

PERSONNEL COMMITTEE

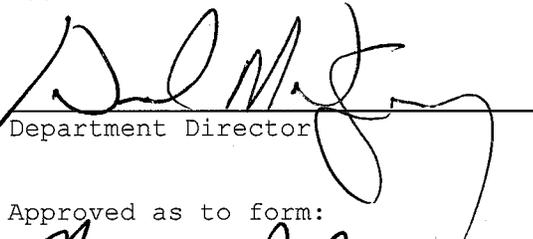
12-0330R

RESOLUTION APPROVING PROPOSED AMENDMENTS TO THE SPECIFICATIONS FOR THE CIVIL SERVICE CLASSIFICATION OF BUSINESS DEVELOPER INCLUDING A TITLE CHANGE TO SR. BUSINESS DEVELOPER AND SPECIFYING CONTRACT BENEFITS FOR SAME.

CITY PROPOSAL:

RESOLVED, that the proposed amendments to the specifications for the civil service classification of business developer, including a title change to sr. business developer, which were approved by the civil service board on June 5, 2012, and which are filed with the city clerk as Public Document No. \_\_\_\_\_, are approved; that said classification shall remain subject to the city's collective bargaining agreement with its basic unit employees, that the pay range will change from Pay Range 142 to Pay Range 138. The proper city officials are authorized to execute and implement an agreement with the union to provide for employing one or more unit members consistent with this resolution.

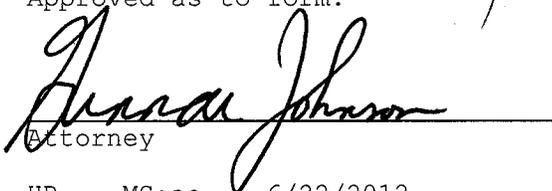
Approved:

  
Department Director

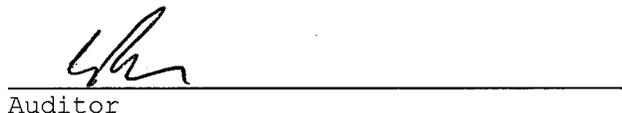
Approved for presentation to council:

  
Chief Administrative Officer

Approved as to form:

  
Attorney

Approved:

  
Auditor

HR MS:ao 6/22/2012

STATEMENT OF PURPOSE: To facilitate recruitment and growth opportunities within the business and economic development department and to better position the city to meet the needs within the business development office, the business developer

will become the sr. business developer. This change will provide growth opportunities within this work group as well as to work to continue to enhance and improve the business development function. The current business developer job description was last updated in 1981 and does not accurately reflect what is needed for business development. The proposed changes will better position the city to meet its business development goals as well as showing a clear career path that will allow for the growth and development of our staff within this department. Although the pay range has been reduced, it's important to note that the old out dated job description had significant high level finance related job responsibilities that do not adequately reflect the scope of work for the new sr. business developer. Also, the new job description does not contain supervisory job duties as the old outdated job description did. The pay rate negotiated for this classification is Pay Range 138, pay rate of \$4,799 to \$5,711 per month. This is a change from Pay Range 142, pay rate of \$5,711 to \$6,798 per month.

## **BUSINESS DEVELOPER**

### **DUTIES:** Under direction:

1. To serve as the City of Duluth's chief agent for non waterfront industrial revenue bond financing.
2. To promote, develop, and implement commercial and industrial development projects for the City of Duluth.
3. To supervise project staff as necessary.

### **ACCOUNTABILITIES:**

1. Serving as the City of Duluth's chief agent for non waterfront industrial revenue bond financing.
  - A. Assessing the business and economic development needs of the City of Duluth and evaluating the applicability of industrial revenue bond financing to each potential project.
  - B. Negotiating with potential industrial revenue bond clients on terms and conditions of the issue, service fees (if applicable), and other issues related to completion of the financial package.
  - C. Serving as the City's liaison with bond counsel, bond underwriters, financial institutions, and special bond counsel (contracted with the City) on the various aspects of each financial deal involving industrial revenue bond financing.
  - D. Coordinating with appropriate City investment personnel the investment and disbursement of industrial bond financing revenues to maximally benefit the City of Duluth.
  - E. Creating, maintaining and managing any special economic development incentive funds that are established by the City with proceeds from the issuance of industrial revenue bonds.
2. Promoting, developing and implementing business and Industrial development projects for the City of Duluth.
  - A. Providing information to organizations and business as economic development programs in the City of Duluth.
  - B. Providing information to prospective developers on tax structures, labor, financing, raw materials, educational and recreational facilities, and other pertinent data.
  - C. Researching and developing proposals for local businesses and economic development projects.
  - D. Developing and maintaining a schedule of regular contacts with local business management personnel, identifying their needs, evaluating developmental opportunities, and providing, them (when applicable) technical assistance.
  - E. Implementing and administering any utility revenue bond programs that have the chief purpose of promoting energy conservation.
  - F. Structuring all aspects of project financing including source of equity, loan

- guarantees, lease mechanisms, cash flows and Federal tax consequences.
  - G. Combining appropriate incentives to match the specific characteristics of each project to achieve maximum benefit with minimum community expense.
  - H. Representing the City of Duluth and presenting the City's economic development position before Federal, State, and local legislative bodies and agencies.
  - I. Coordinating activities with the Seaway Port Authority of Duluth.
  - J. Establishing and maintaining information on actual and potential commercial and industrial development sites, evaluating street and utility needs, and coordinating all aspects of site development and project implementation with City staff, engineers, contractors, and others
3. Supervising project staff.
- A. Assisting in making personnel decisions as requested.
  - B. Delegating responsibility to project staff as necessary.
  - C. Coordinating the support activities in other City departments.

### **MINIMUM QUALIFICATIONS**

1. Experience and Education
- A. Two (2) years of experience as Assistant Business Developer (promotional only) or
  - B. A degree in Industrial Development, Public Administration, Business Administration, Political Science, or a related field from an accredited college or university; plus a minimum of four (4) years verifiable experience in a position with duties described above; or
  - C. Verifiable experience and/or education equivalent to eight (8) years as an Industrial Developer.
2. Knowledge and Skill Requirements
- A. Extensive knowledge of industrial revenue bond financing.
  - B. Extensive knowledge of development negotiations and contractual agreement techniques.
  - C. Extensive knowledge of state and local legislative processes.
  - D. Extensive knowledge of commercial and industrial development requirements.
  - E. Knowledge of neighborhood needs, economic structures of the City, and effective public relations methods.
3. Abilities
- A. Ability to accept responsibility with wide latitude for individual initiative and discretion.

- B. Ability to prepare meaningful oral and written reports.
- C. Ability to communicate effectively, both in writing and speaking.
- D. Ability to participate in various activities during and after regular business hours and do extensive traveling.
- E. Ability to establish and maintain favorable relationships with public and private officials and with the general public.

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## **Sr. BUSINESS DEVELOPER**

### **Summary/Purpose**

Under general supervision, direction, and guidance, the Sr. Business Developer will lead and oversee the implementation of community economic development goals established by the City of Duluth and Duluth Economic Development Authority. The Sr. Business Developer will coordinate the activities designed to expand existing businesses and develop new businesses.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES (Other duties may be assigned)**

1. Assessing the business and economic development needs of the City of Duluth.
2. Evaluate and update policies, procedures, and objectives that help to expand existing business and establish new businesses.
3. Evaluate, modify, and administer new and existing programs that develop new, and expand existing, businesses.
4. Evaluate the creditworthiness and feasibility of projects or developers which are being considered for financial assistance and take action based on the conclusions.
5. Monitor the fiscal and developmental performance of assisted businesses and take all necessary steps to ensure compliance with development objectives.
6. Maintain knowledge of, and administer, economic development programs that provide incentive funds, grants, and loan programs.
7. Provide technical assistance for projects such as new infrastructure development, the redevelopment of substandard buildings and of polluted sites.
8. Maintain and enhance information reporting practices and create and distribute reports and information to city leader's, boards, and committees as well as prospective developers.
9. Collaborate with other city divisions and departments, as well as external sources, to gain information and remain up to date on current trends such as job training, labor availability, site information, utilities, land ownership, public financing programs, tax structures, educational and recreational facilities, community resources, and other needs that affect business development.
10. Research and create proposals for economic development projects.
11. Maintain contact with business leaders.
12. Identify the needs of existing businesses and identify development opportunities.
13. Help to coordinate and organize work assignments, projects, and daily work tasks of the Business Developer.
14. Lead business development projects and activities within the City to ensure that projects are completed and compliance is maintained.

### **Job Requirements**

To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and abilities required.

1. Education and Experience Requirements:
  - A. Bachelor's degree in Public Administration, Business Administration, Urban Planning or related field. AND
  - B. Four years of professional experience in Business Development.
2. Knowledge Requirements:
  - A. In-depth knowledge of business operations, including the principals of accounting and finance.
  - B. In-depth knowledge of contract development and business law.
  - C. In-depth knowledge of local, state and other business development programs and funding sources.
  - D. In-depth knowledge of title/real estate transactions and practices.
  - E. Knowledge of the legislative process as it pertains to business development activities.
  - F. In-depth knowledge of urban planning, land use, and zoning requirements.
  - G. Knowledge of the economic needs of the City and its various neighborhoods.
  - H. Knowledge of marketing and public relations activities.

3. Skill Requirements:
  - A. Skill in making the best use of the resources available for business development by prioritizing projects using logical assumptions and knowledge of business facts..
  - B. Skill in analyzing the financial needs of businesses and developing a package of public and private financing to meet those needs.
  - C. Skill in administering loan programs based upon thorough knowledge of proper documentation and monitoring procedures to ensure compliance with public goals.
  - D. Skill in organizing and presenting information to others by making written and verbal presentations clearly and responding to questions directly and confidently.
  - E. Skill in explaining, administering and developing business financing programs, such as SBA programs, and referring clients to appropriate organizations.
  - F. Skill in building trust to gain the commitment of individuals and groups to undertake development projects or solutions which benefit all parties and implement public goals.
  
4. Abilities Requirements:
  - A. Ability to assess business operations of current and potential businesses and to act responsibly on projects.
  - B. Ability to apply good judgment and to use discretion on large projects that require extensive evaluation and research.
  - C. Ability to travel and participate in various work-related activities after regular business hours.
  - D. Ability to transport oneself to, from and around sites, projects, programs and sites of public meetings.
  - E. Ability to perform in-depth financial analysis in the evaluation of business needs and operations.
  - F. Ability to read and understand financial reports, annual reports, profit & loss statements and balance sheets in order to analyze the business being reviewed.
  - G. Ability to make formal business presentations.
  - H. Ability to delegate work tasks and to lead teams and assignments of others within the established work group/partners.
  - I. Ability to communicate effectively, both verbally and in writing.
  
5. Physical Abilities Requirements:
  - A. Ability to transport (usually by lifting and carrying) materials and equipment weighing up to 25 lbs. per load for presentation at public meetings.
  - B. Ability to operate standard office equipment such as a computer and related equipment, telephone, and copy machine.
  - C. Ability to sit for extended periods of time.
  - D. Ability to attend work on a regular basis.