



## executive summary

The Downtown Development District of the City of New Orleans is seeking a President & CEO who is a visionary leader, skilled relationship builder, and strong fiscal manager. This ‘servant leader’ will convene diverse stakeholders including community, philanthropic, corporate, cultural, business, academic, religious, government, and residents invested in an exciting, economically vibrant, urban experience. Through sound management and effective collaboration, the President & CEO will enhance and ensure the credibility of Downtown New Orleans and provide the “voice” for Downtown stakeholders. The President & CEO will be a leader who recognizes the strength of an authentic, international downtown with a rich heritage, deep history, and culture. S/he will have the ability to showcase Downtown as the center of commerce for the city and region. The President & CEO leads a committed and high-energy team currently consisting of 10 professionals and is responsible for an annual budget in the amount of about \$7.2M dollars. The President & CEO will serve as the source for “urban best practices” through marketing, public programming, and support that serves businesses, workers, and visitors to ensure a welcoming experience in Downtown New Orleans.

## mission statement

To drive the development of Downtown New Orleans and be the catalyst for a prosperous, stimulating, innovative heart of the Crescent City. DDD does this by:

- Cultivating economic development in such industries as bioscience, the arts, digital media, and tourism
- Ensuring Downtown is clean and safe
- Serving as the voice and advocate for Downtown’s future
- Promoting Downtown as a world-class destination for residents and visitors

## vision statement

Downtown New Orleans will be celebrated as the vibrant hub of America’s beloved city and the engine for the region’s economy. Historic and contemporary buildings glow with new residences and retail as Downtown becomes a magnet for a population involved in industries of the mind such as bioscience, the arts, and digital media. Streets bustle with neighbors and visitors alike participating in the arts, music, dining, shopping, and daily business of Downtown. People from around the world are drawn to a dynamic, seductive Downtown where the unique cultural mosaic of New Orleans comes into focus.

DOWNTOWN  
DEVELOPMENT  
DISTRICT

NEW ORLEANS

## summary

The Downtown Development District (DDD) is America's oldest assessment-based Business Improvement District providing enhanced services in economic development, public safety, and cleaning. The Downtown District is bound by Claiborne, the Mississippi River, the Pontchartrain Expressway, and Iberville Street and is Louisiana's largest employment center as well as home to vibrant retail along Canal Street. Funding comes from a property assessment in the Downtown District and sponsorships tied to DDD special events, with the majority of the annual budget covered through the ad valorem tax. The DDD is governed by an 11-member Board of Commissioners that guides its policies and programs.

## History of the DDD



Learn more about the history of the Downtown Development District of the City of New Orleans.



## DDD Overview

Meet some of our partners and stakeholders who exemplify the culture of success that defines Downtown New Orleans.



WHEN YOU SEE THIS ICON,  
'CLICK' TO SEE MORE

Throughout this document, you will find links to additional information about the DDD.



# organizational overview, skills and expertise

The Downtown Development District of the City of New Orleans is seeking a President & CEO who is a visionary leader, skilled relationship builder, and strong fiscal manager. This 'servant leader' will convene diverse stakeholders including community, philanthropic, corporate, cultural, business, academic, religious, government, and residents invested in an exciting, economically vibrant, urban experience.

The President & CEO leads a committed and high-energy team currently consisting of 10 professionals in the areas of Economic Development, Public Space Management (including maintenance and safety) and Communications, Marketing and Events and 20 public safety rangers. The President & CEO is responsible for oversight of an annual budget in the amount of about \$7.2M dollars and provides the expertise in "downtown management best practices" as a resource to the Board and the City at large. The President & CEO will serve as the source for "urban ideas" including clean and safe in order to make Downtown New Orleans a welcoming experience for all.

S/he will work with the DDD Board to implement the mission, vision, and role of the organization with focus and excellence. The President & CEO will be responsible for managing and directing the DDD's activities and its relationships throughout the community. The President & CEO will be a strong advocate and champion for Downtown New Orleans with the proven ability to energize and focus resources to enhance the Downtown's growth agenda. The ideal candidate will have a broad range of demonstrated experience encompassing sound business management and oversight. S/he will coordinate strategy, lead operations and staff, and assure financial accountability and performance of the organization. The President & CEO will also be a problem solver and will look at existing operations such as clean and safe, placemaking, wayfinding, and mobility while identifying "best practices" to enhance existing delivery of service. The Board is seeking an individual that understands planning and design, workforce development, and marketing and promotion. The President & CEO will be a collaborative leader of stature and influence who guides transformational projects and initiatives designed to keep New Orleans in the forefront of the Downtown experience.





# downtown economic development

- Successful track record of evaluating and executing strategic economic plans for a vibrant Downtown; knows funding, funding sources, and ability to identify opportunities.
- Familiarity with local, state, and federal funding resources as well as tax incentives available for deal making.
- Understands concepts involving reuse, re-purposing, rehabilitation, greenfield, brownfield development, new construction, and infill housing.
- History and proven track record of influencing diverse organizational stakeholders for coordinated strategic planning, branding, and unified tactical implementation.
- Experience working directly with people from diverse racial, ethnic, and socioeconomic backgrounds.
- Experience packaging deals with prospective investors, developers, and business owners.
- Collaborates with local, regional, and statewide economic development organizations.
- Manages projects in a manner consistent with their stated objectives.

## advocacy

- Serves as an advocate and spokesperson for the Downtown Development District and its stakeholders with elected officials, businesses, media, and other key external stakeholders to build consensus for public policy initiatives.
- Adapts to changing political conditions and leadership.
- Establishes and maintains effective working relationships with stakeholders, colleagues, subordinates, city officials, governmental agencies, private organizations, and the general public.
- Collaborates effectively with other regional leaders to guide, influence, and improve outcomes to advance a diverse and inclusive business climate contributing to the region's economic vitality and quality of life.
- Must have the ability to win the trust and confidence of diverse stakeholders, constituencies, and public and private collaborative organizations.
- Demonstrates a track record of leading change.
- Understands issues confronting Downtown business and property owners, residents, public agencies, and community organizations.
- Provides advocacy muscle for many of the region's most critical organizations and efforts.



## urban planning & design

- Demonstrated experience as a visionary with the ability to see beyond today with a realistic lens.
- Experience developing and implementing Downtown strategic and vision plans.
- Demonstrated creative drive; identifies new solutions and "thinks outside the box."
- Knowledge of community building and neighborhood engagement.
- Experience or knowledge about transportation-oriented development, multi-modal mobility infrastructures, and placemaking.
- Experience with open space/public realm activation including parks and greenspace, public plazas, and sustainability.
- A strong understanding of urban planning, land use regulations, development and redevelopment, and affordable and workforce housing challenges and solutions.
- Thinks creatively, strategically, and in an entrepreneurial fashion.
- Adopts a long-term perspective for success and provides a path forward for the end goal while educating Board members, stakeholder, and elected officials on the "realistic" timelines to achieve Downtown and redevelopment goals.
- Continuously communicates the vision and strategic plan for the organization. Keeps vision and plan current.
- Helps Downtown property owners and businesses recover from the impact of the COVID-19 pandemic.







## communication & public relations

- Strong, effective written and verbal communication skills – to the public, within a group, and one-on-one.
- Experience selling concepts and generating the excitement necessary to propel successful accomplishments.
- Excellent written and verbal communication skills, and ability to present to diverse audiences, specifically racially, ethnically, and socioeconomically communities.
- Excellent written and verbal communication skills, and ability to present to diverse audiences, specifically racially, ethnically, and socioeconomically communities.
- Provides direct and, at times, tough messages to stakeholder groups and does so respectfully.
- Serves as the organization's chief spokesperson and the representative voice of Downtown.
- Language skills with an ability to speak and/or write in two or more languages is a plus.

## management

- Fosters a positive, enjoyable, professional culture of inclusiveness with a strong sense of purpose, collaboration, and accountability necessary to attract, retain, and develop top talent.
- Exhibits strong executive presence as reflected by behavior, appearance, and demeanor with a highly visible leadership presence for the Downtown Development District.
- Provides oversight and leadership to a team of highly respected, dedicated, and skilled professionals. Through bold and visionary leadership, sets a clear vision for goals and expectations while encouraging and motivating an internal culture of partnership, creativity, innovation, service, and entrepreneurial thinking.
- Supervises and manages a professional staff.
- Establishes clear performance expectations, metrics to achieve, and processes to follow.
- Delegates, supports, and monitors the performance of direct reports. Provides guidance as needed.

## downtown management services

- Manages Downtown clean and safe, public safety, hospitality, social service outreach, beautification, and technology integration.
- Proven experience involving "Way Finding" initiatives and the management of vehicular, pedestrian, and cyclist traffic in Downtown.
- Understanding of Downtown event, venue, and place planning, and utilization.

## marketing

- Defines and synthesizes the Downtown Development District's core mission, brand, and messaging to be articulated across the eco system.
- Proactively positions the Downtown as a premier destination.
- Familiar with the history of the community, as well as the region, and be able to articulate the Downtown's vision as a center of commerce, culture, and entertainment.

## financial & operational management

- Considerable knowledge concerning the principles of public administration and public finance.
- Provides fiscally responsible administration of the organization's resources and ensures long-term, sustainable financial health.
- Develops and supervises the implementation of an annual operating and programmatic plan.
- Skilled in budget preparation and fiscal management with an ability to develop and control operating budgets.
- Analyzes performance and results of all functional areas within the organization relative to the established goals and objectives.

## governance - board management

- Works closely and effectively with a Board of Commissioners and Executive Committee.
- Ability to communicate with the Board of Commissioners.
- Proven ability building a comprehensive organizational value proposition that is attractive to the most influential business, community, and philanthropic leaders.
- Listens to opinions of the Board and helps develop consensus and forward movement.

## government relations

- Coordinates and communicates organizational positions on local, state, and federal issues.
- Facilitates personal contacts between executives and internal and external stakeholders with leaders of local and state government.
- Establishes and maintains effective working relationships with civic leaders, city officials, and the public.





## leadership skills

### analysis & decision making

- Understands large and complex projects that may extend over many years.
- Has executive, strategic, and long-term critical thinking capacity.
- Absorbs, analyzes, and retains large amounts of economic, business, demographic, people, and relationship data.
- Strong mental agility; moving from person to person, shifting tasks and projects.
- Recognizes themes, patterns, and trends in disparate data.
- Flexible and open to ideas, opinions, and perspectives.
- Integrates own and others' ideas into a cohesive perspective and plan of action.
- Anticipates the impact of behaviors, actions, and decisions on multiple stakeholder groups.

### self management, achievement & ethical integrity

- Demonstrates strong personal commitment to the organization and its long-term success.
- Possesses a strong sense of personal integrity, duty, and responsibility. Upholds ethical practices.
- Plays a critical role in prioritizing equity across the Downtown community and with each business and citizen it serves.
- Has a high level of personal energy.
- Manages time effectively and in relation to priorities.
- Performs tasks outside the normal role as needed.
- Demonstrates knowledge of, and the ability to implement and monitor, organizational and personal metrics systems to evaluate performance.

### leadership & influence

- Builds common ground, convergence, and consensus about future direction of the organization.
- Effectively and articulately delivers presentations, proposals, and reports to stakeholder groups.
- Thinks and responds effectively in real time and impromptu.
- Practices active listening; open to others' ideas and opinions.
- Uses a thoughtful and deliberative decision-making style, weighing risks and impacts on stakeholders.
- Collaborates, supports, and shares credit for success with staff and stakeholder groups.
- Acts in a collaborative, confident, and calm manner in a variety of situations. Taking a firm assertive stance when necessary.
- Understands the emotions of others and understands how their own behaviors affect others.
- Manages expectations of stakeholder groups, balances optimism and realism.

### interpersonal characteristics

- "Honest Broker" – Recognition across sectors as an objective, authentic, and credible leader.
- Charismatic and collaborative.
- Displays passion and conviction.
- Action-oriented, "get it done" professional.
- A visionary.
- Creative drive.
- Expert listener.

## education

Undergraduate degree required; Graduate Degree preferred in the following or closely related fields:

Urban planning and design, real estate development, finance, business or public administration, or marketing and communications.

A minimum of ten (10) years' experience in relevant positions, particularly those related to downtown development, community and/or economic development, public-private partnerships, civic or non-profit development institutions with a minimum of five (5) years in increasingly responsible supervisory or management positions.

## contact

To learn more about this opportunity or to submit your resume for consideration, contact [dddnola@winnerpartners.net](mailto:dddnola@winnerpartners.net).





## team for downtown development district



**Tina Winner**  
*Managing Partner*



**Steven Oberhoffer**  
*Managing Partner*



**Martita Mestéy-Durruthy**  
*Inclusion Recruiting Strategist*



**Rachel Bach**  
*Community and Downtown  
Redevelopment Planning Partner*



## about winner partners

Winner Partners is a certified woman-owned, privately held executive recruitment firm headquartered in St. Petersburg, Florida. A cutting-edge, recruiting solutions firm bringing the best talent and creative leadership solutions to clients worldwide, Winner Partners was established with a client base consisting of nonprofits, public-private partnerships, and public, privately-owned organizations.

The business was established in 2018 by Tina Winner & Steven Oberhoffer, capitalizing on their core desire to build a firm devoted to helping all people. The responsibility associated with a candidate's career decisions, and therefore lives, is one they take very seriously. Winner Partners' professional recruitment solution and process are geared towards identifying and qualifying candidates in an accelerated timeframe to meet clients' growing requirements of top talent needs. Their methodology incorporates a respected, inclusive, and transparent process for clients and candidates throughout the search engagement. To learn more, visit: [www.winnerpartners.net](http://www.winnerpartners.net).



✦ Thank you Downtown Development District of New Orleans for the beautiful photos.

✦ Graphic Design by Rachel Anderson