



**POSITION PROFILE**

# **ECONOMIC DEVELOPMENT DIRECTOR**



**SAINT PAUL  
MINNESOTA**





## THE CITY OF SAINT PAUL, MINNESOTA IS SEEKING AN EXPERIENCED ECONOMIC DEVELOPMENT DIRECTOR.

Reporting to the Director of the Department of Planning and Economic Development, the Economic Development Director provides overall management for a team of professionals working to facilitate equitable economic opportunity by building a diverse, vibrant economy; catalyzing job creation, private investment, and revenue generation; supporting existing businesses and promoting the attraction and creation of new businesses; and facilitating real estate development and redevelopment in Saint Paul.

### THE CITY WE SERVE

Saint Paul, the head of navigation of the great Mississippi River and Minnesota's Capital City, is a city of neighborhoods. Like a network of urban villages, our neighborhoods are strong and stable, each with its own unique offerings, texture of historic interest, cultural landmarks, and racial and ethnic diversity. This is why people lucky enough to live here feel a remarkable sense of belonging, a sense of place.

With a population of over 300,000 and home to over 179,000 jobs, Saint Paul is at the heart of the Minneapolis-Saint Paul metropolitan area of nearly 4 million people. More than 80 languages are spoken in the homes of Saint Paul school students, with the four most used languages being English, Spanish, Hmong and Somali. We seek to strengthen our innate assets by meaningfully engaging our diverse residents and businesses to build a city that is welcoming and highly livable, and to maximize our unique potential to be a compelling force in the global economy.

Saint Paul has a thriving commercial center and is home to Fortune 500 company headquarters, large regional enterprises, and countless small businesses and professional firms. We play a key role in the fortunes of the dynamic Minneapolis-Saint Paul metro area. Large-scale, visionary transit projects, such as the Green Line light rail transit, link the East Metro with the metro core in a way that integrates neighborhood interests.

Saint Paul comprises 52 square miles of land and within that area boasts 61 miles of main line railway, 26 miles of Mississippi River waterway, and 17.9 miles of interstate highway. The Saint Paul downtown airport has 39,196 annual takeoffs and landings, providing a convenient location for business and personal jets, augmenting the commercial and freight air service at the Minneapolis-Saint Paul International Airport, eight miles south of the downtown core. This connected urban setting offers ample opportunities for recreation, business investment and active urban living.

While we are the seat of government for the State of Minnesota and Ramsey County, Saint Paul is also undoubtedly the state's historical and cultural heart. Saint Paul is home to the National Hockey League's Minnesota Wild, the Minnesota Twins affiliated Saint Paul Saints minor league baseball team, Major League Soccer's Minnesota United, the nationally renowned Ordway and Penumbra Theatres, and the Palace Theater, a downtown vaudeville theater turned music venue. Our family-friendly downtown also offers both the Science Museum of Minnesota and the Minnesota Children's Museum. Eleven colleges and universities within Saint Paul complement high-quality public and private elementary and secondary school systems. Art galleries flourish both in Lowertown and in neighborhoods throughout the city. A strong historic preservation ethic has ensured that significant buildings, views, and public spaces continue to inspire those who live here.

To learn more about why Saint Paul is a great place to live, work and play, visit [stpaul.gov](http://stpaul.gov), [visitsaintpaul.com](http://visitsaintpaul.com), or [stpdowntownalliance.org](http://stpdowntownalliance.org).

# THE IDEAL CANDIDATE

The ideal candidate for this position will be a talented, creative professional who understands both the challenges and the unique rewards of public service. While the expectations are high and the demands will be significant, our new Economic Development Director will be joining a team of skilled professionals who are excited about the future, committed to public service, and looking forward to building on the momentum in Saint Paul. The Economic Development Director will serve as the City's chief Economic Development policy expert and implementation manager, overseeing a staff of 15-20 professionals. As a member of PED's Leadership Team, the Economic Development Director will work closely with the department Director, Deputy Director, and the Directors of the Planning Division and Housing Division, as well as leadership from other departments, City Council, and the Mayor's Office.

## A KNOWLEDGEABLE AND ADEPT ECONOMIC DEVELOPMENT PROFESSIONAL

The ideal candidate will be a visionary Economic Development professional with current and relevant knowledge of the economic development landscape. Desired qualities include:

- Current knowledge of industry, regulatory, and legislative developments affecting economic development initiatives, services, and functions
- Thorough knowledge of economic development programs, grants, loans, and services available at the Local, County, State and Federal level
- Ability to collect, review, analyze, and interpret statistical data related to economic development, and use such data to make informed recommendations to City leadership
- A vision for equitable economic opportunity in Saint Paul

The ideal candidate will have broad experience in Economic Development policy and practice, and be able to point to demonstrated outcomes. Areas of expertise should include:

## ECONOMIC DEVELOPMENT STRATEGY

The Economic Development Director will lead the development, implementation and oversight of an economic development strategy for recovery from the economic disruption of COVID-19 and in preparation for future natural or economic challenges. Preferred candidates will be experienced in leading similar efforts to create and implement a multi-year economic development strategy in cooperation with a consultant, and with input and support from economic development partners, community members and other stakeholders.

## REAL ESTATE FINANCE AND DEVELOPMENT

Along with the Housing Director, the Economic Development Director will oversee the redevelopment of Housing and Redevelopment Authority land into single-family or multi-family residential or commercial projects. Responsibilities will include:

- Assisting with the management of the City/HRA's existing real estate assets, incentives, and programs to encourage private residential, commercial, and business investment that advances equity and builds community wealth
- Negotiating development agreements, evaluating financial and social impacts of proposed developments, project incentive requests, and presenting recommendations to the HRA board
- Directing and overseeing the implementation of the development process for multiple development and redevelopment projects
- Desired relevant experience includes:
  - ◊ Expertise working on complicated financing projects to provide creative solutions while balancing policy objectives and goals
  - ◊ Experience with tax increment financing, the "but-for" and needs test and review, cost-benefit analysis, bond cash flow analysis, fiscal impact study, tax impact analysis, proforma analysis, rate of return analysis and general project management
  - ◊ Strong background in property tax and sales tax increment financing, tax abatement, state grant and loan programs, enterprise zones, community development authorities and special service/business improvement districts



## **BUSINESS RETENTION, EXPANSION AND ATTRACTION**

The Economic Development Director will lead the implementation of marketing strategies and business attraction programs, leading to commercial and industrial prospects for business within Saint Paul. Will develop and maintain cooperative relationships with local businesses, and ensure staff communicate regularly with local businesses to help them connect with appropriate City staff or City resources. Related responsibilities will include:

- Assessing the physical, geographical, financial, technological, and human resource needs of companies within the community
- Determining target industry sectors
- Assisting developers, corporations and investors in locating sites, conducting site tours and providing information
- Supporting small businesses and entrepreneurs, connecting them with access to capital, incubator space, and technical assistance to navigate regulatory processes

## **AN EFFECTIVE PARTNER, RELATIONSHIP BUILDER AND COMMUNICATOR**

The Economic Development Director will establish and maintain close and effective working relationships with leadership from economic development partner organizations including Greater MSP, the Saint Paul Area Chamber of Commerce, the Saint Paul Port Authority, the Saint Paul Downtown Alliance, Visit Saint Paul, Ramsey County Community and Economic Development, the Minnesota Department of Employment and Economic Development (DEED/Governor's Office) and other regional and state level economic development organizations and professionals, to support the creation and implementation of the economic development strategy. This position interacts with a variety of sectors including business, education, entrepreneurial, real estate, site selection and development communities in order to recognize immediate needs, future plans and to seek opportunities to retain, expand, attract and create new jobs and develop a dynamic workforce.

Strong communications skills are necessary, as responsibilities will include:

- Representing the City of Saint Paul at economic development-related workshops, business tradeshow or other meetings, including before or after normal business hours
- Fostering an understanding of the City's economic development efforts through speaking engagements, media interviews, appearances, and creating visibility for the department's efforts
- Providing information and making presentations to internal and external stakeholders on economic development issues, programs, services, and plans
- Working with the department and City communications staff to develop and regularly refresh materials, web pages, etc.

## **CULTURALLY COMPETENT AND POLITICALLY SAVVY**

The ideal candidate will have demonstrated success in navigating intercultural relationships and working effectively with diverse populations and perspectives. Must have the ability to mentor and guide staff in cultural intelligence and in working within a diverse, urban community. Multilingual abilities are an asset to this position. With intensive work with communities and elected officials, Saint Paul's Economic Development Director must have political skills to manage complex power relationships.





## **A STRONG, EXPERIENCED LEADER**

An effective Economic Development Director will recognize staff's skills and abilities, support their professional development and effective teamwork through guidance and mentorship, and inspire the team to excel in advancing equity as part of the department's mission. As a leader, the Director will determine Economic Development Division priorities, including project timelines and staff assignments. The Director should have experience effectively recruiting and retaining a diverse and talented staff.

## **COMMITTED TO EQUITY**

The planning, housing, and development/economic development professions in the United States have historically played an instrumental role in establishing racist structures that now perpetuate racial inequities. Land use policies and redevelopment activities created exclusionary neighborhoods and formed barriers to resources and opportunities for people of color in Saint Paul and throughout the country.

In fact, the Twin Cities of Saint Paul and Minneapolis rank near the bottom for several racial equity metrics among comparable metropolitan areas. As an example, disparities between Black and white communities are especially troubling as demonstrated by the following information:

- The median income for Black families in the Twin Cities area is consistently less than half of the median income for white families. This income inequality gap is one of the largest in the nation.
- Before the pandemic, the unemployment rate among the Black population in Minnesota was at a historic low, but it was still double the rate of the white population.
- While about three-quarters of white families in the Twin Cities own homes, only about one-quarter of Black families do.
- In 2019, the incarceration rate of Blacks in the Twin Cities area was 11 times that of whites.
- The state of Minnesota has one of the nation's worst education achievement gaps between the Black population and the white population.

The Department of Planning and Economic Development is committed doing our part to dismantle systems of racism and to develop planning, housing and economic development solutions leading to a much more equitable Saint Paul. The Economic Development Director must be committed to equitable economic opportunity in Saint Paul and should be constantly examining our programs, policies, and budget to ensure that they reflect this commitment.

## **PREFERRED EDUCATION AND EXPERIENCE**

- Master's degree in Public Administration, Real Estate, Finance, Urban Planning or a related field and six years of progressively responsible professional Economic Development experience, preferably including two years in a supervisory capacity
- Or, Bachelor's degree in Economic Development, Public Administration, Real Estate, Finance, Urban Planning, or a related field, and eight years of progressively responsible professional Economic Development experience, preferably including two years in a supervisory capacity
- Certified Economic Developer or Economic Development Finance Professional preferred



## COMPENSATION AND BENEFITS

Starting salary is negotiable based on experience and qualifications. The upper end of the salary range for this position is \$152,172.80. The City of Saint Paul has an outstanding benefits package, including:

- Medical Insurance – Premium fully paid for employee, significant contribution for family coverage
- Dental Insurance – Available at a cost
- Life Insurance – Premium fully paid for employee, coverage equaling 1½ times annual salary
- Short and Long-Term Disability insurance – Premium fully paid for individual employees
- Pension – City contribution to MN Public Employee Retirement Association
- Deferred Compensation – (similar to a 401k) with employer match
- Vacation - Accrued at 17 – 29 days per year, based on years of service
- Other Leave – 11 paid holidays

## APPLICATION PROCESS

To be considered for this exceptional career opportunity, please visit the [City of Saint Paul's job openings page](#) to submit your resume and cover letter.

**Resumes will be reviewed as they are received, and interviews will be conducted on a rolling basis until the position is filled.**

For questions, please contact:

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The City of Saint Paul is an affirmative action employer and has a commitment to diversity in its workforce. We encourage applications from all individuals including persons with disabilities, persons of color, LGBTQ, and women.

