

PROJECT SCOPE OF WORK

The Trenton Downtown Association is looking to hire a consultant to (A) assess current TDA programming, and (B) assist with hiring an Executive Director

A) **Assess current practices.** The purpose of this report is to identify existing strengths and weaknesses within TDA's approach; compare these to best practices in the industry and their applicability to Trenton; identify areas that a new executive director should prioritize; and ascertain the preferred skills and experience of the next executive director. Specific outreach to inform the report will include board members and at least five additional stakeholders. The report should include, but not be limited to the following items:

- General improvement district (ID) operations
- Board practices/Governance
- Proactive business attraction
- Business retention and support
- Beautification and image
- Safety
- Traffic and parking

B) **Executive Director hiring.** The consultant will use the information gathered for the report to assist the board in determining the qualifications for a new executive director and assist with outreach and final hiring. The consultant's scope of work would include:

- Reviewing a job description for our Executive Director and suggesting possible revisions
- Helping to develop an outreach strategy and implement the strategy.
- Assistance reviewing Executive Director resumes
- Assistance with final hiring decision
- Assistance with onboarding of initial hire

ORGANIZATION BACKGROUND

The Trenton Downtown Association (TDA) is a nonprofit organization dedicated to making the capital city a more competitive location for business owners and an engaging center for workers, residents and visitors. Since 1986, TDA has offered programs that promote economic growth and investment in New Jersey's capital city. Our staff is involved in business recruitment and retention, public relations, advocacy, marketing support, referrals, partnership development and job creation. TDA also hosts events like the Capital City Farmers' Market, Levitt AMP Trenton Music Series and Patriots Week to attract visitors to experience the current growth happening in the downtown. Through maintenance of a clean and safe commercial district, support for the arts and cultural heritage, promotion and public policy planning, the Trenton Downtown Association is working toward the revitalization of the City of Trenton.

Mission: Strengthening Downtown Business

TIMELINE

Proposal deadline	March 31
Evaluation window	April 15
Selection deadline	April 30
Project completion deadline	July 31, 2021

CRITERIA FOR SELECTION

In your proposal, please include

1. General qualifications
2. Specific qualifications and case studies in each of the following areas. It is not necessary that you have experience in all of these areas in order to be selected, but please explain how you would meet the criteria.
 - Proactive business attraction
 - Business retention and support
 - Downtown beautification and image
 - Downtown safety
 - Downtown traffic and parking
 - General improvement district operations
 - Improvement district board practices
 - Improvement district Executive Director searches
3. Team members bios
4. Cost

PRINCIPAL POINT OF CONTACT

Roland Pott, Chairman of the Board of Trustees, Trenton Downtown Association
(roland.pott@gmail.com).