

## OPPORTUNITY PROFILE

## CHIEF EXECUTIVE OFFICER

## DOWNTOWN ITHACA ALLIANCE

## EXECUTIVE SUMMARY

The **Downtown Ithaca Alliance (DIA)**—an innovative, not-for-profit organization—is seeking a Chief Executive Officer (CEO) who is a visionary and collaborative leader, skilled relationship builder, accomplished placemaker, and an expert business management and financial executive.

The CEO will be an **action-oriented, collaborative, results-driven leader who is passionate about building an authentic, diverse, and welcoming downtown** that serves as the economic and cultural engine for Ithaca and the Finger Lakes region. The CEO will convene and lead diverse stakeholders invested in a vibrant, economically resilient center city. Through sound management and effective collaboration, the CEO will enhance and ensure the credibility of the DIA as an honest broker and advocate for growth, change, and sustainability.

Downtown Ithaca has experienced exceptional growth over the past decade and is poised for more growth as more residential, office, retail, and tourism attractions join the community. Downtown Ithaca's high quality of life and its many amenities attract new residents, office tenants, business owners, and visitors making it one of the fastest growing downtowns in New York State's Southern Tier and Finger Lakes regions.



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

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



## About Ithaca

Ithaca is in the picturesque Finger Lakes region of New York State at the southern tip of Cayuga Lake in the heart of wine country. It is a progressive community with strong ties to technology and education. Cornell University, and Ithaca College are anchor institutions in the community. Tompkins Cortland Community College (TC3) is also located near Ithaca. Education, healthcare, technology, tourism, and agriculture are the primary economic drivers in the region. The population of Ithaca is over 32,000 and the city serves as the county seat for Tompkins County. The Metropolitan Statistical Area (MSA) represents over 145,000 residents.



**Visit the DIA Website:**  
[www.downtownithaca.com](http://www.downtownithaca.com)

**"ITHACA IS GORGES"**

Epic waterfalls and gorges will leave you awestruck.

**CHEERS!**

Finger Lakes Wine Country has over 100 wineries.

**INCLUSIVITY**

Ithaca is a welcoming city that celebrates its diversity.

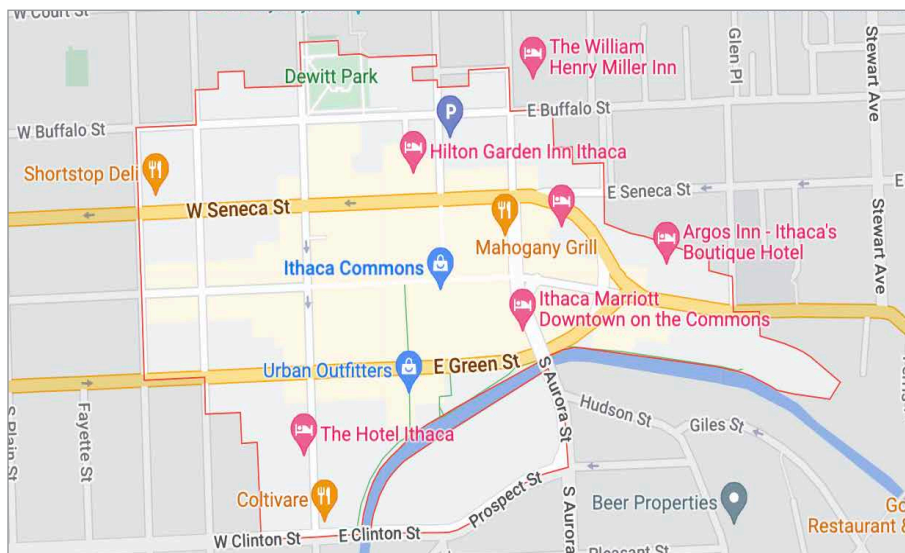
# DOWNTOWN ITHACA ALLIANCE

## The Alliance Mission

The Downtown Ithaca Alliance (DIA) works to enhance and improve Ithaca's urban core. They partner with state and local governments, retailers, developers, property owners, and other organizations and neighbors to nurture downtown Ithaca as a place where commerce and community engagement come together to create a **vibrant and welcoming environment**.

The Downtown Ithaca Alliance is a **comprehensive downtown revitalization and management organization**. Downtown Ithaca is the economic, social, and cultural heart of Tompkins County. The Downtown Ithaca Alliance leads the work to preserve and develop the central downtown core as the region's center for banking and finance, business and professional offices, government, and community services, downtown residences, and as a retail and dining destination highlighted by unique specialty shops, restaurants, arts, and entertainment. Downtown serves people who live and work downtown, city and county residents, college communities, area visitors and tourists.

The Downtown Ithaca Alliance, and the **Ithaca Business Improvement District (IBID)**—a State of New York chartered 501c3 not-for-profit organization—are charged with the revitalization, development, promotion, and management of downtown Ithaca. Founded in 1997, the BID is a special assessment district which spans 22 blocks in the urban core of the city (see red outlined area in the map below).



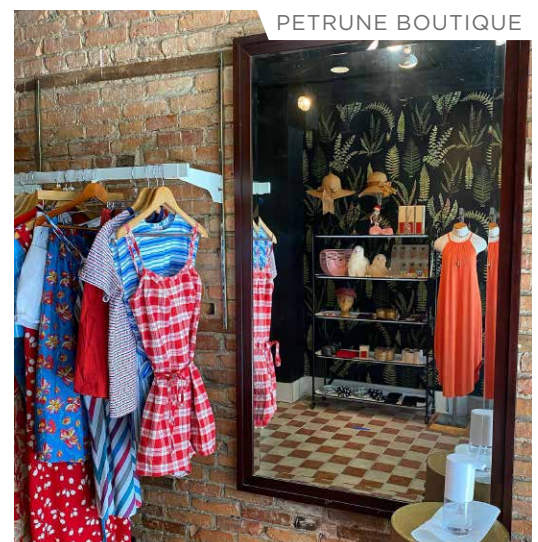
COMMONS PLANTERS



APPLEFEST



ENTREE FROM KIMCHI



PETRONE BOUTIQUE



## MORE ABOUT DIA

The programmatic work of the Downtown Ithaca Alliance is organized around the following:

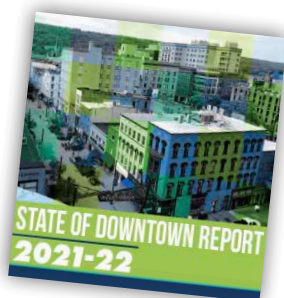
- Business Retention and Development
- Marketing, Operations and Infrastructure
- Special Events
- Transportation and Mobility
- Late Night Economy

The DIA “launched” the **Downtown Ithaca Local Development Corporation (DILDC)** as an independent non-profit created for the purpose of building and operating the **Downtown Ithaca Conference Center** currently under development on Green Street in downtown Ithaca. Downtown Ithaca will be home to a state-of-the-art, two story, 15,000 square foot conference center. The \$34 million project features a 12,300 square foot ballroom, a junior ballroom and breakout rooms, pre-functions and trade show space, and a full kitchen. The project received a \$5 million grant from the New York State (Empire State Development) and is being funded with room/lodging tax revenue from across the city.

The DIA recently “launched” a new LDC called **DILDC II**, which is working on an economic development project in downtown. The DIA also formed a **TMA (Transportation Management Association)** that was recently spun off from the DIA’s internal TMA role, known as “Go Ithaca.” The DIA will provide administrative support to the new entities, and the CEO will sit on their respective boards. An additional business improvement district is under consideration to expand the DIA’s development agenda.

The DIA has transformed Ithaca into one of the most dynamic cities in New York State. **The evolution continues...**

State of Downtown  
Report, 2021-2022



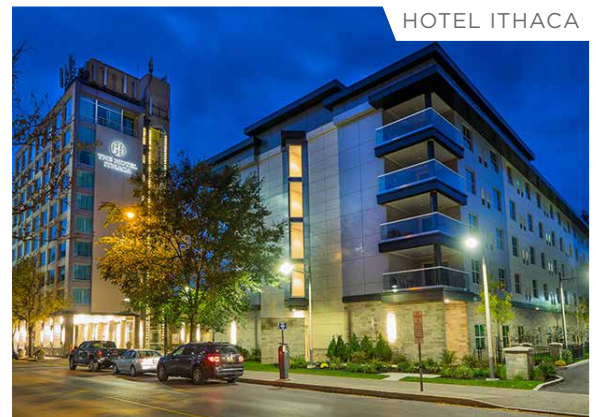
CHILDREN PAINTING



DOWNTOWN ITHACA CONFERENCE CENTER



HISTORIC DEWITT MALL



HOTEL ITHACA

## MORE ABOUT DIA, continued

### 2030 Strategic Plan

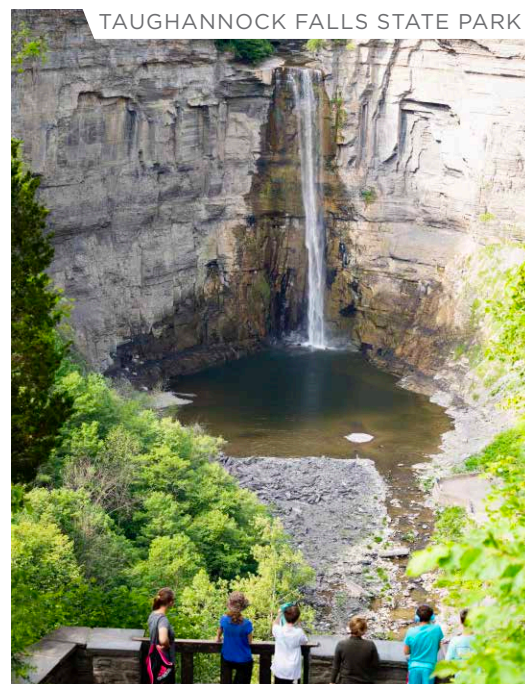
The Downtown Ithaca Alliance and the City of Ithaca are collaborating on the creation of an urban core **Downtown/ West End 2030 Strategic Plan**. This Plan will be used to help guide both the City and the DIA with policies and programs as well as spending priorities for the decade to come. The City will also use the 2030 Plan as part of a Phase II component of its Comprehensive Plan: *Plan Ithaca*.

### Strategic Partners:



There are several organizations with which the DIA collaborates, such as:

1. **TCAT—Tompkins County Consolidated Area Transit, Inc.**  
[www.tcatbus.com](http://www.tcatbus.com)
2. **Empire State Development**  
[esd.ny.gov](http://esd.ny.gov)
3. **New York State Economic Development Council**  
[www.nysedc.org](http://www.nysedc.org)
4. **Visit Ithaca**  
[www.visitithaca.com](http://www.visitithaca.com)
5. **Tompkins Chamber of Commerce**  
[www.tompkinschamber.org](http://www.tompkinschamber.org)
6. **City of Ithaca**  
[www.cityofithaca.org](http://www.cityofithaca.org)
7. **Tompkins County**  
[www.tompkinscountyny.gov](http://www.tompkinscountyny.gov)
8. **Rev: Ithaca Startup Works**  
[www.revithaca.com](http://www.revithaca.com)
9. **Cornell University**  
[www.cornell.edu](http://www.cornell.edu)
10. **Ithaca College**  
[www.ithaca.edu](http://www.ithaca.edu)
11. **Tompkins Cortland Community College (TC3)**  
[www.tompkinscortland.edu](http://www.tompkinscortland.edu)



Click here to view the **2020 Strategic Plan**





# ITHACA

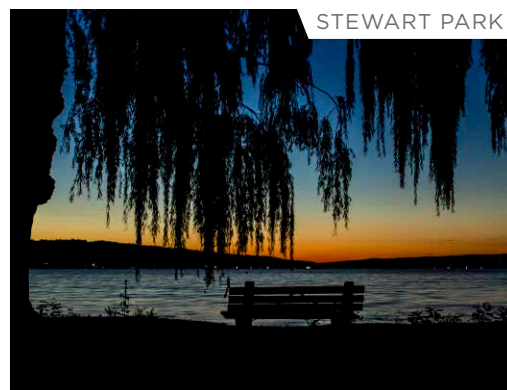
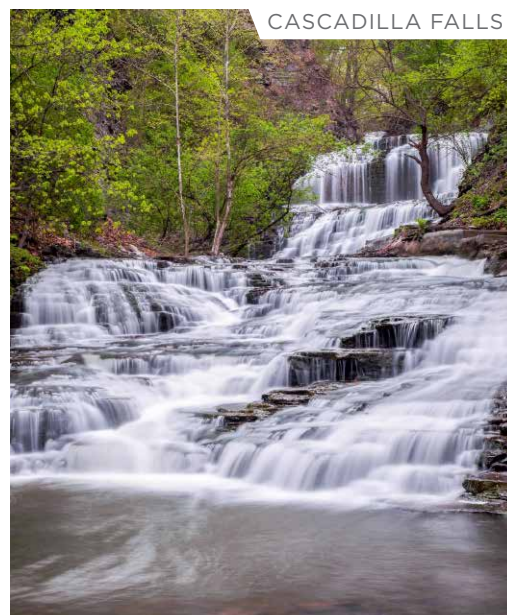


Ithaca is home to **Cornell University and Ithaca College** in the central Finger Lakes Region of New York State, Tompkins County and Ithaca exemplify a small-town atmosphere, while showcasing the qualities of a larger metropolitan city. The Finger Lakes Region is made up of 14 counties that occupy 9,000 square miles of the state. Tompkins County measures 476 square miles. **Ithaca sits at the southern tip of Cayuga Lake, the longest of the 11 Finger Lakes.** By car it is just 4 hours from New York City, 1.5 hours from Syracuse, two hours from Rochester, and 4.5 hours from Philadelphia, PA.

The climate of Tompkins County provides for a variety of outdoor activities ranging from boating, swimming, and hiking in summer, to cross-country skiing and ice skating in winter. **“Ithaca is Gorges”** has become the indelible adage that aptly describes the Ithaca area, which has been blessed with deep cut gorges and spectacular waterfalls. Ithaca and Tompkins County are more than just great places to live and work, they’re exciting travel destinations.

**Nearly 500,000 people visit the area annually** and their choices for town charm meets Ivy League sophistication amid a backdrop of breathtaking gorges, towering waterfalls, outstanding recreation, and world-class thinking. The area’s rich culture, fine lodging and abundance of top-quality restaurants make it an ideal base for any Finger Lakes getaway.

Specialized shopping and restaurants provide a unique and exciting variety for all tastes and ages. **The state parks and many lakes offer the best in fishing, hunting, swimming, and boating.** Local wineries, art galleries and museums provide something for everyone—which is why so many people return to Tompkins County year after year.





## COMMUNITY OVERVIEW

### Demographics

Ithaca is the principal city of the Ithaca-Cortland Combined Statistical Area, which includes the Ithaca Metropolitan Statistical Area (Tompkins County) and the Cortland Micropolitan Statistical Area (Cortland County), which had a combined population of 145,100 at the 2000 census.

As of the census of 2021, there were 31,710 people residing in the city. The racial makeup of the city was 65% White, and 35% non-white. Per capita income is approximately \$43,482, and median household income averages around \$36,309.

### Economy

The economy of the Ithaca region is based on education and further supported by technology, healthcare, tourism, and agriculture. Ithaca is one of the few expanding economies in New York State outside New York City. It draws commuters for work from the neighboring counties of Cortland, Tioga, Schuyler, and Chemung.

### Government

There are two governmental entities in the area: the Town of Ithaca and the City of Ithaca. The Town of Ithaca is one of the nine towns comprising Tompkins County. The City of Ithaca is surrounded by, but legally independent of, the Town. The City of Ithaca has a mayor-council government. The charter of the City of Ithaca provides for a full-time mayor and city judge, each independent and elected at-large. Since 1995, the mayor has been elected to a four-year term, and since 1989, the city judge has been elected to a six-year term. The City of Ithaca will be transitioning to a City Manager form of government beginning in 2024.

### Technology & Entrepreneurship

**Rev: Ithaca Startup Works** is a business incubator located in downtown and assists companies scale and succeed. Rev provides mentorship, accelerator programs, resources, co-working space, events, and networking—companies in any field will gain the tools they need to scale. In 2022, startups produced 118 new employees hired; \$21.7M capital raised; and \$11.9M revenue generated.

Entrepreneurs are choosing to stay and grow in Ithaca because of the high quality of life, vibrant startup scene, and high volume of patents issued. Bloomberg Businessweek ranked Ithaca as the **#1 “Best startup spot for tech without the downside.”** USA Today and 24/7 Wall Street listed Ithaca as #13 on its national list of the **“25 Most Innovative Cities.”** The Southern Tier of NY, an area that encompasses Ithaca, experienced \$1,674 per capita investment in higher education in 2017—greater than any other region in New York State, including New York City.





## EDUCATION

### Colleges and Universities

Ithaca is a major educational center in Central New York. The two major post-secondary educational institutions located in Ithaca were each founded in the late nineteenth century. In 1865, Ezra Cornell founded **Cornell University**, which overlooks the town from East Hill. **Ithaca College** was originally located in the downtown area but relocated to South Hill in the 1960s. Ithaca College's Physician Assistant Program is in downtown on The Commons.

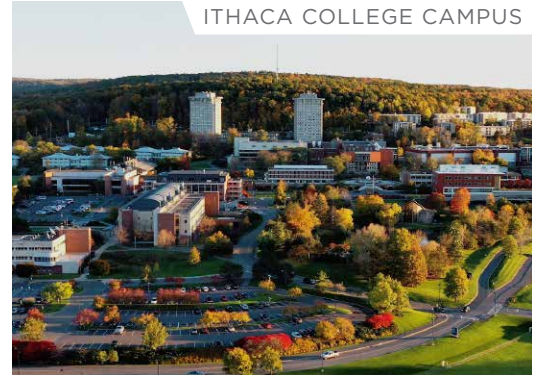
**Tompkins Cortland Community College (TC3)** is located in the neighboring town of Dryden, and has an extension center in downtown Ithaca. Empire State College offers non-traditional college courses to adults in downtown Ithaca. Student enrollment: Cornell is 25,582; Ithaca College is 5,000; Tompkins Cortland Community College is 4,977 (Fall) and 6,328 (Spring).

### Primary and Secondary Schools

The Ithaca City School District, based in Ithaca, encompasses the city and its surrounding area with eight elementary schools (roughly one for every neighborhood), two middle schools (Boynton and Dewitt), Ithaca High School and the Lehman Alternative Community School (a combined middle and high school).

Several private elementary and secondary schools are located in the Ithaca area, including the Roman Catholic Immaculate Conception School, the Cascadilla School, the New Roots Charter School, the Elizabeth Ann Clune Montessori School, the Namaste Montessori School (in the Trumansburg area) and the Ithaca Waldorf School. Ithaca has two networks for supporting its home-schooling families: Loving Education At Home (LEAH) and the Northern Light Learning Center (NLLC). TST BOCES is also in Tompkins County.

ITHACA COLLEGE CAMPUS



ITHACA COLLEGE FOOTBALL



CORNELL UNIVERSITY CAMPUS



CORNELL STUDENTS



CORNELL WOMEN'S HOCKEY TEAM



# ORGANIZATIONAL OVERVIEW, SKILLS AND EXPERTISE

## CHIEF EXECUTIVE OFFICER (CEO)

Downtown Ithaca Alliance (DIA)

### OVERVIEW:

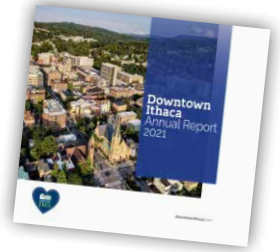
The CEO is responsible for planning, implementing, and managing all programs and policies of the Downtown Ithaca Alliance and is a key member of the civic leadership of Ithaca.

The Downtown Ithaca Alliance (DIA), and the **Ithaca Business Improvement District (IBID)** a State of New York chartered 501c3 not-for-profit organization, are charged with the revitalization, development, promotion, and management of downtown Ithaca. Founded in 1997, the BID is a special assessment district which spans 22 blocks in the urban core of the city.

The DIA is dedicated to making Ithaca a great place in which to invest, work, shop, live and play. As a major stakeholder in Ithaca, the association works in partnership with business and government to develop and implement programs that will strengthen the physical and economic vitality of Ithaca and help maintain its position as a welcoming and progressive destination.



Click here to view the **2021-2022 Annual Report**



### Budget:

Approximately \$1.6 million.

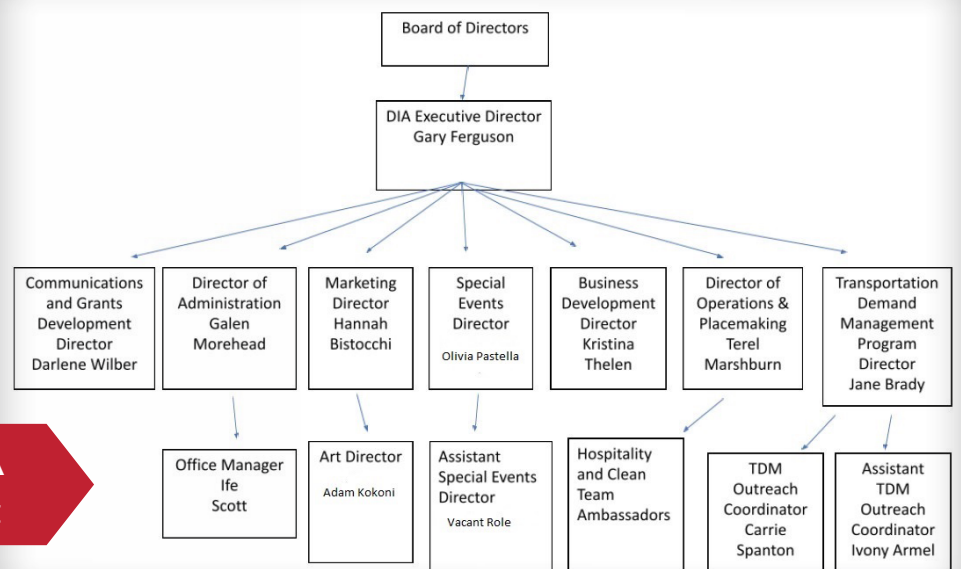
### Staff:

The staff includes a CEO along with seven department directors who are responsible for part-time and full-time employees, seasonal hospitality ambassadors, interns and volunteers who work year-round to fulfill the needs of Downtown Ithaca. The staff is comprised of 14 full-time positions including the CEO. See *Organizational Chart* below.

### Board:

The 27-member Board of Directors consists of 23 voting members (Class A, B & C) and 4 non-voting members (Class D). The board meets monthly. Members of the board also sit on organization committees. Board members serve a three-year term with a three-term limit.

## DOWNTOWN ITHACA BID: Organizational Chart





## PROGRAMS AND PROJECTS

There are several key initiatives and projects currently underway. These are either projects in their infancy or projects the CEO has been leading.

- The **Intercity Bus Hub** project is in the process of being scoped and defined. There are three key parts to this effort: arriving at a scope of work satisfactory to the DIA and its community partners; determining the preferred location for this project and securing the appropriate agreements for such a location; and devising a funding plan for the project.
- The **Conference Center** project is an ongoing effort that involves participation in several different boards and committees, all designed to ensure a smooth opening and early-stage operation of the new facility. The CEO is a founding board member of the Conference Center, representing the DIA and sits on the Executive Committee, the Building Committee, Financial Oversight Committee, and several ad hoc working groups.
- The \$7.0M **Electric Mobility** (ETA) grant secured by TCAT has specific funding earmarked for the Go Ithaca program. It also supports several initiatives that directly impact downtown Ithaca, especially the new on-demand program. This new service will be provided by two entities: van service (up to 15 persons) will be headed by TCAT itself; sedan service (up to 5 persons) will be provided by UPI from a new business to be created specifically for this program. There is a continuing need to advise and assist TCAT in developing this service in a manner that is financially viable yet most beneficial to the stakeholders of downtown.
- The DIA is currently working with BLOC and BHU on a proposed **retail incubator** project. While the director of business development is collaborating on this initiative, incumbent CEO is involved in its conceptualization, business planning, and fund raising/grant writing to support start-up and ongoing subsidy.
- **Economic development** is a significant part of the CEO's current duties and responsibilities. Depending upon the person selected, there could be some need for assistance in crafting workable economic development strategies and programs for the DIA. These would include, but are not necessarily limited to, retail and office attraction and retention.
- There is initial brainstorming around the possibilities and mechanics of **BID expansion**. The most likely expansion direction would be to the west, to incorporate some, or all, of the area specified in the City/DIA 2023 Strategic/Comp Plan. An expansion of the existing BID or creation of a parallel BID which could be co-managed by the DIA are likely options.
- During Q1 and Q2 2023 the Board will review and vote on the new **2030 Downtown Strategic Plan**. This Plan is a joint effort between the city and the DIA. The city is seeking to bring this process to a conclusion within this period. The full 2030 plan will require City Common Council approval.



*Ithaca Commons in Winter*



*Ithaca "Pride Week" Celebration*

## CEO RESPONSIBILITIES

**Organizational Management:** Provides the vision for the work program of the DIA. Is responsible for sound financial and overall management of the Alliance. Is responsible for ensuring the effectiveness, quality and efficiency of the Alliance 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 Alliance and its subsidiary organizations.

**Board Management:** Engages DIA 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 Alliance.

**Business Improvement District:** Serves as the CEO of the Ithaca Downtown 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. 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 Ithaca.

**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 DIA. Partners with elected officials, City staff, internal and external stakeholders, and other organizations on these efforts.

**Marketing and Communications:** Represents the DIA 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.

- The CEO will work in conjunction with the Board, staff, and other stakeholders to accomplish DIA'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 DIA has a strategy, measurable objectives, and a relevant work plan to achieve its mission.
- Promote the active involvement of Board members, committees, DIA members and other volunteers in all areas of DIA's work.
- Seek out and secure sponsorship and grant opportunities to augment funding.
- Identify and develop alliances to broaden DIA resources.
- Maintain a working knowledge of significant developments and trends in areas that impact downtown Ithaca and DIA 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 DIA's mission and Management Plan.
- Represent DIA'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 DIA as an effective business entity, in compliance with the Downtown 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 DIA's financial records.
- Manage relationships with outside vendors.



## REQUIRED SKILLS AND EXPERIENCE

**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 DIA. **The CEO 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 alliances.
- 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 alliances 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, progressive, 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.
- The CEO must be a visionary and inspirational leader.



*Martin Luther King, Jr. Statue*

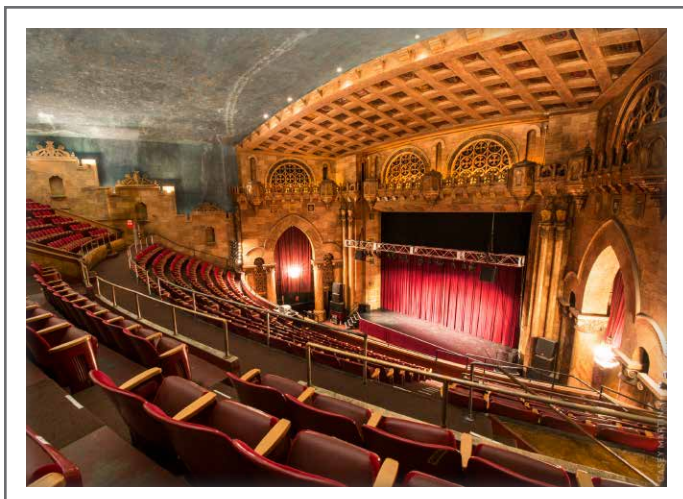
## LEADERSHIP SKILLS

### 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 large, entrepreneurial, 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 the DIA.
- 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.



State Theater



Downtown Ithaca Summer Concert Series



## 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.

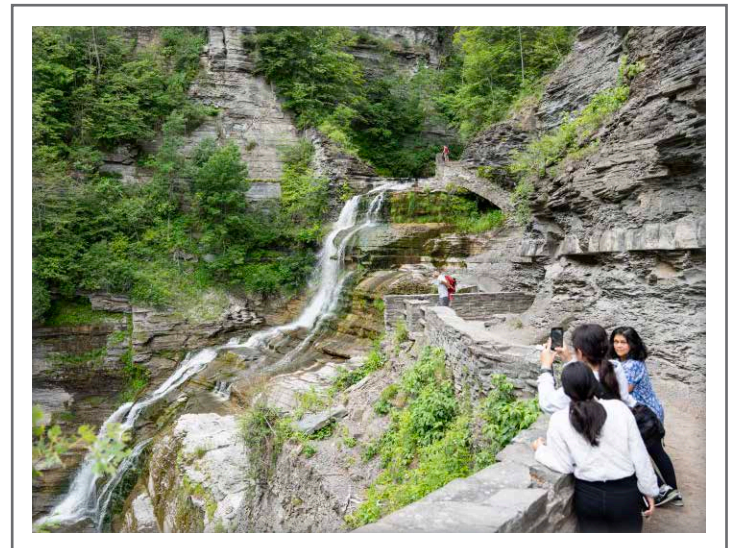
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### INTERPERSONAL CHARACTERISTICS

- “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.



*Lucifer Falls, Robert H. Treman State Park*

### EDUCATION

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



State Theater



**EXECUTIVE  
SEARCH  
CONSULTANTS**

*Integrity  
Knowledge  
Service*



### **Culture, Tourism, and Relocation:**

To learn more, check out  
these valuable resources.

**Tompkins Chamber of Commerce**

[www.tompkinschamber.org](http://www.tompkinschamber.org)

**Visit Ithaca**

[www.visitithaca.com](http://www.visitithaca.com)

### **Acknowledgments:**



A special thank you to the following  
organizations for providing content  
and pictures.

**Downtown Ithaca Alliance (DIA)**

[www.downtownithaca.com](http://www.downtownithaca.com)

**Empire State Development**

[esd.ny.gov](http://esd.ny.gov)

**New York State Economic Development  
Council (NYSED)**

[www.nysedc.org](http://www.nysedc.org)

**Visit Ithaca**

[www.visitithaca.com](http://www.visitithaca.com)

**Tompkins Chamber of Commerce**

[www.tompkinschamber.org](http://www.tompkinschamber.org)

**City of Ithaca**

[www.cityofithaca.org](http://www.cityofithaca.org)

**Tompkins County**

[www.tompkinscountyny.gov](http://www.tompkinscountyny.gov)

## **COMPENSATION**

In accordance with Ithaca's Salary Transparency Law, the compensation for the CEO position will likely range from \$130,000.00 to \$160,000.00 per annum (negotiable).

## **APPLICATIONS**

Electronic applications preferred.

### **Send Nominations & Applications to:**

**David Smith** | [dpsmith@hrsinc.com](mailto:dpsmith@hrsinc.com)

**Please reference the subject line:**

DIA CEO

### **APPLICATION DEADLINE:**

April 21, 2023

### **The DIA Search Team:**

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

*Graphic Design by Lauren DiColli Hooke*