



## **POSITION DESCRIPTION**

**TITLE: Experience Director**

**REPORTING TO: CEO**

**FLSA CLASSIFICATION: Exempt**

**EFFECTIVE DATE: TBD**

### **BACKGROUND ON THE EDDC:**

The Erie Downtown Development Corporation (“EDDC”) is a 501(c)(3) nonprofit corporation formed by community leaders in 2017 to restore and revitalize downtown Erie via real estate development.

Over the next three (3) years, the EDDC will rehab or build twelve (12) buildings, across three (3) blocks, resulting in the following:

- 477,000 total square feet;
- 100,000 square feet of commercial space;
- 150 to 170 residential units; and
- 325 to 350 parking spaces.

The EDDC is working to develop a diverse, welcoming, vibrant, and safe downtown for residents, businesses, and visitors. To that end, the EDDC desires to cultivate an Erie experience through the coordination of retail, residential, cultural, and recreational amenities and activities. The Experience Director will play a critical role in helping to cultivate this experience.

### **POSITION SUMMARY:**

The Experience Director will manage the experience for all residential and commercial tenants. The position involves traditional property management functions, such as leasing the properties, ensuring that rents are being paid, attending to tenant needs, and transitioning tenants. At the same time, the EDDC expects the Experience Director to be cultivating unique events, activities, and experiences for residential tenants and to be collaborating with the commercial tenants on different events, activities, and experiences that will draw visitors to the EDDC’s properties. The Experience Director should be proactive in thinking about how to make downtown a wonderful experience for residents, commercial tenants, and visitors. The Experience Director will also work

with the rest of the EDDC team and other related organizations in transforming downtown Erie into the most-sought after urban neighborhood, as well as a regional dining, shopping, and cultural destination.

## **DUTIES AND RESPONSIBILITIES:**

The Experience Director will be expected to provide the following services:

### **1. Manage the Properties:**

- Coordinate with EDDC co-developer, Sinatra Real Estate, to develop a handbook of policies, rules, and regulations for the properties, and enforce such handbook.
- After a property is vacated, conduct and document a final inspection, and take all necessary actions to disable tenants' access to the properties, which shall include re-keying any residential unit.
- Manage relationship with selected cleaning company for the properties.
- Develop a network of contractors, subcontractors, tradesmen, skilled specialists, and others, who are able to resolve any property repairs or maintenance.
- Monitor properties for necessary repairs and preventative maintenance, and, after conferring with the EDDC, contracting with subcontractors to provide such repair and maintenance or other property management service.
- Manage and oversee any improvements or modifications made to the properties, which includes engaging with any contractors and subcontractors.
- Conduct a semiannual inspection of the properties, including exterior and interior inspections, and provide the EDDC with a written report about such inspections, which shall include photos of any deficiencies, recommendations for repairs or maintenance, and management plans.
- Represent the EDDC, in coordination with the EDDC team and the EDDC's legal counsel, in any legal actions involving the EDDC.

### **2. Manage the Relationship with Tenants:**

- Develop rental agreements in coordination with the EDDC team, execute rental agreements with tenants, and enforce all terms of rental agreements.
- Collect all rents, fees, and other charges from tenants, and disburse security deposits and other deposits to tenants, under the terms of the rental agreements.
- Process all electrical, gas, garbage, sewer, water, telephone, and internet fees (the "Utility Fees") and, where required by rental agreement, bill such Utility Fees to tenants.
- Communicate to tenants any maintenance or other issues that may disrupt tenancies.
- Manage and address any tenant concerns and any conflicts amongst tenants, which shall include documenting and keeping a record of any communications with tenants on issues, concerns, and complaints, and resolutions of such.
- Terminate tenancies and serve any notices, as appropriate, regarding possession of premises and recovery of rent or other sums due.
- Provide 24-hour emergency contact for emergency concerns.
- Represent the EDDC in any other matters involving tenants.

### **3. Cultivate Experiences for Tenants:**

- Coordinate special events, activities, and experiences to promote the properties and/or engage prospective tenants.
- Communicate to tenants any local events, activities, and experiences that would be of interest to them.
- Coordinate special events, activities, and experiences that are exclusive for residential tenants.
- Collaborate with commercial tenants on special events, activities, and experiences to draw people to the EDDC properties and increase the number of visitors to commercial tenants.
- Develop initiatives to build a community amongst the residential and commercial tenants.
- Along with EDDC Vice President for Community Engagement & Social Impact, collaborate with governmental and nongovernmental partners on different downtown events, activities, and experiences.

**4. Marketing the Properties & Tenant Recruitment:**

- Develop and implement a marketing and tenant recruitment plan that complements the experience the EDDC is creating.
- Ensure that all legal terms are complied with in doing so, including ensuring that prospective tenants are not discriminated against on account of being a member of any protected class as defined by Federal, Pennsylvania, and local laws.

**5. Market Research & Rent Determination:**

- Prepare a market analysis of the local commercial and residential real estate markets and of comparable revitalized urban neighborhoods in other cities.
- Work with the EDDC team on establishing rental prices and rental periods for the commercial and residential spaces.

**6. Financial Management:**

- Work with the EDDC Controller to compile monthly reports/statements for each property, documenting the revenue and expenses for that month, providing a narrative of the operations of the property, and detailing any other information as requested by the EDDC.
- Prepare annual operating budget and a five (5) year capital plan, which shall include suggested capital improvements and detailed suggestions for the improved operation of the property with a detailed narrative.
- Perform periodic property valuations/appraisals.
- Coordinate with EDDC team on property insurance.
- Report financial information to EDDC team upon request.

**7. Other:**

- Any other responsibilities as set forth by the EDDC.

*This position description in no way states or implies that these are the only duties to be performed by the incumbent. Employees are required to follow any other job-related instruction and to perform any other duties as required by their supervisor, or as become evident.*

**QUALIFICATIONS:**

Bachelor's degree in real estate, property management, hospitality, or business is preferred.  
Experience in real estate, property management, hospitality, or business is preferred.

**APPLICATION PROCEDURES & TIMING:**

Cover letters and resumes should be emailed to [john.persinger@erieddc.org](mailto:john.persinger@erieddc.org) by November 30, 2020. The position will start in Q1 2021 before properties open in Q2 2021.