



Job Posting: Oshkosh Downtown and BID Executive Director

Position: Oshkosh Downtown and BID Executive Director

Location: 100 North Main Street, Suite 112, Oshkosh, Wisconsin

Employment Type: Full-Time

Salary Range and Benefits: \$55,000 - \$75,000 (Based on experience), Insurance Potential, PTO, and Matching IRA

Application Deadline: March 6, 2025

About the Organization:

Downtown Oshkosh is creating a new 501 (C) 3 not-for-profit entity, Downtown Oshkosh, Inc. (DOI), to continue supporting, implementing, educating, and growing the goals of the Business Improvement District (BID) created in 1987. The BID was created in 1987 to assist downtown business owners and coordinate their marketing, promotion, property management, revitalization, and retention program efforts. The BID assists with new business development initiatives and gives property and business owners a role in directing the activities within the district that influence their investment and business environment.

DOI, the BID, and the City of Oshkosh seek to protect public and private assets in downtown Oshkosh and to attract new investments to the district. Promoting the orderly development of the district in cooperation with the city, including implementing the Downtown Plan and developing, redeveloping, maintaining, operating, and promoting the district. Additionally, working to preserve and improve the district's economic, cultural, and social conditions by facilitating partnerships between people and organizations to achieve mutual goals. Unified development efforts must be financed with existing BID fees, existing public/private funds, and new private resources.

About the Job:

The Oshkosh Downtown and BID Executive Director implements the mission of the Downtown Oshkosh and the Oshkosh Business Improvement District (BID) by providing leadership within the organization and throughout the greater downtown Oshkosh area. This role is focused on improving the long-term economic success and high quality of life in downtown Oshkosh through focused event development and activation, thought leadership and advocacy, real estate beautification and revitalization, relationship building, and creative placemaking, marketing and tourism that engages diverse stakeholders throughout the Downtown community. The Oshkosh Downtown and BID Executive Director nurtures strong relationships with its Board of Directors, business owners, the City of Oshkosh, the Convention and Visitors Bureau, and many other community partners. The Oshkosh Downtown and BID Executive Director is responsible for the growth and leadership of the organization and manages its day-to-day operations. Day-to-day operations include marketing the district as a retail, dining, and entertainment destination, producing programs and special events, creating a welcoming environment, and representing the



district to the community. To that end, the Oshkosh Downtown and BID Executive Director must understand issues confronting downtown small business owners, property owners, public agencies, and community organizations. The position involves reporting to two boards- DOI and BID Board of Directors and being accountable to 100+ property owners and 200+ business owners. This position requires meetings and events in the evenings and weekends.

The ideal candidate will be an action-oriented dynamic leader with a clear track record of success and deep expertise in strategic execution, business relationship management, space activation strategies, program and event management, stakeholder engagement, brand management, and strategic communication. The Oshkosh Downtown and BID Executive Director provides vision and guidance to the organization and is responsible for leading and managing a comprehensive array of programs. Additionally, they oversee the administration, finance, communications (including community outreach), events management, and the organization's strategic plan. The Oshkosh Downtown and BID Executive Director is responsible for ensuring that BID services are in compliance with all federal, state, funding, and city regulations, certifications, and licensing requirements. The ED will lead the planning, organizing, and implementation of public and private fund-raising initiatives.

Key Responsibilities for Oshkosh Downtown and BID Executive Director:

1. Program & Event Coordination

- Oversee sub-committees, recruit and coordinate volunteers, and execute downtown programs and events.
- Oversee and assist the Events and Marketing Coordinator with planning and executing sponsored events, ensuring alignment with the annual operating plan.
- Plan and manage sponsored events, ensuring alignment with the annual operating plan.
- Develop new events to drive traffic to downtown Oshkosh and support other event organizers.

2. Marketing & Public Engagement

- Manage media outreach, public relations, and marketing strategies.
- Oversee website, social media, and digital campaigns to promote downtown businesses.
- Provide demographic and data-driven information to promote downtown.
- Secure financial sponsors for BID events and ensure sponsor recognition.

3. Business & Economic Development

- Support business recruitment and retention in collaboration with economic development partners.



- Maintain an up-to-date directory of businesses and property owners.
- Track vacant properties and provide data-driven insights for business development.

4. Community & Stakeholder Relations

- Serve as the public face of the organizations.
- Maintain an open-door policy for businesses and organizations.
- Maintaining and continuing to foster strong relationships with business and property owners.
- Coordinate and work closely with neighboring downtown development organizations, City agencies, and elected officials.
- Advocate on issues such as construction, safety, events, and street closures.

5. Grant & Fundraising Efforts

- Identify and pursue grants and funding opportunities to support initiatives.
- Secure sponsorships and advertising revenue to supplement the operating budget.
- Maintain financial accountability and ensure compliance with grant requirements.

6. Operations & Oversight

- Ensure vendors, including contractors, meet performance expectations.
- Oversee budget, financial reporting, and compliance with Board and as applicable City policies.
- Supervise staff, interns, and volunteers.

7. Leadership & Strategic Planning

- Develop and implement a strategic plan to ensure the organization's long-term success.
- Work with the Board to align programs, events, and marketing with the mission.
- Lead coalition-building efforts with downtown stakeholders to enhance economic resilience.
- Manage the BID's Operating Plan submittal annually.

Who We're Looking For

Education & Experience:

- Bachelor's degree in a related field required.



- 3-5 years of experience in management, marketing, event planning, public relations, or community development preferred.

Skills & Abilities:

- Strong interpersonal and communication skills (written and verbal).
- Public speaking confidence and political savvy.
- Budget management experience.
- Creativity, enthusiasm, and problem-solving skills.
- Strong organizational skills with the ability to multitask and prioritize.
- Experience working with volunteers and community stakeholders.
- Proficiency in Microsoft Windows, Adobe Suite, and social media platforms (graphic design skills a plus).
- Self-motivated with the ability to work independently and collaboratively.

Additional Information

- The work environment includes office and outdoor settings, with occasional lifting of up to 50 pounds.
- Some nights and weekends are required for events and meetings.
- The Oshkosh Downtown and BID Executive Director will have office space at the Oshkosh Convention and Visitors Bureau.

How to Apply

To apply, please submit the following:

- Cover Letter
- Resume
- Three References

Submit applications via email to:

Karen Harkness at kharkness61@gmail.com