

## INTERGOVERNMENTAL SERVICES CONTRACT

**THIS INTERGOVERNMENTAL SERVICES CONTRACT** (this “Contract”), made and entered into as of the 6 day of January, 2020, by and between the **CITY OF DALTON, GEORGIA**, a municipal corporation of the State of Georgia (the “City”), and the **DOWNTOWN DALTON DEVELOPMENT AUTHORITY**, a body corporate and politic and political subdivision of the State of Georgia (the “DDDA or Authority”).

### WITNESSETH:

**WHEREAS**, the 1983 Constitution of the State of Georgia, Article IX, Section III, Paragraph 1 (a) provides that: “...any county, municipality, school district, or other political subdivision of the state may contract for any period not exceeding 50 years with each other or with any other public agency, public corporation, or public authority for joint services, for the provision of services, or for the joint or separate use of facilities or equipment”; and

**WHEREAS**, the DDDA was created pursuant to the provisions of Article IX, Section VI, Paragraph III of the 1983 Constitution of the State of Georgia, the Downtown Development Authorities Law of the State of Georgia, O.C.G.A. § 36-42-1, et seq., as amended (“DDA Law”), Georgia Laws, and resolution of the Mayor and Council of the City of Dalton, and is now existing and operating as a public body corporate and politic; and

**WHEREAS**, the DDDA finds as its purpose in the DDA Law (O.C.G.A. § 36-42-2) the revitalization and redevelopment of the central business district of the City of Dalton to develop and promote for the public good and general welfare trade, commerce, industry, and employment opportunities and promote the general welfare of this state by creating a climate favorable to the location of new industry, trade, and commerce and the development of existing industry, trade, and commerce within the City of Dalton; and

**WHEREAS**, the City and the DDDA wish to enter into this Contract to better set out the parties’ responsibilities and to better define the relationship of staff, management of programming, and financial obligations with respect to the City and the DDDA;

**NOW, THEREFORE**, for and in consideration of the premises and undertakings as hereinafter set forth and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the City and the DDDA do hereby agree, as follows:

1. **Term.** This Contract shall become effective on January 1, 2020, shall continue in effect until December 31, 2021.

2. **Service Area.** In accordance with the procedures defined by state law, the City has designated the area in which the DDDA as the Downtown Historic District.
3. **Services.** The DDDA shall provide the Services to the City described in Exhibit 1.
4. **Payment for Services.** The City shall pay to the DDDA the amount of \$135,000.00 per annum for the Services within the Service Area.
5. **Job Descriptions.** The DDDA shall employ an Director and Main Street Program Coordinator with the job descriptions set forth in Exhibit 2.
6. **Amendments.** The parties may amend this Contract at any time in writing signed by both parties.
7. **Severability.** Should any phrase, clause, sentence or paragraph herein contained be held invalid or unconstitutional, it shall in no way affect the remaining provisions of this Contract, which provisions shall remain in full force and effect.
8. **Counterparts.** This Contract may be executed in several counterparts, each of which shall be an original but all of which shall constitute one and the same instrument.
9. **Governing Law.** This Contract shall be construed and enforced in accordance with the laws of the State of Georgia.
10. **No Waiver.** Failure to insist upon strict compliance with any of the terms herein (by way of waiver or breach) by either party hereto will not be deemed to be a continuous waiver in the event of any future breach of any condition hereunder.
11. **Notice.** Any notice required under this Contract shall be given in writing delivered by hand delivery or certified mail to the Mayor of the City or the Executive Director of the DDDA. Notice is deemed given when actually received by the other party.

**IN WITNESS WHEREOF**, the parties hereto, acting by and through their duly authorized officers, have caused this Contract to be executed.

**CITY OF DALTON, GEORGIA**

By: \_\_\_\_\_(SEAL)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Attest:

By: \_\_\_\_\_

City Clerk

**DOWNTOWN DALTON  
DEVELOPMENT AUTHORITY**

By: \_\_\_\_\_(SEAL)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Attest:

By: \_\_\_\_\_

Secretary

## DELIVERABLES

### PROMOTION

- DOWNTOWN BRANDING ( radio, newspaper, infomercials, posters, social media )
- DOWNTOWN AMENITIES ( develop and implement promotional opportunities for merchants, restaurants and small business. )
- TOURIST AND TRAVEL RELATED EVENTS ( collaboration on events and cross promotional programs and venues in conjunction with the CVB )
- COORDINATE HIGH PROFILE AND DRAW EVENTS ( Music Series, Downtown Sampler and BeerFest )
- UPDATED WEBSITE ( general information, events, available properties and resources )
- INTERFACE WITH DEVELOPERS AND ENTREPRENEURS ( hands on review of available properties and applicable financing tools )
- WEEKEND GUIDE / DOWNTOWN INFORMATION ( happenings each weekend in downtown and regular downtown news updates )

### DESIGN

- COLLABORATE WITH HPC ( promote development patterns that preserve unique , cultural, natural and historic resources )
- FACADE GRANTS ( administer grant application process and coordinate with HPC )
- DESIGN CONSULTATION AND ASSISTANCE ( provide resources available through Main Street, DCA , UGA and CAG to assist merchants and property owners )
- CONSULTING AND COMPLIANCE ( ensure developers and designers understand ordinances and zoning regulations as well as historic district appropriateness )
- ARTS/CULTURE ( actively pursue and promote projects that provide education, information and entertainment with respect to historical and cultural aspects of the community's diverse citizenry ; partner with CAG on artist-in-residence project funded by the Lyndhurst Foundation )

## ORGANIZATION

- BOARD OF DIRECTORS ( carry out financial and fiduciary responsibilities in accordance with the Bylaws of the organization and provide oversight and management of professional staff )
- PROFESSIONAL STAFF ( recruit and provide ongoing professional development opportunities to qualified professional staff )
- MAIN STREET ACCREDITATION ( meet and or exceed all requirements to maintain accreditation with National and State Main Street organizations )
- CITY DEPARTMENTS ( communicate and coordinate as necessary to maintain excellent working relationships )
- FUNDING AND RESOURCES ( act as liaison for both Downtown and the City of Dalton with DCA, GMA, GA Cities Foundation and other potential organizations in pursuit of grants or alternative sources of funding )
- SPECIAL EVENTS PERMITS ( act as point of contact and coordinate all application requests in a timely manner, in accordance with established policies and procedures )
- CONSTITUENCY ( provide the services and assistance as required to downtown merchants, property owners, residents, employers and employees and represent their interests to local government and the community at large )
- BOARDS AND COMMISSIONS ( maintain a close working relationship with the various appointed boards and commissions as may be necessary in performance of DDDA business )
- INTERAGENCY COLLABORATION ( align branding and strategic initiatives with the JDA, CVB, Chamber and Believe Greater Dalton to promote the economic vitality and vibrancy of Greater Dalton avoiding duplication of services )
- TRAINING/CERTIFICATION ( meet and/or exceed all training requirements for both the board and professional staff )

## ECONOMIC RESTRUCTURING

- MASTER PLAN ( ensure that programs and initiatives are consistent with consensus plan and frequently communicates status of plan and projects )
- PUBLIC/PRIVATE PARTNERSHIPS ( identify and pursues investment in downtown by leveraging resources available through DDDA, City of Dalton and private investment )
- RECRUITS AND RETAINS ( proactively work with small business and entrepreneurs to bring into and maintain downtown business activity and employment )
- BUSINESS START UP ( provide point of contact, one-stop service to individuals interested in locating in downtown )
- DALTON INNOVATIVE ACCELERATOR ( provide support and technical assistance to private sector partners and other individuals and organizations interested in the DIA facility, operation or resources )
- PROJECT FINANCING ( promote and facilitate application process for tax credit and revolving loan programs. )
- REFERRALS ( provide referrals to additional resources available through the Small Business Development Center, Access to Capital for Entrepreneurs, Southeast Industrial Development Association, and the Georgia Department of Economic Development )
- DEVELOPMENT FUNDING ( work with private sector developers to assess project viability for funding available through DDDA, TAD, DCA, ARC and/or Georgia Cities Foundation )
- BLIGHT ABATEMENT ( pursue strategies for re-use of brownfields, greyfields and abandoned buildings )
- RESIDENTIAL ( utilizing the Master Plan and the Housing Study, DDDA partner with local government to where possible reduce barriers to residential housing development in downtown by promoting addition loft and mixed use development )
- TRANSPORTATION/WALKABILITY ( assess and provide technical assistance to local government as to traffic flow, parking, pedestrian corridors and implementation of smart mobility solutions )

## **Executive Director**

### **Position Description- Executive Director of Downtown Dalton Development Authority**

Plan, develop, market and manage all aspects and activities to downtown development; including business recruitment, retention and expansion, and community development activities that enhance the quality of life for Downtown Dalton.

### **Duties and Responsibilities:**

- Provide vision, leadership and continuity for downtown development internally and externally.
- Establish financial integrity and accountability for the Downtown Dalton Development Authority.
- Ensure thorough and timely communication with chairperson and board.
- Implement and report progress of annual organizational goals and objectives.
- Represent the Downtown Dalton Development Authority in matters that correspond with its mission.
- Serve as the spokesperson for all matters related to downtown development.

### **Key Responsibilities:**

- Familiarization with all persons and forces directly or indirectly involved in the downtown area.
- Oversee & maintain DDDA Operating Budget and prepare annually. Familiar with payroll/accounting practices including payroll taxes and withholding. Responsible for timely filing of Federal and State returns including Social Security. Works closely with Treasurer to ensure all financial data is reported tracked and monitored.
- Assess leadership and management capacities of major community organizations influencing downtown development and encourage improvement in undertaking joint activities.
- Encourage a cooperative climate between the DDDA, downtown businesses and public officials, addressing the area of public improvements and issues in downtown.
- Help build strong and productive working relationships with appropriate public and private agencies at the local, state, and national levels.
- Assist the DDDA Board of Directors in developing an action plan with yearly updates.
- Monitor meeting attendance and required training of DDDA Board.
- Expand and develop advisory/volunteer capacity ensuring that committee activity is moving smoothly.
- Develop strategies to increase opportunities downtown, attracting new users to existing facilities, expanding market opportunities and promoting existing businesses.
- Facilitate recruiting new businesses downtown
- Inform and assist tenants and property owners with physical improvement projects.
- Represent the DDDA/Main Street at various state and national conferences, workshops, and seminars.
- Maintain personal contact with all members of the DDDA district through newsletters, DDDA brochures, special events and functions, and business visits.

- Oversee update of all DDDA marketing materials and associated printing costs.
- Perform other related tasks as directed by the DDDA Board of Directors.

**Specific Duties:**

- Serve as the downtown development marketing leader and contact for the Greater Dalton Community.
- Build positive relationships between local merchants and property owners.
- Respond to and prepare proposals for prospects in a timely manner.
- Serve as the key contact for new and expanding commercial and retail projects.
- Host site visits, lead negotiation process, develop incentive packages for consideration.
- Work closely with company representatives from initial proposal through operational start-up and then on-going as existing industry.
- Work with local government on downtown development issues, such as infrastructure, incentives, grant preparation and administration.
- Support local government and other community organizations in other downtown attraction efforts.
- Develop strong relationships with stakeholders at all levels.
- Meet on a regular basis with existing merchants and property owners and maintain relationships to assure firsthand knowledge of potential issues, expansions, etc. Work closely with local businesses to resolve problems and concerns related to local operation and property owners.

**Skill Set Requirements:**

- A bachelor's degree in marketing, business, planning, finance, real estate, or related discipline.
- Experience in preservation-based commercial revitalization, an acute visual sensitivity and commitment to the preservation philosophy.
- Should be an energetic, self-motivated, imaginative and accomplished organizer, capable of functioning effectively in an independent situation, while maintaining a sense of the overall goals of the commercial revitalization product.
- Strong oral and written communications skills as well as attention to detail.
- An ability to deal effectively with the public and governmental officials.
- Expertise in economic development and/or finance and real estate.
- Outstanding consensus building and interpersonal, verbal and written communication skills.
- Clear understanding of how businesses operate and their needs for success.
- Excellent ability to develop and build relationships.
- Ability to organize, implement, and evaluate programs.
- Ability to deal with confidential information.
- Strategic planning and implementation experience.
- Strong organizational skills.
- Articulate and poised.
- Ability to identify issues, develop solutions, build support and implement decisions.



- Well versed in economic incentive and financing methods.
- Familiarity with planning and zoning, government regulations and procedures.
- Budgeting and finance experience.
- Proficient with technology.
- Regional and state assistance program knowledge.
- Grant writing experience.
- Excellent interpersonal, organizational, and team building skills.
- Experience in developing projects from initial contact, proposal submission, site visits, negotiating incentives through start up and ongoing existing industry support.
- Knowledge of financial packaging and grant and loan programs.
- Ability to work with area, regional and state economic development partners.
- Ability to maintain a high level of professionalism at all times.

# **CITY OF DALTON GEORGIA**

**JOB TITLE:** Main Street Program Coordinator

**DEPARTMENT:** Dalton Downtown Development Authority

**REPORTS TO:** DDDA Executive Director

**FLSA STATUS:** Hourly

**SUPERVISES:** Committee members, volunteers and some maintenance employees for events

**SAFETY SENSITIVE:** No

**DATE REVISED/REVIEWED:** June 27, 2019

## **Purpose of Job**

The Main Street Program Coordinator provides administrative services for the Downtown Dalton Development Authority (DDDA) and its Main Street Program, coordinates events hosted by the authority and coordinates the special event permitting process. The coordinator works with the DDDA staff and board to maintain Dalton's annual accreditation as a Georgia Classic Main Street and to promote and to implement the downtown master plan and Main Street community transformation strategies. The coordinator recruits and manages volunteers, coordinates events, tracks reporting data for the Main Street Program's activities and accomplishments and manages all social media for the authority and Main Street Program. The position involves extensive interaction with DDDA board members and staff, local advisory groups, community partners, business and property owners, volunteers and area residents.

## **Job Related Requirements**

### **Typical Work Schedule:**

- Monday - Friday, 8:30 a.m. – 5:00 p.m. Participation at evening meetings and special events is required; some weekend tasks as necessary.
- Work is performed in a variety of conditions and settings, including but not limited to a desk in an office setting, outdoors in a variety of weather conditions and includes standing for a long period of time during working hours along with the physical demands of setting up and breaking down of events and programs.
- Must have a valid Georgia driver's license.
- Regular and predictable attendance is required.

## **Minimum Requirements to Perform Essential Job Functions**

(List the minimum requirements an individual must possess in order to be considered for this position. Include certifications, licensure, education, etc.)

- Must work cooperatively with others.

- Must be able to work a minimum of 40 hours a week.
- May require attending evening meetings and working weekend events.
- Must be available to travel out of town for training purposes.
- Minimum two-year degree or equivalent from an accredited college or university, preferably in public relations, marketing, communications, public administration, economic development or business.
- One year progressively responsible experience in coordinating special events preferred.

### **Essential Duties, Responsibilities:**

**The following duties are normal for this position. They are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.**

- Serves as the primary staff contact for DDDA administrative activities. Plans and prepares for regular and special called meetings that include but are not limited to agenda preparation, communicating meeting notifications and reminders to members, posting meeting notices and cancellations, recording and distribution of meeting minutes, general recordkeeping and other duties as assigned.
- Performs duties related to planning, preparation and operation of DDDA, task forces and committees.
- Performs financial administrative duties for the Main Street Program, including recordkeeping, purchasing and accounting.
- Generates data for monthly Main Street reports and maintains a business and building inventory to track investment and job creation in the district.
- Develops and maintains relationships with merchants and property owners, works with diverse groups and builds teams to accomplish program goals.
- Performs duties and makes decisions consistent with the DDDA's mission, vision and core values.
- Develops printed and electronic materials, manages their distribution and evaluates their relevance.
- Maintains communication with all necessary city officials and departments involving projects, programs and events within the downtown district.
- Works with director to encourage downtown stakeholders to undertake collaborative activities such as promotional events, advertising, uniform store hours, special events, etc.
- Provides support to, plans and implements special events and activities to enhance the visitor, shopping, dining and living experience in downtown Dalton.
- Serves as liaison between city departments, business owners and vendors to manage special events and to coordinate special event permit application process.
- Performs other related duties as assigned.

### **Knowledge, Skills and Abilities**

- Excellent verbal and written communication skills and experience preparing reports.
- Marketing, public information and promotional techniques used in downtown development, including current digital and social media programs.
- Ability to interact and coordinate effectively with board members, groups, community partners and volunteers from diverse social and economic cultures.
- Knowledgeable of local government operations, policies and procedures.

- Knowledge of event planning methods and principles.
- Able to recruit, assign, mentor, collaborate with and monitor volunteers effectively and to manage various projects. Employee makes independent decisions on staff deployment and resources needed.
- Self-starter and self-directed, requiring minimal supervision with superior organizational, multi-tasking and time management skills.
- Demonstrated proficiency in Microsoft Office and G Suite programs.
- Preference given to candidates with knowledge and experience in principles, practices, methods and issues of Main Street Program or knowledgeable of principles and practices relative to the following fields: finance, public relations, journalism, business administration, public administration, retailing, volunteer or nonprofit administration, and/or small business development.

### **(ADA) MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**PHYSICAL REQUIREMENTS:** Must be able to use body members to work, move or carry objects or materials. This position requires: stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, feeling, talking, hearing, seeing and repetitive motion. May be exposed to inclement weather. Physical demand requirements are generally at levels of office work.

**DATA CONCEPTION:** Requires the ability to compare and or judge the readily observable functional, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

**INTERPERSONAL COMMUNICATION:** Requires the ability to hear, speak and/or signal people to convey or exchange information. Includes receiving assignments and/or directions from co-workers, assistants or supervisors. Must be able to give instructions to volunteers and members of committees and tasks forces.

**LANGUAGE ABILITY:** Requires ability to read a variety of maps, informational documentation, directions, instructions, methods and procedures. Requires the ability to prepare reports, forms, etc., using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style. Requires the ability to speak to people with poise, voice control, and confidence.

**INTELLIGENCE:** Requires the ability to learn and understand basic principles and techniques; to acquire and be able to expound on knowledge of topics related to primary occupation; and to make independent judgment in the absence of management.

**VERBAL APTITUDE:** Requires the ability to record and deliver information, to explain procedures, and to follow verbal and written instructions. Must be able to communicate effectively and efficiently in a variety of administrative or technical languages appropriate working in government and with the public.

**NUMERICAL APTITUDE:** Requires the ability to utilize mathematical formulas; add and subtract totals; multiply and divide.

**FORM/SPATIAL APTITUDE:** Requires the ability to inspect items for proper length, width, and shape.

**MOTOR COORDINATION:** Requires the ability to coordinate hands, fingers, and eyes accurately in using equipment. Requires the ability to lift, bend, push, pull, manipulate equipment/tools and objects as the position necessitates.

**MANUAL DEXTERITY:** Requires the ability to operate a computer and office equipment. Must have moderate levels of eye/hand/foot coordination.

**COLOR DISCRIMINATION:** Requires the ability to differentiate between colors and shades of color.

**INTERPERSONAL TEMPERAMENT:** Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under considerable stress when confronted with an emergency.

**PHYSICAL COMMUNICATION:** Requires the ability to talk and/or hear: (Talking - expressing or exchanging ideas by means of spoken words). (Hearing - perceiving nature of sounds by ear).

Approved by: \_\_\_\_\_  
Department Head Name

Date Approved: \_\_\_\_\_