REQUEST FOR PROPOSALS – EXECUTIVE DIRECTOR / DISTRICT MANAGEMENT

The Ocean Avenue Association (OAA) is seeking an individual to serve as the Executive Director (ED) of the OAA, or an organization to provide district management services to the OAA. The role could either be a part-time or full-time position depending on the outcome of negotiations. For ease of reference, the term “candidate” refers either to an individual (serving as ED) or to an organization (providing district management services).

About the Ocean Avenue Association
The OAA is a 501(c)(3) public benefit corporation. The OAA is charged with administering the Ocean Avenue Community Benefits District (CBD) by implementing the CBD management plan through street cleaning, safety and beautification services. The CBD was established in 2010 for an initial 15-year term, subject to renewal. More information about the OAA, and the CBD management plan, can be found on its website: oceanavenueassociation.org

The OAA’s principal activities are described in the CBD’s management plan. They include graffiti abatement, trash collection, sidewalk sweeping, landscaping, other cleaning and maintenance services, safety initiatives, business support services, neighborhood activation events and streetscape improvement projects. Additionally, the OAA advocates on behalf of the Ocean Avenue corridor with departments and elected leadership in the City and County of San Francisco (City).

The boundaries of the CBD encompass approximately 170 properties along the Ocean Avenue corridor from Manor Drive to Interstate 280 (on the northern side of the street) and from Victoria Street to Lick-Wilmerding High School (on the southern side). The Board of Directors of the OAA oversees the management of the CBD. The Board is comprised of property owners, non-property owning merchants and community members.

Position Summary and Compensation
The OAA is seeking proposals from persons interested in serving as the ED of the OAA or from organizations interested in providing management services to the OAA. The starting date, and the terms and conditions of retention, are subject to negotiation based on the proposals and qualifications submitted. The OAA invites proposals from all candidates that are genuinely interested in a position leading the

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OAA. At a minimum, however, the OAA seeks a candidate willing to make a part-time commitment starting on or before September 1, 2022, for no less than 15 hours/week. The compensation for this position is subject to negotiation but, based on a full-time role (40 hours/week), the candidate could earn an annual base salary of $75,000 (plus, if applicable, retirement plan contributions and health insurance assistance). Compensation is subject to adjustment/negotiation based on the agreed terms and conditions of retention.

**Position Responsibilities**

Generally, the candidate will provide professional leadership for the OAA’s management of the CBD territory. The candidate is responsible for implementing the CBD’s management plan, overseeing corridor services, marketing and promoting the Ocean Avenue retail district and advocating on behalf of the corridor with City officials. The candidate will work closely with the Finance Committee of the Board to ensure sound financial practices and internal controls. The candidate will also engage with businesses, property owners, neighbors and elected officials to develop and maintain relationships that further the community-minded mission of the OAA.

More specifically, the candidate will:

- Ensure that the OAA’s administration agreement with the City as well as state and local law, including the Brown Act and the California Public Records Act, are fulfilled in a timely and professional manner.
- Provide direction and guidance for execution of the CBD management plan.
- Support the Board and manage staff, encouraging shared ownership of the OAA’s mission and strategic goals.
- Develop and supervise the OAA’s annual $550,000 budget consistent with the CBD management plan (the budget includes assessment revenue—approximately $350,000 in FY22-23—and non-assessment revenue, such as grants and donations).
- Assist the OAA to implement the recommendations contained in the OAA’s 2021 strategic plan.
- Guide the OAA through the renewal and expansion of the CBD before its sunset date.
- Serve as the primary spokesperson and advocate representing the OAA to the media, the City (including the Mayor’s office and the Board of Supervisors), other government agencies and other benefit and improvement districts.
- Develop and maintain relationships among multiple stakeholders including business owners, nonprofit organizations, residents and visitors to assess the corridor’s needs.
- Work collaboratively with relevant stakeholders to develop and track short- and long-term solutions for the OAA corridor.
- Manage the contracts and services delivered by the OAA and its sub-contractors (cleaning and maintenance services, marketing services, grant projects, etc.).
- Regularly walk the Ocean Avenue corridor to engage with merchants about their needs and to validate the performance and effectiveness of OAA programs.
• Develop and promote programs for local businesses which may include:
  ■ Preparing flyers, newsletters, and advertisements
  ■ Maintaining the OAA’s social media accounts
  ■ Maintaining the OAA’s website to disseminate information about the OAA’s goals, programs, and activities.
• Sustain and maintain fundraising, including monitoring of current grants and submission of new grant proposals.
• Work with the OAA’s accountant and bookkeeper to approve invoices, pay bills, manage books, and bank accounts, and prepare annual financial statements and tax filings.

Qualifications
• 5 years of progressively responsible management experience in a non-profit or community-based organization of similar scope and size.
• Experience in nonprofit, public or business administration, community development, communications or related fields is preferred, or an equivalent combination of experience and education.
• Excellent written and oral communication skills, including public speaking skills as well as the ability to write clearly for media publications and the general public.
• Experience managing City grants and contracts.
• Experience and ability to constructively collaborate with a non-profit board of directors.
• Ability to raise money through City and private grants or donations.
• Ability to work successfully with diverse communities.
• Strong knowledge of fiscal management and budgeting.
• Experience working with people of diverse racial and ethnic backgrounds, socioeconomic statuses, ages and sexual orientations.
• Spanish and/or Cantonese speaking preferred but not required.

Personal Characteristics
The OAA seeks candidates with demonstrated competency in guiding a community-based organization. The candidate must be willing to work flexible and remote hours. The candidate should also be able to actively and capably represent the OAA in public meeting and other venues, and should have knowledge and experience with local politics and district management.

Application Process
Please send a resume and cover letter to the OAA, with the subject line Executive Director/District Management Position, by e-mail to OAA.ExecDirPosition@gmail.com. NO PHONE CALLS PLEASE.