



## Main Street Washington mission:

*To create a  
culturally diverse,  
economically  
vibrant downtown  
district.  
This will be  
achieved through  
strong  
partnerships,  
historic  
preservation, and  
coordinated events  
by empowering and  
educating  
businesses,  
volunteers, and the  
community.*

## EXECUTIVE DIRECTOR MAIN STREET WASHINGTON

Washington is a growing county-seat community of 7,352 residents located 30 miles southwest of Iowa City and just 8 miles west of 4-lane U.S. Highway 218 in Eastern Iowa. Neighboring cities are Kalona, Riverside, Fairfield, and Mount Pleasant.

The area enjoys a diversified and growing economy based around agriculture, ag business, light manufacturing, education, healthcare, hospitality, and construction, among many other sectors. Washington County is home to the Riverside Casino and Golf Resort, one of the state's premier gaming destinations.

With Washington being near Iowa City, the University of Iowa and University Hospitals and Clinics are among the top employers of Washington County residents.

Washington has been designated as a Main Street Iowa community, and has enjoyed over \$10 million in private investment and \$12.5 million in public investment in its classic downtown square area in the past 12 years.

More information on the community is available at:

Main Street Washington,  
Chamber of Commerce,  
Washington Economic Development Group  
[www.washingtoniowa.gov](http://www.washingtoniowa.gov)

School District  
[www.washington.k12.ia.us](http://www.washington.k12.ia.us)

City  
[www.washingtoniowa.gov](http://www.washingtoniowa.gov)

## The Community, continued...



**Arts and Culture:** Washington was named a Great Place by the Iowa Department of Cultural Affairs in 2022. Washington is bursting with art! The community offers two state-of-the-art performing arts venues that provide a regular schedule of performances, from music to live theater. Galleries and places to create fill the need for visual arts, and instruction in art, music and dance is available, too. Washington's claim to fame is as home to a Guinness World Record movie theater! The State Theatre was certified in 2016 as the World's Oldest Continually Operating Cinema Theatre. The Washington Community Center and the Washington Area Performing Arts and Events Center always have something in the works. Residents and visitors enjoy their musicals and plays, and the kids get comfortable on stage at their summer camps. The Chamber of Commerce office is extremely active and ensures entertainment and events throughout the year. Plus, Washington County hosts the best County Fair around!

**Airport:** Washington residents utilize Regional Airports, such as the Eastern Iowa Airport at Cedar Rapids which is 50 miles away. For international travel, Washington is approximately 75 miles from the Quad City International Airport, a hub providing four airlines serving 11 major airports in the US and two hours from the Des Moines International Airport.

### **Education:**

The Washington Community School District has 4 school buildings. There is also one private Catholic Elementary school. Washington is fortunate to have the Kirkwood Community College Regional Center and being in close proximity to the University of Iowa in Iowa City and Iowa Wesleyan University in Mount Pleasant.



## The Community, continued...

### **Health Care and Churches:**

Washington has many health and wellness opportunities and options for its residents. Washington County Hospital and Clinics is a county hospital with specialists on site, family medicine, emergency room services and physical therapy. There are four (4) wellness options, including the YMCA, four (4) chiropractic offices and a mental health center as well. There are fifteen (15) churches in Washington.



### **Parks and Recreation:**

Washington has seven parks, over 13 miles of hiking/biking trail with partnership with Washington County and includes the Kewash Trail. The City opened the Wellness Park in May 2021, with a couple more phases of planning and construction to be implemented. The city also has a public pool called the Steele Family Aquatic Center.



### **Library:**

The Washington Free Public Library relocated to a new state of the art building on the square in 2009. It currently has 9,475 active cards including city and rural residents, and hosts many events for all ages year-round.

### **Fire:**

The Fire Department has 4 full-time employees and 28 volunteer firefighters, including the Fire Chief and EMS volunteers.

### **Police:**

The Police Department has 12 full-time employees, including the Police Chief.



## Governance and the Organization

Main Street Washington has been in existence since 2008. It was established with the mission *to create a culturally diverse, economically vibrant downtown district. This will be achieved through strong partnerships, historic preservation, and coordinated events by empowering and educating businesses, volunteers, and the community.* It is governed by the Board of Directors and the Executive Director, who works at the pleasure of the Board. There are currently six Board members as well as five ex-officio, non-voting members. Board members serve three-year terms and no more than two consecutive terms. The Board and the Executive Director meet once per month. Currently, those are held at 8:15 a.m. on the second Monday of each month.

The Executive Director works in the Bryson Block building at 205 W. Main Street and shares a space with the Chamber of Commerce. Because of the physical proximity, the Main Street Washington and Chamber of Commerce programs work very closely on many projects, and often the directors lean on each other for counsel. The workplace is highly collaborative, and the programs also share some support staff and volunteers. Main Street Washington also works closely with the county-wide Washington Economic Development Group (WEDG) and its director.

It is expected that the Executive Director will work 40 hours per week. Due to the non-traditional hours of events and other activities, these hours can be flexible, and a discussion will be had with the Board of Directors upon hire to negotiate these specifics.

Main Street Washington's most pressing issue is that of its financial situation. Because the program is funded from donations from individuals and businesses to compound the investments made by the City and County, fundraising is a large focus of the organization. In the past the Executive Director has not taken an active role in fundraising, and the Board has simply not been able to fundraise consistently. This is a major focus for the recommitted and refocused Board but it will take effort from our new Executive Director to succeed. The Executive Director will also be responsible for creating and implementing a systematic fundraising strategy that can be implemented routinely. Another major focus for the Executive Director will be to introduce themselves and the Organization to our downtown district and expand the donor list.



## Current Priorities

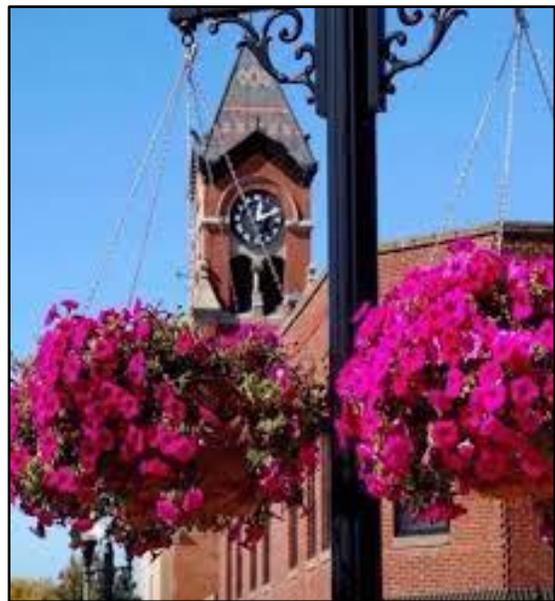
The next executive director will carry the torch for priorities set by the Main Street Washington Board highlighted below:

### Current Priorities

- ◆ Continue to plan and assist with events in the Main Street district including but not limited to: SNOW holiday events, Movies on Main, Farmers' Market, Annual Dinner
- ◆ Connect with downtown merchants on a regular basis, including monthly merchant meetings
- ◆ Review and maintain a stable financial position
- ◆ Continue current partnerships with the City, Chamber of Commerce, Washington Economic Development Group, and other stakeholders

## Desired Capabilities and Expectations

The Main Street Washington Board of Directors is seeking a full-time Executive Director. The Main Street Executive Director coordinates activity within a downtown revitalization program utilizing Main Street America's Main Street Approach™ as an integral foundation for community economic development. The Director is responsible for the development, conduct, execution and documentation of the Main Street program. He or she is the principal onsite staff person responsible for coordinating all program activities locally, as well as representing the community regionally and nationally as appropriate. The Main Street Executive Director coordinates efforts of the local program committees, volunteers, and oversees daily operations. The Main Street Executive Director reports directly to the president of the Main Street Board of Directors and works at the pleasure of the Main Street Board of Directors.



### Duties to be Performed:

- Coordinates the activities of Main Street committees, ensuring that communication between committees is well established; assists committees with implementation of work plan items.
- Manages all administrative aspects of the program, including purchasing, record keeping, budget development, financial management, and office management. Prepares all reports required by the Main Street Iowa program and by the National Main Street Center.
- Develops, in conjunction with the Main Street board of directors, strategies for downtown economic development through historic preservation utilizing the community's human and economic resources including leading fundraising efforts for the program.
- Becomes familiar with all persons and groups involved in the downtown commercial district. Mindful of the roles of various downtown interest groups and committees in

developing an annual action plan focus on four areas: design, promotion, organization, and economic restructuring.

- Develops and conducts ongoing public awareness and education relating to the Main Street program activities, goals and objectives, downtown assets and architecture/history. Keeps the program highly visible in the community through speaking engagements, media interviews, and public appearances.
- Assists individual tenants and property owners with physical improvement programs through personal consultation or by obtaining and supervising professional design consultants; assists in locating appropriate contractors and materials; when possible, participates in construction guidance and timeline supervision; provides advice and guidance on necessary financial mechanisms for physical improvements.
- Encourages major downtown stakeholder groups to participate in activities such as promotional events, advertising, uniform store hours, special events, business recruitment, parking management, and more. Provides advice and information on successful downtown management. Encourages a cooperative climate between downtown interests and local public officials.
- Advises downtown merchants' organizations and the chamber of commerce retail committees on program activities and goals. Assists in the coordination of joint promotional events, such as seasonal festivals or cooperative retail promotional events to improve the quality and success of events to attract people downtown.
- Works closely with the local media to ensure maximum event coverage.
- Encourages design excellence in all aspects of promotion to advance an image of quality for the downtown.
- Helps build strong and productive working relationships with appropriate public agencies at that local and state levels.
- Uses the Main Street Approach™ and develops and maintains data systems to track the process and progress of the local association. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes, and information on job creation and business retention.
- Represents the community at the local, state, and national levels to important constituencies. Speaks effectively on the association's directions and findings, and always mindful of the need to improve state and national economic development policies as they relate to smaller communities.
- Builds public awareness of the Main Street program through public speaking and other active communication methods, including the use of social media platforms.



## Desired Skills

The Main Street Washington Board is seeking an executive director who exhibits or has experience with the following skills:

- organization
- event planning
- active role in fundraising
- volunteer recruitment
- financial planning/budgeting
- grant writing
- public relations and marketing
- historic preservation/architecture

## Education and Experience

It is preferred to hold a bachelor's degree or equivalent experience in a related field.

## Compensation and Benefits

The salary range is \$36,000-\$40,000 (based on experience and education) plus benefits including IPERS retirement benefits, medical and dental insurance, life insurance, short/long term disability, and holiday, paid time off including vacation. A cellular phone for Main Street Washington work is provided.

## How to Apply

Interested applicants should submit resume, cover letter, and three work-related references by 5 p.m. on September 30<sup>th</sup>, 2022 to [resume@washingtioniowa.org](mailto:resume@washingtioniowa.org). Those selected for interviews will meet with Main Street Washington Board members and community partners, and will have a guided tour of Washington.

Applications will be accepted until  
Finalists for interviews will be selected  
Interviews  
New Executive Director Starts

September 30  
Early October  
Mid-October  
November or December

