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MEMORANDUM

To: Mayor and City Council

From: Michael Starling, Director of Economic Development

Date: 5/24/2021

Subject: **CARES II Funding Request – Business Retention Manager Position Reclassification**

ITEM DESCRIPTION

CARES II Funding Request – Business Retention Manager Position Reclassification

BACKGROUND

The City currently has a part-time Business Retention Manager. This position's workload has dramatically increased during the time of COVID. The individual has especially become an integral part of the various CARES economic development programs, such as small business grants.

With that in mind and with the knowledge that this economic situation is not a short-term issue, staff is requesting that this position be reclassified as full-time effective July 1, 2021 and remain as full-time through December 31, 2024. Using the recent Great Recession as an example, it took almost a decade to achieve economic growth as was lost.

Funding for this will come through the City Supplies and Services funding of CARES II and cost \$225,000 for the next three and a half years. The current remaining budget in that item is \$511,000. There is also an additional contingency of \$1.0M left as of today.

This funding will be transferred to the General Fund and reserved for this specific use only.

RECOMMENDED ACTION

Staff respectfully requests reclassification of the part-time business retention manager to full-time effective as outlined above.



TITLE: Business Retention and Cultural Development Manager

DEPARTMENT: Economic Development

FLSA STATUS: Exempt

JOB SUMMARY:

This position is responsible for managing the City's business retention and expansion activities, assisting with marketing and social media campaigns focused on economic development, and coordinating the activities of the City's public art program. Responsibilities include technical, marketing and administrative tasks to promote retention of existing businesses, maintaining a favorable economic and business development climate, and promoting art and culture within the City. Duties are performed under the general supervision of the Economic Development Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Manages all retention activities, including marketing, communication, and scheduling appointments with 100+ businesses per year. Develops and prioritizes short- and long-term plans for the business retention function.
- Understands Dunwoody's economic development strategy and long-term vision.
- Develops a strong working knowledge of Dunwoody and the Perimeter Center business environment.
- Documents and tracks information and action that result from visits with existing companies.
- Assists with expediting the permit process within the City of Dunwoody and DeKalb County.
- Manages the Economic Development Department's external communication, social media presence, public relations, and marketing activities.
- Designs, prepares and distributes promotional materials; directs research activities regarding prospect inquiries; creates proposals and presentations for prospects.
- Provides support to partner organizations in an effort to achieve Dunwoody's economic development goals.
- Develops and maintains close working relationships with the property management community in Dunwoody.
- Establishes and maintains relationships with outside organizations; represents the City to local groups; represents the City at public gatherings and special events.
- Manages and participates in the development of goals, objectives, policies, and priorities of the City's public art program and the Dunwoody Art Commission.
- Encourages private developers, property owners, and business owners to implement art projects.
- Oversees, promotes and coordinates specific activities and programs associated with public art.
- Serves as staff to the Dunwoody Art Commission; prepares and presents staff reports and other necessary correspondence.
- Will be required to perform other duties as requested, directed or assigned.
- Regular attendance and punctuality are essential requirements of the job.

ASSOCIATED DUTIES:

- May have responsibility for special events or meetings.
- Attends seminars and workshops related to the Business Retention and Cultural Development Manager's duties and responsibilities.



MINIMUM QUALIFICATIONS:

Education and/or Experience

- a) Bachelor's degree in Public Administration, Business Administration, Marketing or a related field from an accredited college or university.
- b) Three (3) years of professional experience in economic development and/or sales and marketing.
- c) An equivalent combination of education and experience may be acceptable.

Necessary Knowledge, Skills, and Abilities

- a) Knowledge of economic development principles.
- b) Knowledge of marketing and public relations principles.
- c) Knowledge of management concepts and principles.
- d) Knowledge of business English and math.
- e) Knowledge of modern office practices, equipment, methods and procedures.
- f) Knowledge of personal computers and computer software applications.
- g) Knowledge of operational characteristics, services, and activities of public art programs.
- h) Knowledge of practices and procedures of an art commission.
- i) Skills associated with planning and organizing information.
- j) Skill in developing and implementing an economic development strategy for the City.
- k) Skill in managing competing priorities on multiple projects.
- l) Ability to understand and carry out complex verbal and written instructions.
- m) Ability to communicate clearly and effectively, verbally and in writing.
- n) Ability to conduct special projects and analyze and interpret findings.
- o) Ability to prepare clear, concise and accurate documents.
- p) Ability to develop and maintain effective working relationships with officials, employees, state and federal authorities, civic leaders, real estate and site selection professionals, and the public.
- q) Ability to deal tactfully and courteously with employees and the general public.
- r) Ability to exercise independent judgment.
- s) Ability to manage stressful situations.

SPECIAL REQUIREMENTS:

- a) Must be available to work hours as needed or necessary including, but not limited to, attending meetings outside normal business hours.
- b) Must be able to manage multiple items at the same time; prioritize tasks; and meet recurring and periodic time constraints; must be able to maintain confidentiality.
- c) Must possess a valid State of Georgia Driver's License (Class C) and a satisfactory Motor Vehicle Record (MVR).



PHYSICAL DEMANDS:

The physical demands described here 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.

- While performing the duties of this job, the employee is frequently required to sit; talk and hear; use hands to finger, handle, feel or operate objects, tools or controls; and reach with hands and arms.
- The employee is occasionally required to walk.
- The employee must occasionally lift and/or move up to 15 pounds.
- Specific vision abilities required by this job include close vision and the ability to adjust focus.
- While performing the duties of this job, the employee typically sits in an office.



PROPOSED POSITION ALLOCATION AND COMPENSATION CHART

Grade	Department	Title	Full Time	Elected Officials	Salary Range	
					Minimum	Maximum
101	Police	Prisoner Transport Officer	2		\$28,085	\$44,936
104	Police	Police Service Representative	6		\$35,379	\$56,606
105	Police	Property and Evidence Technician	2		\$38,209	\$61,135
105	Municipal Court	Deputy Municipal Court Clerk	3		\$38,209	\$61,135
106	Police	Crime Analyst	1		\$41,266	\$66,026
106	Police	Executive Assistant	1		\$41,266	\$66,026
106	Police	Crime Scene Technician	1		\$41,266	\$66,026
107	Police	Detective	9		\$44,567	\$71,308
107	Human Resources	Human Resources Generalist	1		\$44,567	\$71,308
107	Police	Police Officer	38		\$44,567	\$71,308
107	Police	Records Supervisor	1		\$44,567	\$71,308
110	Economic Development	Business Retention and Cultural Development Manager	1		\$56,142	\$89,827
110	Police	Sergeant	9		\$56,142	\$89,827
111	Communications	Communications Manager	1		\$60,633	\$100,045
111	Police	Lieutenant	4		\$60,633	\$100,045
112	Municipal Court	Municipal Court Clerk	1		\$65,484	\$108,049
113	Finance and Administration	Assistant Finance Director	1		\$70,723	\$116,693
114	City Clerk	City Clerk	1		\$76,381	\$126,028
114	Police	Major	2		\$76,381	\$126,028
116	Communications	Communications Director	1		\$89,090	\$146,999
116	Community Development	Community Development Director	1		\$89,090	\$146,999
116	Police	Deputy Chief	1		\$89,090	\$146,999
116	Economic Development	Economic Development Director	1		\$89,090	\$146,999
116	Human Resources	Human Resources Director	1		\$89,090	\$146,999
116	Parks and Recreation	Parks and Recreation Director	1		\$89,090	\$146,999
117	Public Works	Public Works Director	1		\$96,218	\$158,759
118	City Manager	Assistant City Manager	1		\$103,915	\$171,460
118	Finance and Administration	Finance Director	1		\$103,915	\$171,460
118	Police	Police Chief	1		\$103,915	\$171,460
	City Manager	City Manager	1		Set by Council	Set by Council
	General Government	City Council		6	Set by Charter	Set by Charter
	General Government	Mayor		1	Set by Charter	Set by Charter