



Economic Development Director City of Green Bay, WI



City of Green Bay Mission Statement

The City of Green Bay is a proud community dedicated to enhancing the quality of life for all residents, businesses, and employees through diligent management of our assets and wise investment in our strategic growth. We value our history, our citizens, our diversity, our businesses, our workforce, our volunteers, our neighborhoods, our downtown, and our waterfront.

The City of Green Bay

Green Bay is the third largest city in Wisconsin (population approximately 105,000) and is home to the world famous Green Bay Packers, earning the City the unofficial nickname of Ttitletown, USA. Additionally, the City occupies a stunning waterfront location positioned between Wisconsin's famous Door Peninsula and it's equally renowned Northwoods.



Apply online: www.greenbaywi.gov/jobs
Applications will be accepted until the position is filled.

Competitive salary commensurate with experience.

The City of Green Bay is an Equal Opportunity Employer.

The City of Green Bay



The Municipal Organization

The City operates under a Mayoral/City Council form of government and employs approximately 950 regular and up to 900 seasonal employees.

The Mayor oversees municipal operations organized into 11 departments: Administrative Services, Community Services, Economic Development, Fire, Human Resources, Law, Municipal Court, Police, Public Works, Transit, and Water Utility.

Green Bay is divided into 12 districts represented by alderpersons. The City Council makes policy determinations for the City through the enactment of ordinances and resolutions.



Packers Heritage Trail



Bay Beach Amusement Park

Living in Green Bay

Housing: Green Bay boasts a low cost of living and a wide variety of housing choices, including renting and ownership. The median price of a home or condominium in Northeastern Wisconsin is approximately \$132,000, which makes home ownership attainable.

Recreation: The City of Green Bay boasts year-round indoor and outdoor activities to match all interests. There are 65 beautiful parks around the City that offer a variety of recreational activities. The City operates many hockey and ice skating rinks, basketball and tennis courts, a disc golf course, 2 aquatic centers and 1 pool.

Outdoor enthusiasts can enjoy biking, hiking, and cross-country skiing along with the Fox River Trail and other state recreational trails. Proximity to the Fox River, the Bay of Green Bay, and Lake Michigan provides residents with opportunities to enjoy fishing and boating. Families can enjoy Bay Beach Amusement Park and the Wildlife Sanctuary. Additionally, the YMCA and YWCA of Green Bay, and Kroc Center offer family oriented recreational programs.

Arts and Entertainment: Green Bay offers arts and entertainment seekers a wide variety of entertainment activities from art galleries, to the performing arts to sporting events.

The Weidner Center for the Performing Arts located on the UW-Green Bay campus and the Resch Center play host to national ballets, the Green Bay Symphony Orchestra, Broadway productions, and major national headliners. In addition, downtown Green Bay is home to the newly renovated Meyer Theater, a 1,000 seat venue that hosts local productions such as the Green Bay Civic Symphony, Let Me Be Frank Productions, and community theater groups. Gallery Night along Olde Main Street is held 4 times a year promoting the many art galleries near downtown.

Sports fans can choose from the Green Bay Packers at Lambeau Field, the Green Bay Bullfrogs (baseball), the 2012 USHL Champion Green Bay Gamblers (hockey), the Green Bay Blizzard (arena football), men and women's basketball at UW-Green Bay, or St. Norbert College athletics, including baseball and hockey programs. Additionally, the newly designed Packers Heritage Trail is sure to delight the sports fan and history buff alike.

Economic Development Director Position Summary



Position Requirements

- Bachelor's degree in Planning, Economics, Business Administration or Marketing.
- MBA or graduate degree in Economics or closely related field is highly desirable.
- 5-7 years experience in the above areas.
- Experience in municipal economic development is highly desirable.

A combination of equivalent experience and/or education may be considered.

The Economic Development Department

The Economic Development Director is responsible for leading the Economic Development Department which is comprised of a Project & Program Manager, Business Development Specialist, and Receptionist. The Department's mission is to generate and facilitate business development, retention and expansion that provides meaningful employment opportunities, generates a healthy tax base and promotes prosperity for all residents. The primary activities of the department are business recruitment and retention, marketing, education, outreach, research and analysis, urban redevelopment, public-private deal structuring and technical assistance.

Essential Position Functions

- Conducts and develops business retention programs for local business development and expansion.
- Markets and coordinates the acquisition and sale of City and private properties for economic development purposes.
- Serves and acts as City liaison to the private business sector.
- Serves as staff liaison and provides preparation and development of operational guidelines for the Green Bay Economic Development Authority.
- Coordinates economic development activities with various City departments, organizations and agencies.
- Manages and facilitates new activities and celebrations for the Mayor and City of Green Bay.
- Develops and directs a marketing strategy for economic development of the City, including the Central Business District.
- Supervises and directs activities of the Economic Development staff.
- Conducts and develops financial incentive programs and related development agreements for local business expansion and new business attraction and location.
- Oversees, develops, prepares and analyzes local economic indicators.
- All other duties and responsibilities consistent with the position.

