



## **Executive Director, Clermont Main Street**

Clermont Main Street is looking for an experienced and dynamic Executive Director to lead its recently redesignated program. The Executive Director will support a 16-member Board and oversee a \$400,000 budget and work plan.

The Executive Director will provide oversight and guidance to Main Street's event contractors who organize the successful Sunday Farmers Markets, First Friday Food Truck rallies and holiday events. The Executive Director will also work closely with a marketing communications contractor, video production company, and with Give A Day Foundation, a local nonprofit that provides volunteers for Main Street events.

The Executive Director duties shall also include the following:

- Coordinate activity of Main Street program committees, ensure communication between committees and implement the work plan activities.
- Assist the Board and committees in developing an annual work plan for implementing a downtown revitalization program focused on the four-point approach: Organization, Promotion, Design and Economic Restructuring.
- Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development and accounting, preparing all reports required by the state Main Street program and by the national office.
- Lead the Board in developing downtown economic development strategies that are based on historic preservation and utilize the community's human and economic resources.
- Become familiar and closely communicate with all persons and groups directly or indirectly involved in the downtown commercial district.
- Coordinate meetings and prepare agendas; attend all Board and committee meetings.
- Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the downtown's architecture and other assets and to foster an understanding of the Main Street program's goals. Use speaking engagements, media interviews and personal appearances to keep the program in the public eye.
- Serve as a liaison and facilitator between interested property buyers/lessors and property sellers/owners.
- Assist individual tenants or property owners with physical improvements projects through the coordination of the Design committee.
- Maintain strong communication with members, key individuals, organizations and government agencies, in order to promote the interests of downtown and Main Street.

- Seek alternative revenues (grants, fundraisers, events, etc.) for Main Street programming to supplement monies provided by events, the city, sponsors and memberships.
- Administer grants.
- Promote and develop participation and leadership within committees and volunteers.
- Develop and conduct an ongoing public awareness program designed to enhance the appreciation of downtown through the preparation of marketing materials and speaking engagements.
- Help build strong and productive working relationships with appropriate public agencies at local and state levels.
- Utilizing the Main Street program format, develop and maintain data systems to track the process and progress of the program.
- Perform other related duties and responsibilities as assigned by the Board.

**The successful candidate will fulfill the full-time duties of Executive Director as an independent contractor. Salary commensurate with experience. Submit a resume and letter of interest to [ClermontDowntown@gmail.com](mailto:ClermontDowntown@gmail.com).**

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#### **About Clermont Main Street & Downtown Clermont**

Clermont Main Street is a 501(c)(3) nonprofit organization incorporated in Feb. 2022. Clermont was previously a designated program from 2000-2003.

***Our Vision:** A lively and welcoming central Florida gem where miles of scenic lakefront and trails connect to a vibrant historic downtown and the authentic Clermont experience.*

***Our Mission:** To bring Clermont together through active community engagement that revitalizes our historic downtown, celebrates our history, fosters innovation and creativity, and grows our local economy for the benefit and enjoyment of residents and visitors alike.*

Through Clermont Main Street, Downtown Clermont rebranded itself in 2022 and launched an exciting destination marketing website ([www.ClermontDowntown.com](http://www.ClermontDowntown.com)). Downtown's new tag line, Lure of the Lake. Gem of the Hills, brings back the nostalgic Gem of the Hills brand and pairs it with Clermont's passion for its beautiful chain of lakes.

#### **About the City of Clermont**

Clermont is known as the Choice of Champions due to its international reputation as a training ground for elite athletes and the community's celebration of the championship spirit. Founded in 1884, the city of nearly 50,000 is 20 miles west of Orlando and is set among picturesque hills and pristine lakes. Clermont is the largest city in Lake County. More at ([www.ClermontFL.gov](http://www.ClermontFL.gov)).