



## Public space coordinator – contract position

**Position summary:** The Rochester Downtown Alliance (RDA) is seeking a creative, collaborative person, team, or organization to manage programs that enhance downtown Rochester’s physical environment and daily experience. The public space coordinator will have the opportunity to flex both their creative and pragmatic skills in this role and will be rewarded with visible results from their efforts.

The public space coordinator will work closely with community members and colleagues to make downtown Rochester, Minnesota into the kind of place people talk about, visit, feel welcome in, and want to invest in.

This position is grant-funded with American Rescue Plan Act funding and will be available **March 1, 2023 through May 31, 2024** with potential to extend or transition to full-time work. Individual contractors, teams of contractors, or organizations are welcome to apply.

### Responsibilities and deliverables include:

- Peace Plaza management
  - Rental program
    - RDA manages Peace Plaza as a rental venue on behalf of the City of Rochester. The public space coordinator will be the main point of contact for all space rentals.
      - Be fully versed in the existing Peace Plaza rental guidelines and suggest improvements as needed.
      - Manage all aspects of Peace Plaza rental, from inquiry to execution, providing excellent customer service throughout. Responses are expected within one business day of inquiry.
      - Manage and update the Peace Plaza calendar.
      - Perform targeted outreach to ensure communities across Rochester feel welcome in these spaces.
      - Goal: Facilitate the rental/production of four non-RDA events per month in Peace Plaza May through October 2023.
      - Provide guidance to RDA Start-Up Event Grant recipients hoping to hold events on Peace Plaza.
      - Track, and bill, event coordinator fees for complex events occurring on Peace Plaza.

- Operations
  - Be the knowledgeable first point of contact for inquiries regarding furniture, fixtures, and equipment for Peace Plaza. Understand how to route inquiries that are beyond RDA's scope of management to the appropriate third party: City of Rochester Public Works, City of Rochester Parks and Recreation, adjacent private property owners, Mayo Clinic, Destination Medical Center, etc. Ensure that inquiries are resolved and follow up as necessary.
  - Manage future to-be-determined discussions on public Wi-Fi in Peace Plaza.
  - Manage inventory of furniture, horticulture, flags, banner stands, and other RDA-owned items on Peace Plaza. Procure replacements as needed.
  - Work with RDA's Clean and Safe Ambassadors to keep the plaza clean and safe. Help Ambassadors adjust cleaning and hospitality schedules as needed.
  - Suggest and implement improvements to the plaza as needed.
- Central Park programming
  - Manage the RDA-owned inventory of furniture, game equipment, signs, flowers, and other items in Central Park. Develop a regular schedule (at least twice weekly) to check on the status of equipment.
  - Work with City of Rochester Parks and Recreation department to ensure all spring cleaning, fountain repair, bathroom repair, furniture repair, and other spring maintenance is completed prior to the commencement of summer programming. Develop a regular schedule (at least twice weekly) to check on the status of equipment. Report any issues to the correct entity.
  - Create and implement one (1) series, at least six (6) weeks long, of weekend programming in Central Park between May and September 2023.
  - Assess the viability of a rental program in Central Park, with report due by December 31, 2023.
  - Suggest and implement improvements to Central Park as needed.



- The Deck programming and operations
  - The Deck is a new pop-up space designed to attract activity to Rochester's riverfront.
    - Work with the City of Rochester to finalize any conditional use permits.
    - Review the Riverfront Planning effort's recommended interim activations.
    - Support two pop-ups per month, May through October 2023. Events may be part of a series.
    - Collect event metrics (attendance), photographs, and feedback to make recommendations for future uses of the space.
  
- Mural Grant Program
  - The RDA currently has funding set aside for property owners to have murals completed on their buildings.
    - Serve as the grant administrator for RDA's Mural Grant Program.
    - Goal: Assist in the painting of seven (7) murals by October 2023.
  
- Summer in the City programs
  - Summer in the City is a single umbrella for marketing a combination of summer placemaking programs in downtown Rochester using appropriate subcontractors.
    - Plan and execute RDA's 2023 Sidewalk Sessions series.
    - Plan and execute RDA's 2023 Pop-Up Art Cart series.
    - Plan and execute RDA's 2023 Games on the Go program.
    - Develop 2024 summer programs based on feedback from 2023 and secure contracts.
  
- Additional outdoor furniture placement
  - The RDA will be purchasing additional outdoor umbrellas, and potentially additional tables and chairs, to enhance the public spaces downtown.
    - Assess needs for downtown 2023 and make orders as necessary.
    - Confirm locations for these items.
    - Obtain conditional use permits from City of Rochester if needed.
    - Inventory items and create maintenance plan with Clean and Safe Ambassador team.



- In addition to the specific tasks listed above, the public space coordinator will be expected to:
  - Attend weekly RDA staff meetings and stay informed on full portfolio of RDA work.
  - Meet weekly with the RDA executive director and director of communications to ensure that work is being completed in a timely manner and resolve questions as they arise.
  - Work closely with RDA's communications and marketing team to ensure each placemaking and public space program is well marketed and pitched to media.
  - Track budgets, usage/attendance, survey data, and other metrics for each program. Provide information to RDA team to create recap packets for the City and other partners.
  - Establish and nurture excellent relationships with key collaborators including private property owners and businesses, the City of Rochester, Mayo Clinic, and Destination Medical Center. Represent RDA at related community meetings and focus groups.
  - Stay aware of best practices and new trends in this field.
  - Serve on RDA's Activities, Culture, and Engagement and Place Committee
  - Manage RDA's public space data collection work, including web cam and pedestrian counters.

The RDA is a small, cross-functional team in which collaboration and clear communication are keys to success. We are seeking a team member who understands respect, humor, and setting and meeting expectations keep us all moving forward successfully.



### Skills and experience

- Bachelor's degree in a related field (art, design, marketing, architecture, urban planning or design, park management, or other applicable emphasis) or two years relevant work experience.
- Two (2) to five (5) years professional experience.
- Proven track record of developing, executing, and evaluating projects with multiple partners and stakeholders.
- An expressed love for downtown revitalization and/or public space design.
- Self-motivated, empathetic, creative, forward thinker open to creating new strategies that provide a sense of place and a lively downtown experience.
- Strong written and verbal communication skills.
- Highly organized and detail oriented.
- Able to anticipate project needs, discern work priorities, and meet deadlines with little supervision.
- Willing to work occasional evenings and weekends. All RDA staff support major events
- Able to lift up to 50 lbs.

**Job type:** Contract

**Compensation:** The contract for performing this work, March 1, 2023 through May 31, 2024 (15 months), is \$53,500. A bonus structure may available for Peace Plaza rental revenue income and incentive pay may be available for executing certain deliverables.

**Delivery and expectations:** Work will be assessed quarterly with RDA team. If deliverables are not being met to the satisfaction of RDA this contract may be ended by RDA with 30 days notice.

**Budget:** The budget for executing and marketing these programs will be separate from compensation structure. All invoices will be collected and reviewed by the public space coordinator and processed by RDA.

**To apply, send the following to Holly Masek, RDA executive director, at [hmasek@downtownrochestermn.com](mailto:hmasek@downtownrochestermn.com) by January 30, 2023:**

- Cover letter
- Resume
- Three professional references
- Optional: Design portfolio or placemaking portfolio examples if available (maximum five pages)



**Company overview:**

The Rochester Downtown Alliance (RDA) is a Minnesota nonprofit corporation comprised of a broad range of people, including property owners, business leaders, the city of Rochester, and others with a direct stake in enhanced business and economic development in the downtown district. The RDA also interacts closely with the public, including residents and visitors.

The RDA works collaboratively to build a vibrant downtown community and believes that a strong core positively impacts the greater city of Rochester. The RDA brings downtown to life through events, activation, and advocacy. Finally, the RDA's values are:

- **We're the Downtown Experts** - Downtown Rochester is our focus. Everything we do, we have Downtown in mind, constantly providing events, programs, and services that meet our vision.
- **Build it Together** - Create and maintain an environment where we are better off collectively than we are individually.
- **Strive for Excellence** - We are dedicated to excellence. Our quest embraces creativity, innovation, and hard work. We pride ourselves on being accessible and approachable to everyone. Our No. 1 priority is the quality of our events, programs, and services.
- **Be Passionate** - We bring passion and a positive attitude to all we do.
- **Have Fun** - We have fun with everything we do.