

NEW BUSINESS & RETAIL DEVELOPMENT PROJECT MANAGER

CONTRACT POSITION 6 MONTHS WITH POTENTIAL EXTENSION

Position Summary:

The New Business & Retail Development Project Manager will lead the recruitment, engagement, and onboarding of entrepreneurs, entities, and small businesses for the Coventry Village Special Improvement District (CVSID) pop-up business program and securing long term tenant program. This role focuses on activating vacant commercial spaces with dynamic short-term pop-up businesses, pairing new long-term tenants with spaces in need of updates, and helping core tenants launch new added value to their offerings, supporting the district's economic vitality and cultural vibrancy. The contractor will work closely with property owners, small business owners, and community stakeholders to ensure program success.

Key Responsibilities:

Pop-Up Business Program

1. Recruitment & Outreach:

- Develop and implement a strategy to engage entrepreneurs and small businesses interested in launching pop-up ventures.
- Build relationships with community members, local associations, and incubators to promote the program.
- Conduct individualized outreach to high-potential candidates.

2. Program Development & Coordination:

- Develop selection criteria and application materials for potential pop-up business owners.
- Facilitate meetings with property owners to identify vacant spaces and define program requirements.
- Oversee the application and selection process for participants.

3. Business Launch Support:

- Coordinate the launch of four pop-up businesses in phases, ensuring smooth onboarding and setup.
- Provide resources, guidance, and support to participants to help them operate successfully.

4. Program Oversight & Evaluation:

- Monitor the progress and performance of participating businesses.
- Collect and analyze data to assess program outcomes and identify areas for improvement.
- Report findings to CVSID leadership and stakeholders.

Securing Long Term Tenant Program

1. Program Development:

- Develop criteria, application materials, and requirements for participating property owners and tenants.

2. Recruitment & Outreach:

- Share program details with property owners, Realtors, business associations, and incubators.
- Assess ideal tenant profiles and conduct outreach to high-potential candidates in collaboration with community members and merchants.

3. Program Execution:

- Facilitate trilateral agreements between CVSID, tenants, and property owners.
- Oversee issuance of incentives, ensure compliance, and collect data to evaluate program success.

Qualifications:

- Demonstrated experience in community engagement, business development, retail development, and/or entrepreneurship.
- Strong organizational skills with the ability to manage multiple priorities and timelines.
- Excellent communication and relationship-building abilities.
- Familiarity with small business operations, property management, or urban development.
- Proficiency in data collection, evaluation, and reporting.

Contract Part-Time Position:

6 months with potential for extension

Reports To:

Executive Director and Board of Directors