



Central Atlanta Progress
Atlanta Downtown Improvement District

Project Manager, Woodruff Park

Central Atlanta Progress, Inc. (CAP) is a nonprofit corporation of Atlanta business leaders, property owners, and institutions working with each other and with government since 1941 to help build a better center city. It carries out research and planning and acts as a catalyst for a wide range of programs and projects for the improvement of Downtown Atlanta. The Atlanta Downtown Improvement District (ADID), founded in 1995 by CAP, is a public-private partnership that strives to create an attractive, safe and livable environment for Downtown. CAP/ADID together with a fast-growing community of engaged grassroots and institutional partners has an impressive legacy of impact and continues to lead the charge to grow the economic prosperity, elevate the quality of life and improve the image of Downtown Atlanta for businesses and the broader community.

Woodruff Park is six acres of green space in the heart of Downtown Atlanta. In the early 1970s, the Park, originally known as Central City Park, was created through a generous land donation from Robert W. Woodruff, former president of The Coca-Cola Company. For decades, Woodruff Park has served as a Downtown gathering place. Woodruff Park is designed to accommodate large crowds for special events, festivals and performances, but also maintains a communal space that is welcoming and comfortable for smaller groups. Today Woodruff Park is a diverse community space that offers a respite in the middle of a bustling city center that attracts a daily population representing a broad cross-section of the community, from college students to corporate executives and from tourists to residents. The Park is also at the center of \$255 million worth of recently completed and planned real estate redevelopment projects.

A master plan was developed for Woodruff Park in 2005, which was followed by the execution of a Memorandum of Understanding between the City of Atlanta and ADID that was based on the plan. Since that time, CAP/ADID has worked side by side in collaboration with the City of Atlanta to complete improvements in the Park. Many enhancements identified in the plan have been realized from capital improvements to new activities and amenities. With the improving economy and return of a strong real estate cycle, Woodruff Park is primed for revitalization through expanded placemaking, activation and programming efforts. It is our goal to transform the Park into a great urban destination that is both dynamic and attractive.

Building on the successes of previous efforts and with our new goals in mind, our stewardship of Woodruff Park continues. To guide and shepherd this work CAP/ADID is seeking a highly motivated and dedicated person to fill the position of Project Manager, Woodruff Park. The Project Manager will:

- Report to the Vice President of Operations and Public Safety;
- Be the CAP/ADID point person for Woodruff Park and as such will collaborate with and utilize both existing, and to be identified, staff and financial resources to manage or support

all aspects of the planning, coordination and implementation of daily operations and activities of the Park with the following primary focus areas:

- Planning and Strategy: Conceive, initiate and execute projects and activities consistent with the adopted Park Master Plan in order to advance recommendations and impact the mission and goals as identified. As needed, pursue updates to the Master Plan.
 - Budgeting and Financial Management: Develop, maintain and track annual budgets for Park activities. Identify sources of additional funding and partnership opportunities to advance the implementation of priorities identified within the Woodruff Park Master Plan. Funding sources may include public and private grant opportunities.
 - Programming: Develop and execute a calendar of diverse, regular occurring activities in the park – existing, planned and new – consistent with Park goals that include, but are not limited to reading room/periodicals, games/sport equipment, music, movies, exercise, cycling, etc. Also includes the management of Park vending and potential future food service as programs supporting the Park's goals.
 - Special Events: Ensure oversight and compliance of events permitted by the City of Atlanta and produced or sponsored by external parties that occur in the Park, as well as, the recruitment, nurturing and support of new events that support the goals of Park activation.
 - Operations and Maintenance: Support the purchase, storage, movement and well-being of Park equipment, furniture and supplies; general cleanliness and landscape maintenance; as well as public safety activities; seasonal initiatives like holiday lighting and decorations.
 - Maintenance and Capital Projects: Ensure the timely, efficient and cost effective maintenance of the Park including landscaping, hardscape, structures and other amenities and equipment in the park, including but not limited to fountains, public toilets, kiosks, vending machines and other streetscape amenities;
- Identify, develop and collect data for appropriate metrics to monitor operations and track progress toward Park goals;
 - Maintain relationships with a variety of government, institutional and private partners, notably the City of Atlanta Department of Parks and Recreation and Georgia State University;
 - Work collaboratively with all Downtown stakeholders, including property owners, businesses, residents, students and government and nonprofit partners among others in community involvement processes related to all programs and projects;
 - Assist CAP/ADID staff with verbal and visual communication of Park activities in support of economic development and marketing efforts;

- Support other CAP/ADID efforts similar in scope to Woodruff Park, but targeted in other smaller or pocket parks in Downtown;
- Perform additional special projects as assigned;
- Work full time and be expected at times, as needed, to flex work hours in order to accommodate early morning, evening and weekend events and activities in the Park.

Interest, Work Experience and Skills Desired

This position requires a combination of skills, experience and education including, but not limited to the following.

The ideal candidate will have demonstrated a mastery of project management principles, methods and techniques. An understanding of the fundamentals of successful urban public spaces is required. Specific experience with the management of public or private parks would be ideal. Familiarity with basic construction techniques and/or landscape architecture is also desired.

The successful candidate must be a detail-oriented self-starter and quick learner with exceptional organizational skills and a demonstrable track record of achieving goals. Creativity and strong problem-solving skills are essential. The candidate must be able to manage competing and changing priorities and multiple simultaneous projects involving cross-functional project teams within budgetary and schedule constraints. Excellent professional ethics, leadership skills, accountability and decision-making capabilities are required. Strong written communication skills are necessary. A demonstrated commitment to and passion for working in an urban environment is strongly preferred.

Candidates must possess maturity and be comfortable meeting and establishing relationships with high-level executives and government officials, speaking to large audiences, and dealing with the general public. A demonstrated ability to effectively develop and maintain productive working relationships with a wide range of stakeholder groups and allies is imperative.

Proficient computer skills in a networked Microsoft Office environment (word processing, spreadsheets, databases, email and internet software) are essential; graphic software programs (InDesign, Photoshop, GIS, AutoCAD, etc.) web design and HTML experience is desired.

Qualified candidates must possess sufficient education, training and experience to demonstrate the knowledge and ability to successfully perform the responsibilities of this position. Development of the required knowledge and abilities is typically obtained through a bachelor's degree in parks, recreation, tourism management, public policy, public administration, urban planning or studies or a related field. Completion of an advanced degree in these fields is desirable. A minimum of three years, full time progressively responsible experience in the above disciplines or a combination of education and experience demonstrating the ability to successfully perform the responsibilities of this position is required.

Salary and Benefits

Employment, including benefits, is provided through the Atlanta Downtown Improvement District, Inc. ADID is an equal opportunity employer and will consider all qualified applicants for employment without regard to age, disability, religion, creed, political affiliation, race, color, sex, marital status, sexual orientation or national origin. ADID offers employees a competitive benefits package including health insurance, dental insurance, short-term disability and a 401(k) savings program. A competitive salary commensurate with the applicant's experience will be offered for this position.

To Apply

Interested applicants should e-mail their letter of interest including salary history and requirements and a resume to Dee Davis, Human Resources Manager at ddavis@atlantadowntown.com. Only those applicants deemed qualified will be contacted. No phone calls, please.