

Town Of Clarence, Erie County, Industrial Development Agency (CIDA)
Economic Development Officer
Job Description

The creation of an Economic Development Officer position (EDO) is to facilitate and coordinate the efforts of the Town of Clarence, Industrial Development Agency (CIDA) and the Town of Clarence toward the common goal of attracting new business to and retaining existing business in the Town of Clarence.

While the EDO will be an Independent Contractor, the Chairman of the CIDA will have final say in all work related matters pertaining to the EDO position. The EDO will prepare a one-page report on a monthly basis. This report will document the key EDO goals and progress of the EDO meeting those goals. This report will be presented to the Chairman of the CIDA and a copy will be forwarded to the CIDA Board. In addition, the performance of this position will be reviewed on a quarterly basis by the CIDA Board Members. The EDO shall keep a log of contacts and work initiated to be presented at his or her quarterly review. The EDO shall work no less than 25 hours per week. The EDO will be evaluated based on his or her efforts in assisting outside businesses interested in looking to relocate to Clarence and in assisting in the growth and retention of existing Clarence businesses. The description of responsibilities will include the following but could evolve based on the individual experience and talents of the potential candidate for the EDO position:

- 1) Bring new business into the Town of Clarence. Provide direction to prospective businesses as an advocate for development between the various agencies on the Town, County, State and Federal levels. Work with existing Clarence businesses to coordinate and facilitate all dealings with the various departments of the Town. Interact with the existing CIDA Consultant and follow through on inquiries about commercial/industrial/retail development in Clarence to increase the potential for successful development of new business. Work with businesses outside of Western New York that have expressed an interest in future expansion or relocation to the Town of Clarence.
- 2) Develop a plan to retain existing business. Use all available assets including hard and soft programs.
- 3) Work with the ad agency to promote the economic development of the Town of Clarence. Coordinate marketing materials for distribution to the public and organizations. Carry out the related promotional activities.
- 4) Identify geographic locations with particular suitability for certain types of businesses (one example would be CIDA designated Enhancement Zones). Target businesses for active market promotion within these specific geographic areas.
- 5) Develop an active inventory of available properties and businesses in the Town of Clarence for posting on the CIDA web page.

- 6) Keep updated on the status of the Town Master Plan and be aware of any changes that might affect Clarence businesses.
- 7) Develop a formal mechanism to assure the CIDA is kept informed about newly proposed or planned development projects coming before the Town.
- 8) Update the CIDA web page on the Town of Clarence web site.
- 9) Attend the CIDA monthly meetings and the Clarence Town Board meetings. Attend as many Planning Board and ZBA meetings as his/her schedule permits.