



Request for Proposal For An Executive Director or District Management Company for the Downtown El Cajon Property Based Improvement District -

Issued December 09, 2024 – Due Date is January 17, 2025

The Downtown El Cajon Property Based Improvement District (hereafter known as the “PBID” or the Downtown El Cajon Business Partners, DECBP”) seeks a qualified Executive Director or District Management Company to serve in the capacity of an overseer and administrator of the special benefit services performed in the district. These special benefit services are funded by the Downtown El Cajon Property Based Improvement District. Individuals, district management companies, or their equivalent are encouraged to apply to administer and oversee the services of the DECBP, under the direction of the DECBP board.

Background:

The Downtown El Cajon Business Partners is a Nonprofit Corporation - CA - Mutual Benefit whose primary function is to administer the existing Downtown El Cajon PBID. The Downtown El Cajon PBID was approved by a vote of the affected property owners in April 2016 and authorized by the El Cajon City Council through a Resolution of formation in June 2016. The DECBP has a contract with the City of El Cajon to administer the revenues for this assessment district. The Fiscal Year 2024-25 revenues for the PBID are anticipated to generate approximately \$566,021.05.

The special benefit services funded by this PBID include maintaining cleanliness and order in the public rights of way, improving district identity, running the web site and all district events, serving the corporations' administrative needs and advocating on behalf of the area's property owners, business owners, city staff, elected officials, and residents. The PBID is a mandatory assessment district that funds special benefits or those services over and above what is currently provided by the City of El Cajon. The PBID includes all property owners within the boundaries of the attached map. The function of the PBID is also one that seeks to improve the overall appearance of the office, retail, restaurant/bar, services and related building mix and public space improvements within the district.

The expectations for the administrative employment or contract for services for this position are as follows:

Experience required:

- Ability to effectively promote the benefits of the PBID to assessed property owners.
- Working with public benefit, non-profit corporation Board of Directors.
- Understanding assessment district law and Proposition 218 special benefit requirements.
- Demonstrated understanding of the workings of a district management corporation.
- Working independently without direct supervision.
- Ability to effectively communicate with stakeholders (property owners, business owners, city staff, elected officials, and residents).
- Ability to write as well as maintain records of the DECBP.
- Identify and pursue successful funding sources outside of the management corporation.
- General understanding of the City staff and Board of Supervisors of the City of El Cajon and County of San Diego.
- Demonstrated experience in business attraction to commercial districts.
- Knowledge of accounting principles.
- Knowledge of property management.
- Knowledge of maintenance of the public rights of way.
- Ability to oversee, supervise, hire and fire vendors, contractors, sub-contractors, maintenance staff and office staff.
- Ability to provide proven recommendations of effective donation programs.
- Basic and intermediate computer and email skills.
- Hire, manage and supervise necessary Employees and staff.
- Ability to initially implement all of the above and other tasks required to ensure the success of the PBID.

Hours required

The Executive Director or District Management Company shall be on site or on the job as many hours as necessary to properly perform the duties required, a minimum of 40 hours per week, normally Monday through Friday, 9:00 a.m. to 5:00 p.m., however may include evening and weekend work.

Duration:

The Executive Director or District Management Company agreement shall commence on or about April 1, 2025, and remain in force until determined by the Board of Directors. The Board maintains the right to terminate the agreement or employment within 30 days written notice, with or without cause, throughout the term of the agreement.

Pay:

The Executive Director or District Management Company's compensation is depended on related experience in this field. Please include similar positions and pay scale for past work in a related field.

Employment status:

The Executive Director or District Management Company shall be an "at will" employee or company with a 30-day termination clause. Individuals or PBID District Management Companies, or other BIDs management entities or partnerships with appropriate experience are encouraged to submit a response to this RFP. The DECBP management corporation will enter into an employment relationship with the selected candidate(s) or companies, based upon knowledge of the needs of this position. The main point of contact for the selected candidate or company shall be the City Representative on the Board, Chris Berg. Any individual hired as CEO or Executive Director shall be an at will employee.

Expectations of the Selected Candidate/Company include but are not limited to:

I. Implementation of Services:

- Reviewing the Management District Plan to become knowledgeable of the "Management District Plan" and scope and depth of special benefit services voted upon by the property owners of each District. In that light, be prepared to oversee internal staff and/or contract providers for security, landscaping, sidewalk maintenance, etc., to ensure the highest level of services for the benefit of property owners, residents and businesses. Be knowledgeable of the limitations of the "special benefit services" as explained in Article XIII(D) of the State Constitution.
- Being available to Interface with DECBP property owners, residents, businesses, visitors and City officials as necessary in response to the delivery of services.
- Regularly walking with the Operations Directors, contractors and/or their respective staff members or employees to ensure the highest level of maintenance and order is provided.
- Ensuring that the Operations Director reports to the City immediately on any and all hazardous conditions in the public rights of way.
- Monitoring frequently the level of problematic issues in the public rights of way.
- Responding to constituent concerns with face-to-face interaction as quickly as possible.
- Responding to e-mails or inquiries by Board members or constituents with all due speed.
- Advising Board Committees on the implementation of strategies that promote the welfare of District residents, property owners, businesses, employees and community members.
- Developing and overseeing new programs and improvement projects, approved by the Board, to enhance the quality of the District
- Attracting business to the District.

II. Corporate Organizational Support

- *Board meetings, clerical, administrative and organizational support*
 - Attend all Board and Executive Committee meetings.
 - Prepare all Board packets, post consistent with the Brown Act and City of El Cajon open meeting provision requirements.
 - Distribute Board packets prior to the meetings.

- Prepare and distribute all committee and task force packets prior to the meeting.
- Work closely with President and Committee Chairs in the preparation of meetings.
- Attend all Board Standing Committee and Task Force meetings.
- Help direct and manage Board discussions
- Review and correct all minutes for accuracy.
- Maintain all corporate meeting records consistent with the Brown Act provisions.
- Oversee and monitor the annual election of Board members.
- Keep a roster of attendance for all Board members to ensure compliance with the bylaw's attendance requirements.
- Seek grants and non-assessment district revenues to supplement the services and activities of the PBID.

III. General Administration

- *Fiscal*
 - Monitor Committee budgets and reforecasts to make sure they are in line with projections.
 - Prepare financial statements and prepare checks as necessary.
 - Monitor assessment compliance reports with the City.
 - Prepare and monitor annual budgets for the City Annual reports.
 - Work with auditor for annual 990 reports and audits to the City.
 - Prepare monthly financial reports to the Board.
- *Supervisory*
 - Oversee Operations Director and maintenance employees or providers.
 - Supervise administrative assistants, consultants and interns, as necessary.
- *Office*
 - Equipment acquisition and maintenance.
 - General maintenance, cleaning and organization.
 - Maintain office, rent and related Board assets.
 - Ensure public accessibility to records and minutes of the corporations.

IV. Other issues

The Executive Director or District Management Company shall implement any and all other tasks as prioritized by the Board of Directors or officers as may arise from time to time, which may require.

- Knowledge of land use issues and urban zoning issues.
- Knowledge of District Identity strategies to promote a positive image.
- Familiarity with the International Downtown Association or other trade associations.
- Implementation of new ideas as directed by the Board.

V. Due Date:

The DECBP Board of Directors reserves the right to accept, negotiate, reject or propose amendments to any and all proposals/resumes submitted for administration of the Downtown El Cajon PBID. The selection process will be determined based upon district management experience, knowledge of the law, experience in working with non-profit Boards and knowledge of the City of El Cajon City structure. We reserve the right to reject any and all applicants as well as to determine that we will not fill this position. For any questions regarding this RFP, please call Chris Berg, City Representative and Board Member at 619.441.1511.

Please e-mail any proposal/resume for this RFP to:

Downtown El Cajon Property Based Improvement District
Chris Berg, City Representative and Board Member
City of El Cajon
200 Civic Center Way, El Cajon CA 92020

E-mail proposals/resumes will be accepted at the following e-mail address:
cberg@elcajon.gov

Due date: Friday, January 17, 2025, at the office above.

Please send three references, as well as three letters of recommendation for similar work related to District Management services.

Commencement Date:

The commencement date of the agreement(s) shall be on or around April 1st, 2025, and shall terminate when the Board determines that further services are needed.

The Board maintains the right to terminate the agreement or employment with 30-days written notice, with or without cause, throughout the term of the agreement.

The Downtown El Cajon Business Partners is an Affirmative Action, Equal Opportunity employer and does not discriminate against employees or applicants because of race, religion, creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex gender, gender identity, gender expression, age, or sexual orientation, or any other characteristics protected by State and Federal law.