

OPPORTUNITY PROFILE

CHIEF EXECUTIVE OFFICER

SAN JOSE DOWNTOWN ASSOCIATION



EXECUTIVE SUMMARY

The San Jose Downtown Association (SJDA), an innovative, private sector, placemaking organization, is seeking a CEO who is a visionary and collaborative leader, skilled relationship builder, accomplished placemaker and an expert business management and financial executive. The CEO will convene and lead diverse stakeholders invested in a vibrant, economically resilient center city at a transformational moment for the organization. Through sound management and effective collaboration, the CEO will enhance and ensure the credibility of the SJDA as an honest broker and advocate for growth, change, and sustainability. The CEO will be an action-oriented, results-driven leader who is passionate about building an authentic, diverse, and welcoming downtown that serves as the economic and cultural engine for the city and the Silicon Valley region.



The San Jose Downtown Association (SJDA), established in 1986 by business owners as a 501(c)6, represents more than 2,100 businesses, non-profits and property owners who work collaboratively to enhance the Downtown experience. The SJDA makes downtown a better place through beautification and street life, marketing and communications, events and promotions, clean and safe services, and business development. With a budget more than \$5.8M, and a staff of 17 FTE's, the SJDA is a powerful placemaking force.



Visit the SJDA Website
www.sjddowntown.com

CESAR CHAVEZ PARK



EAT & DRINK

Dine indoors or out at more than 150 restaurants & bars.



MURAL CITY

Urban walls and streets provide the perfect canvas.



ARTS & CULTURE

Experience the museums, concert venues, theaters, ballet, symphony and more.



WHEN YOU SEE THIS ICON, 'CLICK' TO LEARN MORE.

Throughout this document, you'll find links to informative websites and documents.

ABOUT DOWNTOWN SAN JOSE

Downtown San Jose is comprised of six colorful and distinctive districts.

1 Historic District

Downtown San Jose derives its name from the cluster of historic buildings built in the 1800s. Many of the structures made it through major earthquakes in 1906 and 1989, and now are retrofitted to support future quakes and present an elegance and grace to San Jose's center city. The landmark Bank of Italy building was once the tallest building on the West Coast. Post Street sports historic facades, and now has an LGBTQ+ designation. It is a warm and welcoming place for everyone. Another centerpiece is the majestic Cathedral Basilica of St. Joseph.

2 San Pedro Square

San Pedro Square is one of downtown San Jose's best destinations. A meeting place before and after Sharks' games. A place for friends to enjoy a meal, some drinks, make history, enjoy live theater, sit on shaded patios in perfect weather, and shop. Food dishes from all parts of the planet are shared, always in good company. Take a romantic stroll on decorative streets. San Pedro Square is the place for a casual night out or for a special occasion.

3 South First Area (SoFA)

South First Area with the cozy acronym SoFA, offers food, art, theater, and music in a lively and relaxing atmosphere. SoFA offers a gamer's paradise with Guildhouse and Lvl Up. Celebrate at a pocket park with a demonstration garden by Veggielution and park spaces for big and little dogs. SoFA is located right around the corner from the Convention Center. On the First Fridays of the month, the entire neighborhood gets together with the creative community—which is about everyone—for a celebration of art, food, and drink. Day or night, SoFA is the place to party, relax and enjoy life. SoFA is also home to some of downtown San Jose's newest residences.



HISTORIC BANK OF ITALY



SAN JOSE SHARKS



SAN PEDRO SQUARE MARKET



SoFA STREET FAIR

ABOUT DOWNTOWN, continued

4 St. James

St. James boasts one of downtown’s nicest settings. The park itself dates to the 1880s and some of the structures around it, such as the Trinity Cathedral, are older. The park’s rich history includes speeches by presidents and multiple layouts. A new plan is envisioned for St. James Park. It has always been a place to stroll and enjoy. These days, St. James Park hosts events such as Starlight Cinemas, Make Music Day, concerts, and Viva Parks activities. Yoga practitioners enjoy stretching on the park’s lush lawn. The park and area are included on the national Register of Historic Places.

5 Little Italy

Little Italy is the little district that could. Its emergence the past 15 years has been remarkable. Located in the northwest portion of downtown on the original settlement for Italian immigrants dating back to the 1880s, Little Italy today has added an archway, Piazza Piccola Italia with engraved bricks, and anchor businesses, all with an Italian flavor. It also hosts a festival and spaghetti sauce cookoff each year. Work has begun renovating a couple of original “River Street” homes into a cultural center and museum, with a below-the-ground speakeasy. And Poor House Bistro is moving — structure and all — into Little Italy.

6 Downtown West

Downtown San Jose is experiencing an unprecedented growth boom, and much of the excitement is centered in an emerging district called Downtown West. Over 80 acres and 50 projects are under development with an estimated \$8 billion in capital committed. Google is planning a new campus which will rival its current headquarters both in scope and size. The Google project alone includes 7.3 million sq. feet of office space, plus 4,000 units of new housing and 15 acres of parks and open space. The proposed Downtown West project will include public realm improvements aimed at leveraging regional transit connectivity in the immediate vicinity (BART, Caltrain, VTA, and potentially future high-speed rail service), enhancing local pedestrian circulation (via additional connectivity, trail extensions and enhancements), and improving bicycle linkages to downtown for residents and visitors.



THE CITY OF SAN JOSE

Talent - Amenities - Access

Downtown San Jose is Silicon Valley's vibrant urban center — with a blend of young professionals, high-rise housing, entertainment and businesses.

Companies thrive in Downtown:

- Google
- Adobe
- Ernst & Young
- Bridge Bank
- Oracle
- Wrike
- Deloitte
- Price Waterhouse Cooper
- Heritage Bank
- Nokia
- Zoom
- Accenture

...And 200+ high-tech firms

With abundant amenities, easy access to transportation and an incredibly talented workforce — Downtown San Jose represents Silicon Valley's future.

Industry-leading companies as well as a young and talented workforce choose Downtown San Jose to live, work and play. Downtown San Jose has the urban live-work environment today's top professionals seek — with restaurants, cafes, pubs, public markets, fitness, arts and culture, events, entertainment, and high-rise living — all within walking distance to Downtown districts and parks. Downtown San Jose offers an easy commute with the best transit access in the Silicon Valley. Northern California's planned high speed rail hub, Diridon Station is the place where all public transportation services converge — including light rail, Caltrain, commuter rail, Bus Rapid Transit, and a future BART station. Zipcar, a robust Bike Share program, the free DASH shuttle, and validated parking make getting around Downtown easy. The San Jose Airport is less than five minutes away. Whether you walk, bike, ride, or drive, Downtown San Jose is the place to be.

Sixteen public school districts and an estimated three hundred private and parochial schools provide families with a range of educational choices. Innovative programs in local school districts include a nationally acclaimed performing arts magnet and concentrations in aerospace, international studies, math and science, and radio and television. **San Jose offers some of the top-ranked universities in the United States including San Jose State University, and Santa Clara University.**

MIRO RESIDENTIAL TOWERS



SPUR TRANSPORTATION



SAN JOSÉ STATE UNIVERSITY



City of San Jose Website
www.sanjoseca.gov

LIFESTYLE

Globally Connected – Culturally Distinct Neighborhoods – Thriving Communities

San Jose is an ideal place to call home because of a talented and diverse population, numerous amenities, and a thriving economy.

It is third largest city in California and the 10th largest city in the United States. It is a universal gathering place where people from around the world connect, share ideas, and belong.

Culturally Diverse

Diversity is a hallmark of San Jose; a city proud of the cultural and ethnic diversity of its population and workforce and the rich cultural identity of its many neighborhoods. City residents speak more than 50 different languages. A full 40% of San Jose residents were born in a country outside the US, including 52% of adult residents over the age of 25. Little Saigon is a haven of Vietnamese-owned businesses where customers and tourists experience unique shopping experiences and diverse restaurants. Biblioteca Latinoamericana, one of the city’s innovative library branches, boasts one of the largest collections of Spanish language materials in Northern California. The city hosts many cultural festivals and numerous ethnic chambers of commerce are active in the community. According to the United States Census Bureau as of April 2021, San Jose’s over one million residents are 38% Asian, 31% Hispanic, 25% White, 3% African American, and 3% other.

Economic Diversity

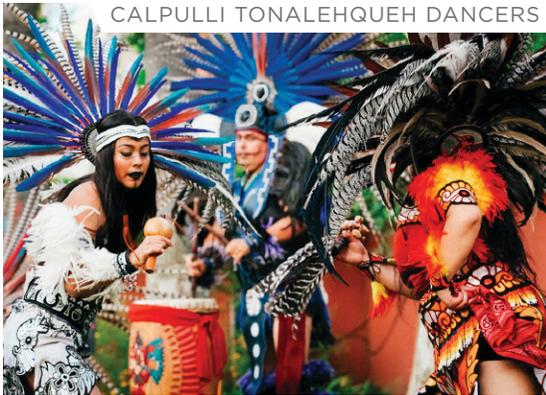
More important than rankings and statistics, the term “Capital of Silicon Valley” describes not only the city and geographic region, but also a culture, an entrepreneurial energy, a spirit of innovation, and a symbol of opportunity. While San Jose and the greater Silicon Valley are associated with the technology industry, the city’s business profile is diverse and healthy. San Jose is home to approximately 66,000 businesses employing a total of 439,000 workers in sectors ranging from advanced manufacturing to healthcare and software. Commercial, retail, industrial, professional, and service businesses all thrive in San Jose.

Globally Connected

More than 39 percent of San Jose’s population is foreign-born, with 118,000 residents born in Latin America and 225,000 residents born in Asia.

Highly Educated

More than 37 percent of San Jose residents have a bachelor’s degree or higher. In fact, the Today Show named San Jose as the **Smartest City in America**.



LIFESTYLE, continued

A Global City—California Lifestyle—Active, Green and Healthy

San Jose offers big city amenities—sports, arts, dining, shopping, and urban vitality—along with the Northern California lifestyle—active, green, and healthy. With more than three hundred days of sunshine annually, San Jose is the place to be.

Live-Near-Work

North San Jose offers attractive amenities with 8,000 new homes near high-tech workplaces, the capacity for more than 80,000 new jobs, and easy access to shopping, Downtown, transit, trails, and recreation including access to the Guadalupe River Trail.

Arts and Culture

San Jose offers a wide array of events, and arts and cultural venues including museums, art exhibits, concerts, theatrical performances, festivals, and events. It is home to many performing arts companies such as the Opera San Jose, Symphony Silicon Valley, and the San Jose Repertory Theatre. The city is also home to the San Jose Museum of Art, one of the nation's premiere Modern Art museums.

Parks and Trails

San Jose has the largest urban trail network in the nation. With an average of three hundred days of sunshine per year, people enjoy an active outdoor lifestyle—walking, biking, or running. Check out today's weather below.

Bike Friendly

San Jose is a bike friendly city with numerous bikeways, hundreds of shared bikes, and electric scooters, along with a growing bike lane system.

Neighborhood Districts

San Jose has wonderful neighborhoods near business districts, such as the Alameda, Willow Glen, Japantown and Alum Rock.

Ample Housing

San Jose offers housing options for all lifestyles and income-levels, from more than 2,000 new high-rise apartments in downtown, to single family homes in diverse neighborhoods near parks, schools, and incredible world-class amenities.

Retail Hot Spots

San Jose has numerous shopping destinations including Downtown, Santana Row, and Valley Fair.

Sports and Events

SAP Center, one of the most active venues for events in the world, is home to the San Jose Sharks (NHL), along with a multitude of concerts and events. The San Jose Earthquakes' (MLS) play at Avaya Stadium which boasts one of the largest outdoor stadium bars.



PAYPAL PARK



SAN JOSE MUSEUM OF ART



THE TECH INTERACTIVE



BIKE FRIENDLY CITY

ORGANIZATIONAL OVERVIEW, SKILLS AND EXPERTISE

CHIEF EXECUTIVE OFFICER

San Jose Downtown Association (SJDA)

OVERVIEW:

The CEO is responsible for planning, implementing, and managing all programs and policies of the San Jose Downtown Association (SJDA), its affiliated entities. The CEO is a key member of the civic leadership of San Jose.

SJDA represents more than two thousand business and property owners who work collaboratively to enhance the downtown San Jose experience. SJDA's mission is accomplished through core initiatives including beautification and street life, marketing and communications, events and promotions, clean and safe services, business development and advocacy. SJDA is a parent organization that further executes its core initiatives by operating and managing the PBID, the San Jose Downtown Foundation and the San Jose Downtown Community Development Corporation.

SJDA is an established 501 (c) 6 nonprofit organization, founded in 1986, that manages a Business Improvement District (BID) and Property Business Improvement District (PBID). SJDA occupies a high-profile position in the South Bay Area as a successful leader of both short and long-term projects and policies for downtown San Jose — from day-to-day implementation of clean and safe services to pro-active advocacy for development and transportation initiatives.



CEO RESPONSIBILITIES

Organizational Management — Provides the vision for the work program of the SJDA. Is responsible for sound financial and overall management of the Partnership and PBID. Is responsible for ensuring the effectiveness, quality and efficiency of the Partnership and BID in accomplishing their goals. Develops, supports, and empowers a professional and diverse staff that works effectively internally and with external partners to accomplish the mission and goals of the organization.

Strategic Planning — Convenes internal and external stakeholders to evaluate, plan and implement key market opportunities and/or key neighborhood strategies. Carries out policy decisions of the various boards of directors of the Partnership and its subsidiary organizations.

Board Management — Engages SJDA board members at regular board meetings and on an ongoing basis as appropriate. Sets the workplan and agenda for board meetings in consultation with board leadership. Works to expand engagement from board members to drive the work of the Partnership.

CEO RESPONSIBILITIES, continued...

Business Improvement District—Serves as the Executive Director of the Downtown San Jose Business Improvement District. This role ensures the effective and efficient delivery of services specified by the BID.

Business Development—Develops and maintains relationships with key stakeholders, partners, and prospects to help attract new, high-quality jobs, retailers, and housing options to the center city.

Advocacy—Advocates for policies and plans and implements key initiatives that support the recruitment and retention of investment in the center city and the mission of SJDA. Partners with elected officials, City staff, internal and external stakeholders, and other organizations on these efforts.

Business Retention—Works with Downtown businesses, building owners, and retailers to retain and grow their jobs and investments in the center city. Provides leadership among interested parties in the city toward reaching the maximum potential for the economic and social vibrancy of Downtown San Jose.

Marketing and Communications—Represents the SJDA and Business Improvement District in all matters related to the media, neighborhood groups, civic organizations, chambers of commerce, professional associations, government, special interest groups, etc. Is knowledgeable of and makes “cutting edge” innovative use of social media and new and emerging technology.



“Cash Only” Bar on Santa Clara Street

More specific elements of these responsibilities include:

- The CEO will work in partnership with the Board, staff, and other stakeholders to accomplish SJDA’s mission to develop a new Strategic Plan.
- Must ensure small businesses are included and served as well as large, corporate stakeholders and developers.
- Assure that the SJDA has a strategy, measurable objectives, and a relevant work plan to achieve its mission.
- Promote the active involvement of Board members, committees, SJDA members and other volunteers in all areas of SJDA’s work.
- Seek out and secure sponsorship and grant opportunities to augment funding.
- Identify and develop partnerships to broaden SJDA resources.
- Maintain a working knowledge of significant developments and trends in areas that impact downtown San Jose and SJDA members. This includes global, national, and local trends and best practices.
- Establish and maintain effective working relationships with City agencies, elected officials, and other organizations to help achieve SJDA’s mission and Management Plan.
- Represent SJDA’s programs, positions and accomplishments to public agencies, other organizations, and the media and press.
- Actively and aggressively seek out a diverse array of community input—must be an excellent listener.
- Operate SJDA and the PBID as effective business entities, in compliance with the Management Plan, federal, state, and local regulations and assure its fiscal health.
- Maintain official records and documents to ensure compliance with federal, state, and local regulations.
- Work with staff and the Finance Committee on an annual budget, approved by the Board of Directors.
- Ensure good governance of the organization in compliance with by-laws and code of regulations.
- Oversee the preparation, timeliness, and accuracy of financial reports.
- Oversee the annual review and/or audit of SJDA’s financial records.
- Manage relationships with outside vendors.

REQUIRED SKILLS AND EXPERIENCE

The CEO must be a visionary and inspirational leader. The CEO must be a masterful collaborator who engages and works with diverse stakeholder groups including employers, developers, brokers, retailers, residents, community groups, and government officials. The CEO should also possess a deep commitment to enhancing and leading a culture that reflects the values of SJDA.

They must also possess the following:

- Significant executive level private sector business experience, and/or relevant experience involving city planning, preferably in the areas of government, real estate development, finance, membership development, marketing, events, or business management.
- Extensive project management and team leadership experience incorporating accountability, proactive and independent development of work plans, timelines, and budgets.
- Proven experience with financial and fiscal accountability.
- Demonstrated ability to make presentations to large groups. Must also possess the ability to “share the room” as appropriate with staff and board.
- Demonstrated experience with public/private partnerships.
- Act as a champion for small and independent businesses.
- Commitment to openness and compliance with public records laws and procedures.
- Demonstrated global perspective and the ability to innovate and articulate a strong vision for the city and the organization – inspirational.
- Ability to initiate and manage effective relationships and partnerships with a diverse and dynamic array of civic leaders, internal and external partners, and business leaders.
- Demonstrated ability to work effectively with government entities both at the administrative and elected levels.
- High level of emotional intelligence.
- Demonstrated sensitivity and commitment to diversity and inclusion.
- Strong analytical skills and well-developed business acumen; natural relationship management instincts; savvy for gaining buy-in from diverse stakeholders.
- A metrics-driven, entrepreneurial mindset that informs strategy and work.
- Commitment to city building.
- Demonstrated ability to use leadership skills and personality to inspire and lead a team to “get things done.”
- The ability to succeed in a distinct and dynamic culture.
- Ability to easily network and establish rapport and connections with individuals and groups.
- Flexibility and a sense of humor.
- Flexibility to work varied hours for events and to meet deadlines.



San Pedro Square Market

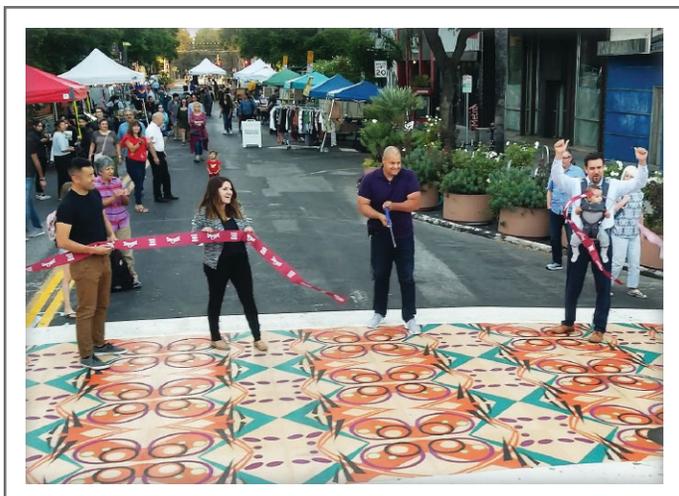
LEADERSHIP SKILLS

ANALYSIS AND DECISION-MAKING

- Possesses executive, strategic, and long-term critical thinking capacity with ability to absorb, analyze and retain large amounts of economic, business, demographic, and people-relationship data.
- “Ambidextrous” leadership skill— Can manage and deliver current mission and key roles while seeking future trends and needs and readying organization for the future.
- Demonstrated integrity and character. Will do the “right thing” and is a reliable partner and colleague.
- Ability to effectively make judgments based on intuition, experience and data while recognizing themes, patterns, and trends in disparate data. Probes and digs for follow-up and additional information.
- Is flexible and open to ideas, opinions, and perspectives. Integrates own and others’ ideas into a cohesive perspective and plan of action.
- Develops logical approaches and sequences of steps to move an opportunity or project forward in the development process. Must have demonstrated capacity to lead and manage a complex organization.

LEADERSHIP AND INFLUENCE

- Builds common ground, convergence, and consensus about the future direction of the organization and downtown development initiatives.
- Effectively delivers presentations, proposals, and reports to diverse stakeholder groups; possesses effective public, group, and one-on-one communication skills.
- Exhibits strong executive presence as reflected by behavior, appearance, demeanor, and posture with a highly visible leadership presence for SJDA.
- Thinks and responds effectively in real time and “off the cuff.” Listens to others’ ideas and opinions, practices active listening.
- Uses a thoughtful and deliberative decision-making style, weighing risks and impacts on stakeholders.
- Collaborates, supports, and shares credit for success with staff and stakeholder groups.
- Understands the emotions of others and understands how their behavior affects others.
- Acts as an ambassador for the downtown organization and for the community. Must be both a good educator and an empowering, supportive leader. Culturally sensitive with demonstrated commitment and understanding of the value of diversity.



Ribbon Cut Ceremony



Sonic Runway

LEADERSHIP SKILLS, continued...

RELATIONSHIPS AND COLLABORATION

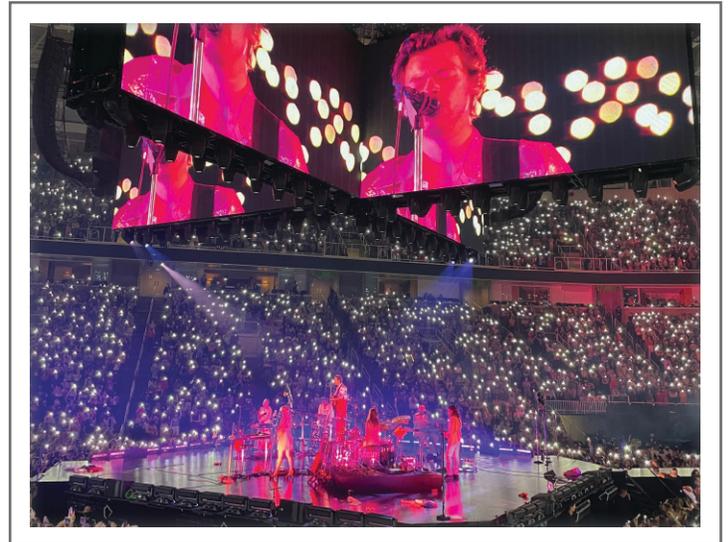
- Develops effective relationships and open channels of communication with stakeholder groups, owners of potential projects, resource groups, media, etc. Possesses an ability to communicate and “sell” new ideas to diverse stakeholders.
- Effective and creative in identifying and growing additional resources and funding sources to leverage investment of stakeholders and build partnerships.
- Understands the needs, goals, and motivations of external stakeholder groups as well as staff, board, peers, and direct reports. Identifies and proactively manages competing needs, goals and concerns among stakeholder groups and communities.
- Proven ability to build strategic partnerships along with demonstrated collaboration skills.
- Proven ability to recognize and pursue opportunities regardless of available resources.
- Intrinsically motivated to develop and implement new ideas from concept to implementation.

INTERPERSONAL CHARACTERISTICS

- “Honest Broker” — Recognition across sectors as a trusted, objective, authentic, and credible leader.
- Charismatic and collaborative.
- Mission driven and focused with a sense of urgency — tenaciously displays passion and conviction.
- Thoughtful and analytical.
- Action-oriented, “get it done” professional with a passion for change and a willingness to think locally and regionally.
- Expert listener.

SELF MANAGEMENT, ACHIEVEMENT, AND ETHICAL INTEGRITY

- Possesses a strong sense of personal integrity, duty, and responsibility. Upholds ethical practices.
- Demonstrates strong personal commitment to the organization and its long-term success.
- Demonstrates the importance of confidentiality with all stakeholders.
- Understands the risks inherent in projects and negotiation tactics; takes appropriate steps to mitigate risk while keeping ethics in mind.
- Manages time effectively and in relation to priorities.
- Conveys confidence, passion, and poise. Recognizes, regulates, and manages emotions and stressors.
- High level of personal energy. Engages in continuous learning.
- Performs tasks outside the normal role as needed.



Harry Styles concert at the SAP Center

EDUCATION

- Bachelor’s degree in business, economics, public policy, urban planning or equivalent experience. A combination of education, training, and expertise preferred. Master’s degree a plus.



top | San Jose Municipal Rose Garden

bottom | Tin Le with mural at his bar, "The Temple Bar & Lounge"

ACKNOWLEDGMENTS:



Our special thanks to the following organizations for providing narrative and pictures for this document. Click the links below to learn more:

San Jose Downtown Association (SJDA)

www.sjdowntown.com

The City of San Jose

www.sanjoseca.gov

San Jose Chamber of Commerce

www.sjchamber.com

Team San Jose

www.sanjose.org



**EXECUTIVE
SEARCH
CONSULTANTS**

*Integrity
Knowledge
Service*

COMPENSATION

A competitive compensation package will be provided. SJDA offers a benefit package that includes health, dental, vision, vacation, and a 401k plan.

APPLICATIONS

Electronic applications preferred.

Send Nominations & Applications to:

David Smith | dpsmith@hrsinc.com

Please reference the subject line:

SJDA CEO

APPLICATION DEADLINE:

April 22, 2022

The SJDA, Inc. Search Team:

- **David P. Smith**
Engagement Manager
- **David N. Ginsburg**
Partner
- **Weida Tucker**
Partner

Graphic Design by Lauren DiColli Hooke