



City of Blue Lake

Economic Development Planner

The Economic Development Planner will serve as the economic development liaison for the City of Blue Lake and local and regional business and development partners and agencies. The planner will research and prepare grant funding applications in support of the City's economic goals and objectives and will conduct a range of economic analyses in support of the City's implementation strategies; the planner will administer, monitor and report on grant activities according to applicable grant regulations. The planner will market, recruit and promote local business and product development through short and long-term branding and promotional strategies and will identify and develop opportunities to enhance investment in the City's downtown and Power's Creek District. The planner will provide assistance to the private development community and will provide professional support to the City Manager; the planner will perform other related tasks and duties as assigned.

Job Duties:

- Performs a variety of economic development, property management, and/or housing tasks including assistance to internal and external customers
- Works with City staff on the development and management of zoning regulations and land use policies that affect business and housing development
- Develops graphics, diagrams, marketing materials, and other visual illustrations and social media posting in support of the City's economic initiatives
- Conducts interviews, studies, and research regarding local businesses, commercial/industrial vacancy rates, sales tax trends, and housing data and demographics,
- Implements programs and projects that support the development of commercial/retail, recreation, housing development and art and culture initiatives
- Participates in small business development initiatives
- Assists with economic development ombudsman duties with City departments on behalf of private developers locating or located within the City
- Assists in representing the City on economic development boards and committees, and other issues as assigned
- Works with citizen committees, special interest groups, non-profit organizations, and neighborhood groups concerning economic development issues and initiatives
- Participates in the development of business assistance, business retention, and financing plans
- Conducts cost benefit analyses
- Prepares grant funding applications as applicable

- Assists with implementing, administering, monitoring and reporting grant activities according to applicable grant regulations

Knowledge, Skills & Abilities:

Knowledge of:

- Principles, practices and procedures related to city and regional planning, economic development, and zoning administration.
- Geographic, socio-economic, transportation, political and other elements related to city planning.
- Planning and development processes.
- Site planning and architectural design principles.
- Applicable Federal, State, and local laws, codes and regulations relating to economic and housing development.
- Research and reporting methods, techniques and procedures.
- Current local, regional and national economic/housing trends.
- Modern office methods, practices, procedures and equipment, including computer hardware and software necessary for graphic presentation, mapping and database management, including Microsoft Office, Microsoft Project and basic GIS concepts and applications.
- Project management techniques.
- Methods and techniques of effective technical report preparation and presentation.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, various business, professional, and regulatory organizations and with property owners, developers, contractors and the public.
- Techniques for providing a high level of customer service to the public and City staff, in person, through social media and over the telephone.

Ability to:

- Interpret planning and zoning regulations and policies for the general public.
- Read plans and specifications and make effective site visits.
- Identify and respond to issues and concerns of the public, Planning Commission, Economic Development Commission, City Council, and other boards and commissions.
- Interpret, apply and explain complex laws, codes, regulations and ordinances.
- Analyze site design, terrain constraints, circulation, land use compatibility, utilities and other urban services.
- Enforce ordinances and regulations effectively and tactfully.
- Make effective public presentations.

- Research planning issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.
- Prepare clear and concise technical and staff reports, correspondence, policies, procedures and other written materials.
- Learn current literature, information sources, and research techniques in the field of urban planning and development.
- Prepare accurate display maps, plans, charts and tables.
- Effectively represent the Department and the City in meetings with governmental agencies, community groups, various business, professional, and regulatory organizations and individuals.
- Analyze and compile technical and statistical information and prepare reports. Make sound, independent decisions within established policy and procedural guidelines.
- Operate modern office equipment including computer equipment and software programs.
- Use English effectively to communicate in person, over the telephone and in writing.
- Use tact, initiative, prudence and independent judgment within general policy, procedural and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of the work.

Education and Experience Requirements:

Education Requirements: Graduation from an accredited four-year college or university with major coursework in urban planning, economic development, economics, political science, community development, business or public administration, or a related field.

Preferred Experience: Three (3) years of professional experience in economic development, economics, political science, planning, zoning and related community development activities.

License: Valid California class C driver's license with satisfactory driving record.

Compensation:

This is a one-year, contracted position with the possibility of adding subsequent years depending upon the success of the position. Compensation range: \$18.89-\$26.93/Hr.