

PERSONNEL COMMITTEE

12-0331R

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

CITY PROPOSAL:

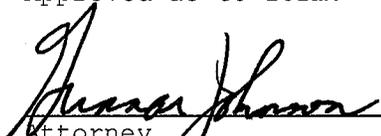
RESOLVED, that the proposed amendments to the specifications for the civil service classification of assistant business developer, including a title change to business developer, which were approved by the civil service board on June 5, 2012, and which are filed with the city clerk as Public Document No. _____, are approved. This classification shall be subject to the city's collective bargaining agreement with its basic unit employees; and that pay range for said classification shall be Range 135. 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 for presentation to council:



Department Director/
Chief Administrative Officer

Approved as to form:



Attorney

Approved:



Auditor

HR MS do 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 assistant business

developer will become the business developer. The job duties within the current assistant business developer job description are more easily recognized as those of a business developer and will play an active role in developing current business as well as working to bring new business to the city. The most significant change that is noticeable is the formatting. The content and job duties largely remain unchanged in revising the assistant business developer to become the business developer. There is no change in the pay range already established for the assistant business developer, which is Pay Range 135 with a pay rate of \$4,213 to \$4,918 per month.

ASSISTANT BUSINESS DEVELOPER

PURPOSE:

Assist in the implementation of the City of Duluth and Duluth Economic Development Authority community economic development goals to create jobs and increase the tax base, through activities under the direction of a Business Developer.

FUNCTIONAL AREAS:

1. Administer specific programs or implement projects from start to completion, where objectives, policies, and procedures are pre-established.
 - *A. Develop new businesses or expand existing businesses within the City of Duluth by evaluating business needs and matching those needs with available resources.
 - *B. Evaluate the creditworthiness and feasibility of projects or developers which are being considered for financial assistance and take action based on the conclusions.
 - *C. Monitor the fiscal and developmental performance of businesses which receive assistance and take all necessary steps to ensure compliance with development objectives.
 - *D. Prepare applications and administer economic development incentive funds, grants and loan programs in a manner which ensures adherence to the terms of assistance through proper documentation and monitoring.
 - *E. Provide technical assistance for projects such as new infrastructure development, the redevelopment of substandard buildings, and the redevelopment of polluted sites.
2. Assist a Business Developer on more complex activities by conducting research and providing support materials for promoting business and industrial development projects and proposals.
 - *A. Research applicable public and private funding sources and business data.
 - *B. Prepare graphic and narrative materials for development proposals on subjects such as job training, labor availability, site information, utilities, land ownership, public financing programs and community resources.
 - C. Organize and maintain a database of information for the preparation of proposals or contracts for business and economic development projects.
3. Provide information and assistance to the public, citizen committees, civic organizations, and other groups involved in business development activities.
 - *A. Answer public inquiries and provide information on resources which meet the needs of businesses seeking assistance.
 - *B. Provide professional and technical assistance on business development activities to City Boards and Committees.
 - *C. Provide information and education on local business assistance programs to

individuals, businesses and the public at large.

- D. Perform market analyses for specific sites or neighborhoods and prepare and implement a plan in response to the conclusions of those analyses.

MINIMUM REQUIREMENTS

Education & Experience

A degree in Urban Planning, Public Administration, Business Administration, or related field from an accredited institution, plus two (2) years of verifiable experience in a position with duties similar to those described above; or a combination of verifiable education and experience equaling four (4) years as an economic developer with duties similar to those described above.

Knowledge

- †A. Knowledge of the basic operations of businesses, including the principles and practices of accounting and finance.
- †B. Knowledge of development negotiations and legal contracts used in business.
- C. Knowledge of state and local legislative processes which affect business and development activities.
- D. Knowledge of the economic needs and structure of the City and its various neighborhoods.
- E. Knowledge of the principals and practices of urban planning, including land use and zoning, as they relate to business development.
- F. Knowledge of effective marketing and public relation techniques for economic development activities.
- †G. Knowledge of local, State, and other business development programs, their requirements and procedures.

Abilities

- †A. Ability to act responsibly on projects with pre-established objectives, policies, and procedures, but which require wide latitude for individual initiative and discretion.
- †B. Ability to travel and participate in various work-related activities after regular business hours.
- †C. Ability to transport oneself to, from and around sites, projects, programs and sites of public meetings.
- †D. Ability to transport (usually by lifting and carrying) materials and equipment weighing up to 25 lbs. per load for presentation at public meetings.
- †E. Ability to calculate basic financial analysis functions used in the analysis of business needs, such as net present value and rate of return.

- †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 provide support for projects of higher complexity through research and the preparation of materials needed to complete such projects, under the direction of a Business Developer.

Skills

- †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. Skills 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.

* Essential functions of the job

† Job requirements needed the first day of employment

CSB 19960604
CC 19961112
96-0870R

BUSINESS DEVELOPER

Summary/Purpose

Under supervision, direction, and guidance the Business Developer will assist with the implementation of community economic development goals established by the City of Duluth and Duluth Economic Development Authority. The Business Developer will work to create jobs and increase the tax base through activities designed to expand existing businesses and develop new businesses.

ESSENTIAL DUTIES AND RESPONSIBILITIES (Other duties may be assigned)

1. Administer, manage, and implement specific programs and projects through established policies, procedures, and objectives that develop new, and expand existing, business.
2. Evaluate business needs and match those needs with available resources.
3. Evaluate the creditworthiness and feasibility of projects or developers which are being considered for financial assistance and take action based on the conclusions.
4. Monitor the fiscal and developmental performance of businesses that receive assistance and take all necessary steps to ensure compliance with development objectives.
5. Prepare applications and administer economic development incentive funds, grants, and loan programs in a manner which ensures compliance with the terms and conditions of the assistance source.
6. Provide technical assistance for projects such as new infrastructure development, the redevelopment of substandard buildings and of polluted sites.
7. Assist on complex activities by conducting research and providing support materials for promoting business and industrial development projects and proposals.
8. Research applicable public and private funding sources and business data.
9. Prepare graphic and narrative materials for development proposals on subjects such as job training, labor availability, site information, utilities, land ownership, public financing programs and community resources.
10. Organize and maintain a database of information for the preparation of proposals or contracts for business and economic development projects.
11. Provide information and assistance to the public, citizen committees, civic organizations, and other groups involved in business development activities.
12. Answer public inquiries and provide information on resources which meet the needs of businesses seeking assistance.
13. Provide professional and technical assistance on business development activities to City Boards and Committees.
14. Provide information and education on local business assistance programs to individuals, businesses and the public at large.
15. Perform market analyses for specific sites or neighborhoods and prepare and implement a plan in response to the conclusions of those analyses.

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 2 years of related professional experience.OR
 - B. Two-year degree in Business Administration or job related field AND 4 years of related professional experience.
2. Knowledge Requirements:
 - A. Knowledge of the basic operations of business, including the principals and practices of accounting and finance.
 - B. Knowledge of title/real estate transactions and practices.
 - C. Knowledge of negotiations and legal contracts as they pertain to business operations and development.
 - D. Knowledge of state and local legislative processes which affect business and development

activities.

- E. Knowledge of the economic needs and structure of the City and its various neighborhoods.
- F. Knowledge of the principals and practices of urban planning, including land use and zoning, as they pertain to business development.
- G. Knowledge of effective marketing and public relations techniques for economic development activities.
- H. Knowledge of local, State, and other business development programs.

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. Skills 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 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 act responsibly on projects with pre-established objectives, policies, and procedures, but which require wide latitude for individual initiative and discretion.
- B. Ability to travel and participate in various work-related activities after regular business hours.
- C. Ability to transport oneself to, from and around sites, projects, programs and sites of public meetings.
- D. Ability to calculate basic financial analysis functions used in the analysis of business needs, such as net present value and rate of return.
- E. Ability to read and understand financial reports, annual reports, profit & loss statements and balance sheets in order to analyze the business being reviewed.
- F. Ability to provide support for projects of higher complexity through research and the preparation of materials needed to complete such projects.
- G. 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.