsible for procuring and overseeing all vendors providing services to the CSBID in the most effective and efficient manner. Interpersonal skills are required to relate to a wide and diverse group of stakeholders including volunteer board members, property owners, city staff, program partners, donors, state officials, business owners, residents, community leaders, elected officials; and the strategic vision to define and guide CSBID's efforts into the future. The Executive Director must be able to navigate the challenges of a dynamic and engaged board of directors, build relationships, and demonstrate leadership across all levels. The Executive Director must be organized, collaborative, and entrepreneurial and possess strong communication and interpersonal skills to relate to a wide and diverse group of stakeholders.

The Executive Director reports will report directly to the Board of Directors and will work closely with the Board, its standing committees and BID staff to ensure the mission and vision are clearly defined and executed and that the organization remains fiscally secure, while maintaining the highest ethical standards.



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Responsibilities

Operations

- Portray a comprehensive understanding of the nuances of a complicated, layered constituency consisting of but not limited to property owners, local businesses, City and State governments and agencies, appointed officials, residents and neighboring institutions.
- Direct oversight and day-to-day management of a CSBID operations, including but not limited to hiring of agents and vendors as needed to perform the duties of the CSBID.
- Establish and maintain success metrics and data collection, in collaboration with vendors and other stakeholders.
- Maintain awareness of critical issues affecting the CSBID and identify potential opportunities for partnerships and sponsorships to assist in addressing these issues.
- Secure new resources and/or grants for activities and projects that have been identified by the CSBID.
- Support arts/cultural initiatives in the Central Square Cultural District.

Marketing and Communications

- Oversee all communication and outreach and serve as primary liaison to the Board of Directors and CSBID members, government officials, developers, community leaders, business leaders and residents.
- Must demonstrate experience in marketing and communications, fundraising and sponsorship development, community building, economic development, and non-profit management.
- Represent the district as the public face and voice of the organization in the media and through speaking engagements.
- Stay informed on BID “best practices” and build relationships with other BID leaders across the country and Commonwealth as well as create awareness and build consensus for the District’s activities, programs and services.

Finance

- Develop, manage and perform quarterly reconciliation of annual budget for presentation to the CSBID Board of Directors.
- Maintain internal records on fee payments, delinquencies, hardship waivers and compliance procedures.



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Qualifications

- Bachelor's degree required; advanced degree in business, marketing or urban planning preferred
- Professional experience in district management, urban planning, architecture, real estate, community development, or economic development in the public or private sector
- Demonstrated ability to handle long-term projects through successful conclusion
- Substantive administrative and contract management experience, including budgeting
- Must understand the nature of BIDs and other neighborhood improvement organizations and the role they play in the City, as well as in strategic planning and problem solving
- Highly organized and motivated, self-starter, excelling at working independently and autonomously
- Outgoing personality, ability to effectively collaborate with varying constituencies
- Demonstrated passion for tackling urban economic development and district management issues
- Demonstrated knowledge of state and local government and various public agencies and programs
- Excellent verbal, written and presentation communications skills
- Expertise in developing benchmarks and metrics for reporting progress on CSBID programs
- Willingness and ability to work evening and weekend hours, as needed. Specialized skills in any of the following: place-making, retail recruiting, main streets, place-based (or other asset-based) marketing, innovative community engagement, technology development (and/or visualization), graphic or architectural design, real estate development and financing a plus.



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Compensation

\$150,000 a year + benefits.

Organization Chart

