

Memorandum



CITY OF DALLAS

DATE October 11, 2019

TO Honorable Mayor and Members of the City Council

SUBJECT **Chief Opportunity Zone Officer Position Profile**

On September 25, 2019 City Council requested more information on our efforts to designate a Chief Opportunity Zone Officer (COZO). The designated COZO will add capacity and focus to our effort of achieving equitable economic development in several targeted areas within the City. The Dallas COZO will be well positioned to work across city functions, departments and collaborating agencies.

As provided via email this week to the City Council, the description attached outlines a summary of the purpose and scope of the job, summary of our organization, essential job functions, qualifications and skills, major position demands, and position requirements.

If there are any questions or concerns, please contact me at (214) 670 – 3390.

A handwritten signature in black ink, appearing to read 'Michael A. Mendoza'.

Michael A. Mendoza

Chief of Economic Development and Neighborhood Services

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney (Interim)
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager

Joey Zapata, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
M. Elizabeth Reich, Chief Financial Officer
Laila Aleqresh, Chief Innovation Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors

DRAFT - City of Dallas Chief Opportunity Zone Officer (COZO)

Job Details

Seniority Level, Director

Industry

Non-profit Organization Management

Employment Type

Full-time, 24 months, grant funded position (Rockefeller Foundation)

Job Title

Chief Opportunity Zone Officer (COZO)

Purpose and Scope:

Responsible for providing vision and leadership to promote the City of Dallas as a prime attraction for investments within Opportunity Zones (OZ), while engaging at the community level to ensure neighborhood organizations, leaders, and residents are consulted and informed about OZs and how they can get involved as potential partners, project sponsors, or investors. The COZO will manage a team of AmeriCorps VISTA (Volunteers in Service to America) members. The COZO team will work to ensure a balance between local stakeholders and the economic and social impacts of OZ investments within the boundaries, and on the margins, of the city's 15 designated zones. This position is based in the Office of the City Manager and reports to the Chief of Economic Development and Neighborhood services.

Organization:

The City of Dallas is an economically diverse, and globally competitive destination for business and leisure. The City's Office of Economic Development directs public investment for retaining, expanding and recruiting jobs to the city. A variety of economic development tools are used to expand and diversify the city's businesses, strengthen the competitiveness of the workforce, and to improve neighborhood infrastructure. The City of Dallas designs and manages its programs around the core service principles of Equity, Ethics, Empathy, and Excellence. The COZO will be held to the same standards:

Empathy - Demonstrating compassion by listening and understanding

Ethics - Being transparent, open and honest

Excellence -Committed to continuous improvement

Equity -Understanding the diverse needs of the communities served

ESSENTIAL JOB FUNCTIONS

1. Develops a thorough understanding of City of Dallas economic development tools and procedures.
2. Collaborates in a team-oriented style with colleagues in the City's Department of Economic Development and Housing and Neighborhood Revitalization and Planning and Urban Design.
3. Leads project planning activities to create deliverables, milestones, timelines, and project assignments.
4. Manages two VISTA Members, recruited to expand and deepen community engagement.
5. Provides strategic and analytical thinking to promote the City of Dallas as a prime attraction for private and public investment
6. Develops a community outreach plan to engage with residents and local business organizations to communicate OZ rules and projects and to share information about investment projects or project intentions.
7. Invites local professional legal and accounting experts to these events to share their insights and offer technical assistance.
8. Develops a set of reasonable and trackable metrics for measuring impact of the Qualified Opportunity Fund (QOF) investments, such as anticipated number of jobs created, affordable housing units
9. Identifies best practices nationally {including local policy coordination}, engaging communities and monitoring investments and impacts on socio-economic outcomes.
10. Develops initiatives to engage small businesses, and local minority, women or locally led development projects in OZ investments.
11. Organizes community workshops with local developers, nonprofits, such as Community Development Financial Institutions {CDFIs}, and others to provide an overview of OZs.
12. Conducts community gatherings to ensure neighborhood organizations, leaders, and residents are consulted and informed about OZs and how they can get involved as potential partners, project sponsors, or investors.
13. Focuses on matchmaking between QOZs, developers, business managers and local stakeholders, while introduce the invaluable role of local wisdom into dialog with QOZ investors.
14. Promotes local priorities in OZs that bring improvements and catalyze change for the betterment of all residents.
15. Identifies additional tools and incentives for projects that meet community and/or municipal priorities.
16. Track OZ rules and best practices nationally, connecting investors with developers, and by monitoring investments and impacts.
17. Compiles information to be included in a Dallas OZ database. This database will track potential real estate and operating business projects in designated OZs.
18. Promotes and maintains a positive work atmosphere by demonstrating professional decorum, communicating in a positive manner and working effectively with co-workers, management, partners and vendors.
19. Maintains punctuality and attendance at work.
20. Follows City of Dallas Policy, procedures and guidelines

QUALIFICATIONS AND SKILLS:

Ability to communicate effectively, both verbally and in writing - English and Spanish preferred

Ability to work on multiple projects at once, multi-task, under exacting deadlines

Ability to travel on City of Dallas business

Ability to speak clearly and persuasively in positive and negative situations

Ability to demonstrate critical thinking, analytical skills and organization

Knowledge of commercial banking, real estate development, investment banking, lending, professional services consulting

Skill in using Microsoft Office productivity tools

Major Position Demands:

Decision-making

Problem-solving

Position Requirements:

Bachelor's degree or commensurate work experience required

Minimum 7 years of prior work experience in areas such as commercial banking, real estate development, investment banking, lending or professional services consulting