

Memorandum

TO: Civil Service Commission  
 FROM: Human Resources Staff  
 RE: Request to Establish New and Revised Classifications for Economic Development Staff in Community Development Services Department  
 DATE: October 28, 2020

**Action Requested**

The Commission is requested to approve the attached job descriptions, which will establish a new classification of Economic Development Supervisor and revise the classification of Economic Development Coordinator.

**Authority**

Urbana Civil Service Rules and Regulations

Rule 2.4 (*Classification of New Positions*): “Before a new position is established, the Appointing Authority shall recommend to the Commission its allocation to an appropriate class. The department head desiring to establish a new position shall present, through the Appointing Authority, to the Commission a full statement of the duties, responsibilities of the new positions, together with his recommendations regarding title, qualifications needed and rates of compensation.”

Rule 2.5 (*Changes in Duties*): “No substantial change in duties or responsibilities, of any existing position shall be made, without the approval of the Appointing Authority. Any permanent changes that may result in a change in qualifications and requirements must be approved by the Commission through a request that a new position be created in accordance with procedures set forth in Section 2.4.”

**Background Information**

As part of a continued effort to make the most efficient use of City resources, Economic Development team in the Community Development Services is in the process of restructuring. Most notably, the position of Economic Development Manager, which had been an appointed position, has been modified to fit within the provisions of the Urbana Civil Service system. Modifications to the existing Economic Development Coordinator position are also requested for approval. These positions are anticipated to be opened to internal applicants by the end of the year.

Proposed salary ranges:

	<b>ED Coordinator</b>	<b>ED Supervisor</b>
Min.	\$27.3341/hr. \$56,854.91 (annual equiv.)	\$31.3608/hr. \$65,230.31 (annual equiv.)
Norm	\$28.9468/hr. \$60,209.28 (annual equiv.)	\$33.244/hr. \$69,147.60 (annual equiv.)
Max	\$36.561/hr. \$76,046.99 (annual equiv.)	\$41.9635/hr. \$87,283.97 (annual equiv.)

**Attachments**

- Economic Development Supervisor job description
- Economic Development Coordinator job description



# ECONOMIC DEVELOPMENT SUPERVISOR

## JOB DESCRIPTION

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

### JOB SUMMARY

Responsible for management and oversight of economic development activities and programs for the City of Urbana. 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, Urbana Business Association, Champaign County Regional Planning Commission, and other business associations.

Distinguishing Features: Work requires considerable independent judgment and initiative in combining a broad scope of professional planning and economic development knowledge and sophisticated, analytical judgments in order to solve a variety of complex, technical problems. Responsible for overall management of economic development project activities. This class is FLSA exempt-administrative.

### Class Characteristics

This is the supervisory-level class in the professional economic development series.

### ESSENTIAL FUNCTIONS

- 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 Coordinator, including management of the arts and culture program.

## Economic Development Supervisor

---

### City of Urbana

- 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.
- Prepares fiscal impact projections, cost-benefit analyses and other economic analysis reports as necessary to assess the effects of new development and other activities.
- 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.
- Conducts business attraction and retention visits on a systematic and as needed basis. Responds to new business and business expansion inquiries and requests for assistance.
- Identifies target businesses and works on business recruitment to help expand the economic base of the community.
- Maintains community profile and marketing information for business attraction purposes, with assistance of the Economic Development Coordinator and/or Specialist.
- 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, including the Urbana Business Association, the Champaign County Economic Development Corporation, Visit Champaign County, the Champaign County Chamber of Commerce, and the Champaign County Regional Plan Commission, under the direction of the City Administrator and the Community Development Director.
- Serves as staff to appointed City boards and commissions as may be established to address economic development concerns.
- Prepares and presents staff reports to various City boards and commissions and to City Council as necessary for economic development related initiatives.
- Coordinates economic development activities with relevant Federal, State, and local agencies as directed.
- Maintains and updates an electronic database of all commercial and industrial firms located in the City, with the assistance of the Economic Development Coordinator and/or Specialist.
- Helps to establish and facilitate neighborhood business groups in Urbana with the assistance of the Economic Development Coordinator and/or Specialist.
- Oversees or conducts the monitoring of the Illinois Tax Increment Association (ITIA) activities and coordinates necessary legislative contacts with the others.
- 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.

## Economic Development Supervisor

### City of Urbana

---

- Prepares and executes Requests for Proposals and development agreements for consultants and developers for tax increment finance and other projects.
- Oversees or conducts the monitoring and updating of department procedures for Enterprise zone administration as needed.
- Oversees or conducts 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**

- Knowledge and skills typically acquired through completion of a bachelor's degree in urban planning, business administration, political science, real estate, or a related field **and** five (5) years of work experience in economic development, urban planning, or public administration; including at least one (1) year in a supervisory capacity; or a master's degree in urban planning, public administration, business administration, real estate or a related-field **and** three (3) years of related work experience, including at least one (1) year in a supervisory capacity; or an appropriate combination of related education and work 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.

*Note: The word "experience" referenced in the minimum qualifications means full-time paid experience; part-time experience including internships may be accumulated and pro-rated to meet the total experience requirements.*

#### **Knowledge of**

- 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.
- Basic knowledge of real estate finance, urban planning, 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.

#### **Skills**

- Principles and techniques of customer service skills

## Economic Development Supervisor

### City of Urbana

---

- Exceptional organizational skills, including managing work flow and juggling priorities
- Outstanding communication skills, particularly the ability to communicate clearly and concisely, both verbally, and in writing, to a wide variety of audiences
- Proficiency with Microsoft Office
- Researching, compiling, and summarizing a variety of informational and statistical data and materials.
- Correct English usage, including spelling, grammar, punctuation and vocabulary.
- Basic finance and accounting skills.

#### **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.

#### **Licenses, Certifications and Memberships Required**

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

#### **Preferred Qualifications**

- Knowledge of central business district redevelopment, especially previous experience in managing a downtown revitalization project, or experience managing a business or a business organization.
- Municipal government experience.
- Basic knowledge of Geographic information systems for mapping and graphic purposes.
- Certification by the National Development Council as an Economic Development Finance Professional, the American Institute of Certified Planners (AICP) or the International Economic Development Council as a Certified Economic Developer (CEcD).

Economic Development Supervisor

City of Urbana

**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 tend to be somewhat unstructured. The purpose may be to influence or motivate others, to obtain information or to control situations and resolve problems. Interactions may be with individuals or groups of co-workers, students or the general public, 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.

**Level and complexity of supervision exercised**

- The position supervises several professional-level staff.

**Physical Demands and Working Conditions**

- Work typically occurs 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.
- Contacts: Daily contact occurs with City staff, businesses, and members of the public. Occasional contact will occur with City Council and various board and commission members.

*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.*

***Class Specification History:***

- 

*For HR/Finance Use*

<b>Job Class Code</b>	<b>Pay Grade</b> 343
<b>EEO Category</b>	



# ECONOMIC DEVELOPMENT COORDINATOR

## JOB DESCRIPTION

<b>Department:</b> Community Development Services	<b>Division:</b> Economic Development
<b>Work Location:</b> Urbana City Building	<b>Percent Time:</b> 100%
<b>Job Type:</b> Civil Service	<b>FLSA Status:</b> Non-Exempt
<b>Reports To:</b> Economic Development <u>ManagerSupervisor</u>	<b>Union:</b> Non-Union

### JOB SUMMARY

This position is characterized by the responsibility for understanding and advancing all activities and programs within the Economic Development Division administration and to assist and support business growth, while establishing and utilizing positive, harmonious and effective working relationships. The ability to recognize and nurture the organic relationships between and among the business community, institutions, and creative industries in Urbana is necessary to be effective in this role.

Responsibilities include research, analysis, database management, ~~and~~ preparation of reports, ~~and~~ supporting of the following economic development programs and projects: Downtown Strategic Plan, economic development elements of Comprehensive Plan, ~~tax increment financing redevelopment plans, redevelopment incentive and grant programs, redevelopment proposals and agreements, enterprise zone, business attraction and retention, and community promotion through Think Urbana program, and commercial & industrial real estate site searches.~~ The successful candidate will also serve as primary staff to the Joint Review Board for Tax Increment Financing, Enterprise Zone Advisory Board and similar bodies.

This position may be assigned to focus on one of two areas: Business Support or Program Administration. The additional responsibilities for the position focusing on Business Support include: business attraction and retention, and commercial & industrial real estate site searches.

The additional responsibilities for the position focusing on Program Administration include: tax increment financing redevelopment plans, redevelopment incentive programs, redevelopment proposals and agreements, and enterprise zone. The successful candidate will may also serve as primary staff to the Joint Review Board for Tax Increment Financing, Enterprise Zone Advisory Board and similar bodies.

**Class Characteristics**

This is a higher-level class in the professional economic development series. Positions in this class may be filled by advancement from the lower class of Economic Development Specialist, or when filled from the outside, require prior relevant professional work experience. Work involves responsibility for the application of professional knowledge and skills to various municipal planning problems and projects. Work in this class is distinguished from that of the ED Specialist-I by the greater complexity of the assignments received and by the greater independence with which the incumbent is expected to operate.

**ESSENTIAL FUNCTIONS**

- Actively supports and upholds the City's mission and values.
- Assists the Economic Development ~~Manager~~ ~~Supervisor~~ in promoting private investment and coordinating ~~development projects in Urbana's downtown pursuant to the Downtown Strategic Plan.~~
- ~~Communicates with and makes presentations to diverse groups and individuals, adapting all aspects of the presentation appropriately to the audience. Provides written and visual materials that are easily understood by the intended audience or reader.~~
- ~~Coordinates with the Champaign County Economic Development Corporation, Urbana Business Association, Chamber County Chamber of Commerce, Visit Champaign County, Champaign County Black Chamber of Commerce, and other business groups for the purposes of promoting economic development in the community.~~
- ~~Contributes content and assists in maintaining the Economic Development Division's portion of the City's website and stand-alone sites.~~
- ~~Prepares and submits reports to other departments, State of Illinois, and Champaign County, as required.~~
- ~~Leads and facilitates and/or serves on project teams, as required. Works across departmental lines in an engaged and productive manner to support alignment and effectiveness of limited resources.~~
- ~~Assists the Economic Development Division in various tasks and duties.~~
- ~~Performs other related duties as assigned.~~
- ~~If assigned to focus on Business Support:~~
  - ~~Responds to new and existing business inquiries and assists in business development efforts. Proactively establishes and maintains relationships with managers, employees, elected officials, the general public, business representatives, and other officials on matters related to economic development.~~
  - ~~Stays current about commercial and industrial buildings and sites available for development.~~
  - ~~Serves as liaison between City and businesses.~~
  - ~~Assists with processing applications for financial assistance under the City's Redevelopment Incentive and Grant Programs.~~

- o Coordinates marketing of Urbana businesses, the downtown, and other shopping districts.
  - o Attends events and meetings as necessary, acting as an ambassador for the City and Urbana business community.
  - o Coordinate ribbon cuttings for businesses
  - o Encourages and supports business participation in public engagement efforts, such as the Comprehensive Plan.
  - o Collaborates with other programs to engage businesses and facilitates collaboration among businesses.
  - o Assists in the design and implementation of an economic development program to attract and support new and expanding micro, small, and minority-owned businesses to the City and/or supports entrepreneurial programming, incubation and accelerator efforts of others.
  - o
- If assigned to focus on Program Administration:
  - o Administers the City's Tax Increment Financing (TIF) Districts, including coordination with other taxing bodies, preparation of annual and quarterly reports, and other duties as necessary.
  - o Serves as primary staff to the City's TIF Joint Review Board and the Enterprise Zone Advisory Board or other similar bodies.
- ~~• Responds to new and existing business inquiries and assistance and assists in business development efforts. Proactively establishes and maintains relationships with managers, employees, elected officials, the general public, business representatives, and other officials on matters related to economic development.~~
- ~~• Communicates with and makes presentations to diverse groups and individuals, adapting all aspects of the presentation appropriately to the audience. Provides written and visual materials that are easily understood by the intended audience or reader.~~
- ~~• Assists in maintaining a list of commercial and industrial buildings and sites available for development via LoopNet/CoStar.~~
- ~~• Coordinates with the Champaign County Economic Development Corporation, Urbana Business Association, Chamber County Chamber of Commerce, Visit Champaign County, Champaign County Black Chamber of Commerce, and other business groups for the purposes of promoting economic development in the community.~~
- ~~• Contributes content and maintains the Economic Development Division's portion of the City's website and stand-alone sites.~~
  - o Prepares requests for proposals for consultants and developers.
  - o Assists in the coordination of Enterprise Zone programs.
- ~~• Serves as liaison between City and business organizations relative to redevelopment projects.~~

- Processes applications for financial assistance under the City's Redevelopment Incentive and Grant Programs.
- ~~● Prepares and submits reports to other departments, State of Illinois, and Champaign County, as required.~~
- ~~● Leads and facilitates and/or serves on project teams, as required. Works across departmental lines in an engaged and productive manner to support alignment and effectiveness of limited resources.~~
- ~~● Assists the Economic Development Manager in various tasks and duties.~~
- ~~● Performs other related duties as assigned.~~

## **JOB REQUIREMENTS**

### **Education & Experience**

- A bachelor's degree in economics, urban planning, public or business administration, finance, or a closely related field; and
- Two (2) years of experience working for a public or private agency with a primary focus on economic development, redevelopment, urban planning, commercial real estate, marketing, or public administration affecting the community; **OR**
- Four (4) years of experience in a field dependent on building and maintaining high quality business relationships (e.g., business development, promotion, independent consulting, etc.) with evidence of the ability to perform quantitative and administrative tasks.
- **If assigned to focus on Program Administration:** Experience with Tax Increment Financing, Enterprise Zones, and other economic development incentive programs.
- **Substitution:** A master's degree may substitute for one year of the required experience.

*Note: The word "experience" referenced in the minimum qualifications means full-time paid experience; part-time experience including internships may be accumulated and pro-rated to meet the total experience requirements.*

### **Knowledge of**

- **Basic** Urban planning, zoning and development principles.
- Basic finance or accounting skills.
- **Basic r**Real estate and finance.
- **If assigned to focus on Program Administration:** Redevelopment planning and tax increment financing techniques and analysis.

### **Skills**

- Principles and techniques of customer service skills
- Exceptional organizational skills, including managing work flow and juggling priorities
- Outstanding communication skills, particularly the ability to communicate clearly and concisely, both verbally, and in writing, to a wide variety of audiences
- Proficiency with Microsoft Office

## Economic Development Coordinator

### City of Urbana

---

~~• Strong customer service skills~~

- Researching, compiling, and summarizing a variety of informational and statistical data and materials.
- Correct English usage, including spelling, grammar, punctuation and vocabulary.

~~• Basic finance and accounting skills.~~

**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.

~~• Strong customer service skills~~

**Licenses, Certifications and Memberships Required**

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

**Preferred Qualifications**

- Knowledge of central business district redevelopment, especially previous experience in managing a downtown revitalization project, or experience managing a business or a business organization.
- Municipal government experience.
- ~~Knowledge~~ Basic knowledge of ~~Geographic~~ geographic information systems for mapping and graphic purposes.
- Certification by the National Development Council as an Economic Development Finance Professional, the American Institute of Certified Planners (AICP) or the International Economic Development Council as a Certified Economic Developer (CEcD).

**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

Specialist 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 tend to be somewhat unstructured. The purpose may be to influence or motivate others, to obtain information or to control situations and resolve problems. Interactions may be with individuals or groups of co-workers, students or the general public, 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.

**Level and complexity of supervision exercised**

- This position is not responsible for supervising any staff positions.

**Physical Demands and Working Conditions**

- Work typically occurs 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.
- Contacts: Daily contact occurs with City staff, businesses, and members of the public. Occasional contact will occur with City Council and various board and commission members.

*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.*

***Class Specification History:***

- General revision: 6/26/2019
- Job title changed and reclassification of pay grade: 8/28/2013.
- General revision: 6/30/2011.

*For HR/Finance Use*

<b>Job Class Code</b> 2174	<b>Pay Grade</b> 238
<b>EEO Category</b> 2-Professional	