

## OPPORTUNITY PROFILE

## VICE PRESIDENT, Advocacy & Economic Development

## DOWNTOWN SEATTLE ASSOCIATION

### EXECUTIVE SUMMARY

With the support of their diverse corporate, nonprofit and resident members, **Downtown Seattle Association (DSA)** provides vision and leadership on the critical issues and opportunities facing Seattle's urban core.

Over the past few decades, downtown Seattle has evolved into one of the most dynamic urban centers in the country. It is the city's epicenter of jobs and the region's hub for arts, entertainment, professional sports and tourism. More than 108,000 residents live in the center city. DSA provides leadership on a range of issues impacting the urban core, including economic development, public safety, chronic homelessness and transportation.

DSA manages the **Metropolitan Improvement District (MID)**, a business-improvement area funded by downtown property owners and spanning 300 blocks downtown. With funding from Metropolitan Improvement District ratepayers, downtown ambassadors help keep sidewalks and public spaces clean, safe and welcoming for all who work, live and visit. MID ratepayers also fund parks and public space improvements, downtown marketing and transportation services. DSA is also a founding partner of **Commute Seattle**.



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

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



**Downtown  
Seattle  
Association**

Established in 1958, the **Downtown Seattle Association** is a nonprofit membership organization whose mission is to create a healthy, vibrant downtown for all. By advocating on issues including transportation, economic development and the urban experience, DSA works to ensure that downtown remains a great place to live, work, shop and play for all. DSA members call themselves "City Makers" — Because when downtown thrives, the whole city flourishes.



**Visit Their Website:**  
[downtownseattle.org](http://downtownseattle.org)

#### PICTURESQUE

A waterfront metropolis with mountain views.



**GREEN SPACES**  
Nicknamed "The Emerald City".

**ENTERTAINMENT**  
Known for its vibrant music, sports, theater & fine arts scene.

## URBAN EXPERIENCE



### Downtown Ambassadors

DSA is committed to creating a clean, safe and welcoming urban experience. Downtown ambassadors are on the streets and sidewalks of downtown seven days a week performing a range of services — from cleaning and providing directions to programming downtown's parks and connecting those in need with services. DSA's advocacy efforts and ambassador services are crucial to the vitality of Seattle's center city.

### Priorities & Initiatives:



**Public Safety:** Public safety is a top priority for DSA and they remain in regular communication with city officials, advocating for more SPD officers and increased resources for those in need.



### Third Avenue Vision:

Third Avenue — the busiest transit corridor in North America — faces many challenges. DSA led a group of nearly 70 business and property owners, residents, government staff and other stakeholders to develop a long-term vision for the future of Third Avenue.



**Housing Affordability:** DSA is a steadfast advocate for the creation of more affordable and market-rate housing downtown.



**Homelessness:** While there's no single solution that will solve this ongoing humanitarian crisis, DSA is committed to finding sustainable solutions that lead to better outcomes for those suffering on the streets of downtown.

### Downtown Revitalization:



Since the onset of COVID-19, DSA has been tracking the impact on the local economy. As downtown bounces back, DSA continues to follow dozens of metrics to trace the path to full economic recovery.

AMBASSADORS



SEATTLE FERRIS WHEEL AT PIER 57





## TRANSPORTATION



### Commute Seattle!



#### Their Mission:

Make it easy for everyone across Puget Sound to walk, ride or roll to Seattle's opportunities.

For over 20 years, Commute Seattle has worked to make Seattle more affordable, sustainable, and connected by making it easy to walk, bike, ride, and telework to and through the city. They are a non-profit engaging with businesses, organizations, community partners, and destinations that employ, serve, and attract 600,000 people to Seattle every day. They prioritize and center those who are disproportionately burdened by transportation costs to support an equitable, vibrant and prosperous community.

#### SPACE NEEDLE



#### SEATTLE ART FAIR



#### Annual Report, 2023 – 2024

Click here to watch the DSA/MID Annual Report video.



## ADVOCACY

### A Voice for Downtown Businesses, Nonprofits and Residents



#### Diversity, Equity & Inclusion:

In 2021, DSA's Board of Directors created a standing DEI board committee to provide guidance and direction to its DEI work as well as advise on implementation strategy to ensure that DEI remains a top organizational priority. In addition to board-directed work, the DSA/MID Human Resources team and executive leadership have updated recruitment and hiring practices to eliminate implicit bias and strengthen the diversity in their candidate pool, particularly for office-based professional and administrative jobs.

#### Land and People Acknowledgment:

***Created in consultation with Headwater Consulting and Puget Sound-area tribal leaders.***

The Downtown Seattle Association acknowledges that our work occurs on the homelands of the Coast Salish people, the first peoples of Seattle, who have continued to steward the lands and waters since time immemorial. We make this acknowledgment recognizing the unique role we play in stewarding downtown's public areas and pursuing our vision of a downtown for all people. DSA commits to meaningfully engaging, including and honoring Coast Salish people and pursuing actions to amplify their rich history, culture and contributions.



#### Economic Competitiveness:

DSA advocates for projects, policies and initiatives that support a healthy, vibrant downtown for all and help downtown businesses to flourish. They monitor downtown's economic health across a variety of metrics and provide analysis for their members, potential investors and the media.



#### Transportation & Access:

Expanding safe, effective and reliable transportation options for downtown and Seattle is a top priority for DSA. They are working to improve neighborhood connections, creating more commuting options and ensuring a great urban experience.



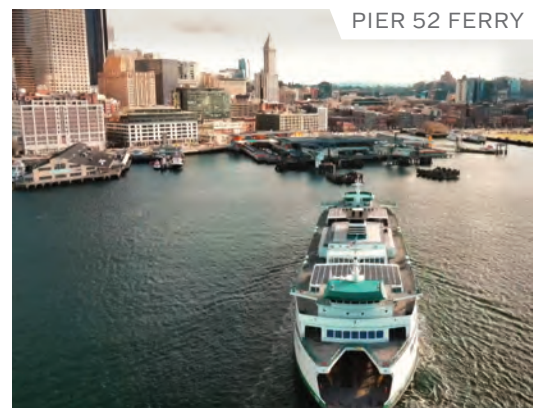
SEATTLE PRIDE FEST



OUTDOOR DINING



WESTLAKE PARK



PIER 52 FERRY

## DOWNTOWN MAP

### Twelve Neighborhoods, One Downtown

From Pioneer Square to First Hill, downtown is a collection of unique neighborhoods — each with its own authentic character, leadership and sense of community. The Denny Regrade is the fastest-growing downtown neighborhood, and Belltown is the most dense.

As stewards of the downtown experience, the Downtown Seattle Association works with various neighborhood organizations while advocating for all who live, work, shop and play here. They advance public policy issues impacting downtown, and keep the public areas of downtown clean, safe and welcoming through the management of the Metropolitan Improvement District.

#### Metropolitan Improvement District

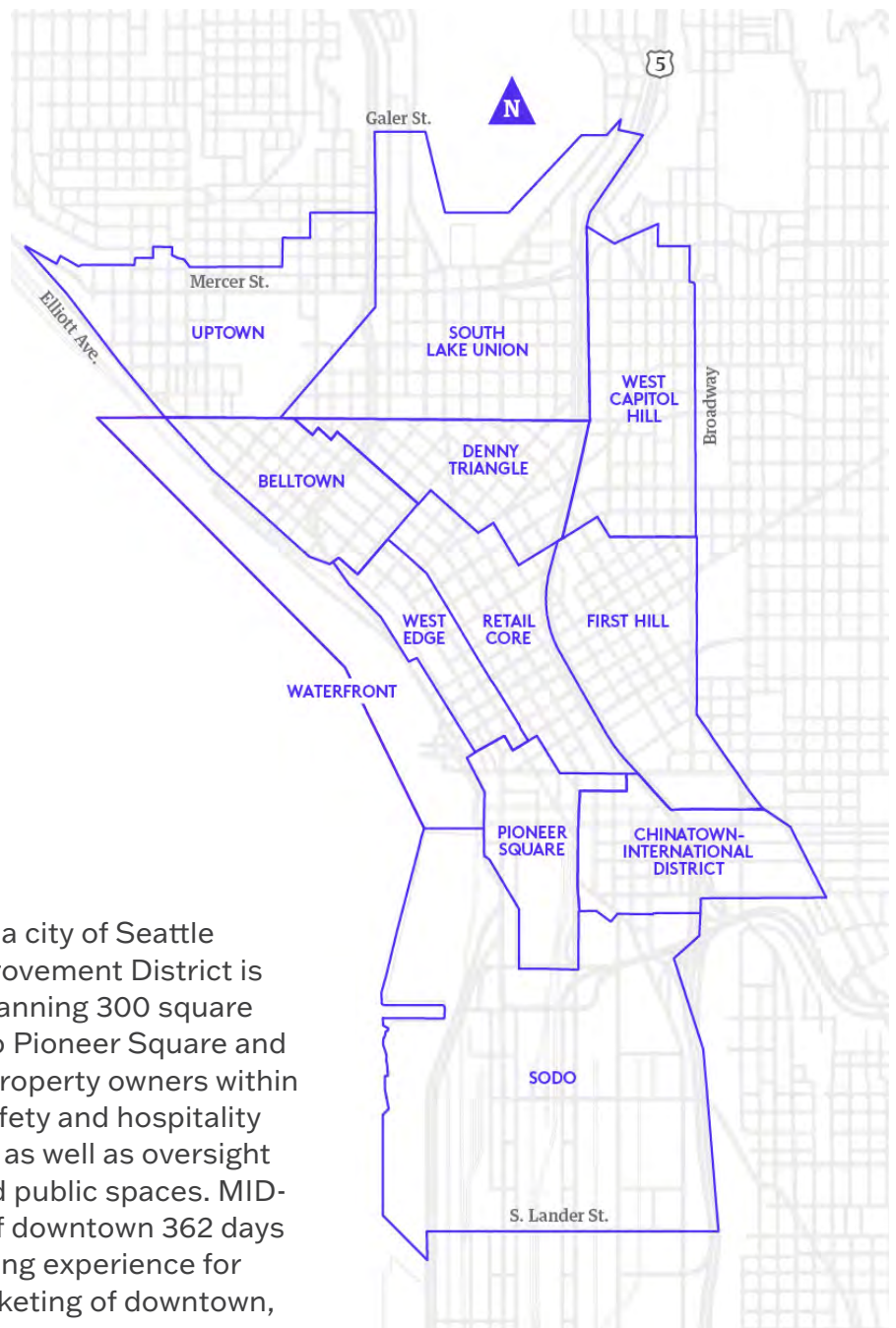


Founded by DSA in 1999 through a city of Seattle ordinance, the Metropolitan Improvement District is a business-improvement area spanning 300 square blocks in downtown — from Denny Way to Pioneer Square and from I-5 to the waterfront. Funding from property owners within the MID boundaries provides cleaning, safety and hospitality services in six center city neighborhoods, as well as oversight and activation of multiple urban parks and public spaces. MID-funded ambassadors are on the streets of downtown 362 days a year, ensuring a clean, safe and welcoming experience for everyone. MID funding also supports marketing of downtown, research and economic development.

#### Downtown Research



DSA researches, compiles and publishes information on important sectors of downtown's economy, including key movements in retail, tourism and commercial and residential real estate. DSA tracks hotel occupancy rates, conducts construction project analysis, and provides members with tools to monitor progress and seize new opportunities. Their data is regularly updated as new information becomes available. They also produce an annual summary of economic metrics in their annual State of Downtown Economic Report.





## SEATTLE LIVING



VisitSeattle.org

Seattle is two cities in one—it combines a world-class metropolis within wild, beautiful, natural surroundings, offering the best of urban lifestyle while embracing the rugged outdoors. Visitors and Seattleites enjoy Seattle's lively downtown, great shopping, wonderful restaurants, and a thriving cultural community full of theatre, music and museums. Many of Seattle's top visitor attractions are within mere blocks of the Seattle Convention Center, including the Pike Place Market, Pioneer Square, Seattle Art Museum, Seattle Symphony, ferries, world-class restaurants and a historic theatre district. Three national parks lie within a two-hour drive of Seattle and the city is a gateway to the San Juan Islands, Olympic Peninsula, Washington Wine Country and British Columbia.

VISIT  
seattle

### A Place of Surprising Contrasts

An urban city surrounded by natural beauty, it is sophisticated yet unpretentious.

Start your day kayaking on Lake Union, then end it with a spectacular meal at a 5-star restaurant. Catch an indie band at the Crocodile or a Beethoven symphony at Benaroya Hall. See a Broadway-bound play or ride a waterfront Ferris wheel.

Stroll through historic Pike Place Market, marvel at Chihuly Garden and Glass, then visit a dozen wineries—all in one day.

Seattle is clean, green and vibrant: a city for all seasons. Visitors can ski in the winter, hike in the spring, sail in the summer and cycle in the fall — all just a short hop from downtown.

PIKE PLACE MARKET



CLIMATE PLEDGE ARENA



MURAL IN PROGRESS



SEATTLE MARINERS AT T-MOBILE PARK



# ORGANIZATIONAL OVERVIEW, SKILLS AND EXPERTISE

## VICE PRESIDENT, ADVOCACY AND ECONOMIC DEVELOPMENT

Downtown Seattle Association

**Reporting Relationship:** President & CEO

**Status:** Full-time, exempt

### Overview:

The Downtown Seattle Association's (DSA) mission is to create a healthy, vibrant downtown for the city of Seattle. For over 60 years, DSA has provided vision and leadership on the critical issues and opportunities facing Seattle's urban core, including economic competitiveness, transportation and mobility, housing, and the quality of downtown Seattle's public realm. As a member-based organization, a core activity of DSA is to advance economic competitiveness issues and advocacy for downtown businesses, nonprofits, and residents. DSA works closely with city and county leaders, neighborhood organizations, nonprofits and government agencies to advocate for more affordable housing, better transportation options and making downtown Seattle attractive and accessible to businesses, workers, residents and visitors.

The VP of Advocacy & Economic Development for DSA plays a central, executive leadership role to lead this work for the organization. This position reports to the President & CEO.

### General Summary:

The VP of Advocacy & Economic Development has the overall responsibility of managing the organizational strategy and leading advocacy efforts and economic development initiatives.

## ESSENTIAL DUTIES AND TASKS

- Lead a team to develop and manage all activities related to economic development, government affairs and public policy initiatives.
- Ensure an effective and disciplined advocacy process informed by best practices via an appropriate mix of issue advocacy and stakeholder education.
- Drive the process to develop DSA's legislative agendas by engaging with members, board of directors and business leadership.
- Develop and execute strategies and related activities to ensure DSA's public affairs agenda and legislative priorities are accomplished.
- Works closely with the DSA board of directors to establish the organization's position on appropriate public policy issues and ballot measures.
- Represent DSA and DSA's membership during legislative hearings and testify as appropriate.
- Drive the content of DSA policy and advocacy programming and events.
- Lead public affairs and economic development team to enhance effectiveness and ensure their work and activities align with DSA's mission and agenda.
- Develop and maintain strong working relations with elected officials, senior public agency staff, media and other policy makers.
- Work with CEO to provide honest, frank and fact-based communication to both public and private stakeholders.
- Develop and maintain strong working relationships with other downtown groups whose interests are aligned with and/or overlap with DSA's own public policy concerns including with local chambers, economic development groups, transportation advocates, retail and hospitality associations, developers, social service and affordable housing providers and arts and culture organizations.
- Participate as key member of DSA's Senior Leadership Team with influence in shaping overall strategic planning, budgeting, direction and work program for organization.
- Support economic development efforts by ensuring they are supported by reliable data and ensuring effective management of contracts.

## ADDITIONAL REQUIREMENTS

### MINIMUM QUALIFICATIONS:

- Five (5) years working in public policy, government relations or economic development.  
*In addition, the following are also minimum qualifications:*
- Demonstrated leadership skills exhibited in the public policy arena.
- Familiarity with city and county government structures and legislative and political processes preferred.
- Familiarity with similar state and federal political processes are also desired.
- Experience with grassroots advocacy, community organizing and lobbying.
- Ability to exercise strategic judgment and diplomacy in a wide variety of public situations and high-profile issues.
- Ability to work with a variety of constituencies including business leaders, public officials and community representatives.
- Extensive experience and knowledge of community issues.
- Strong written and oral communication skills.
- Strong collaboration and consensus building skills.
- Strong interpersonal and negotiation skills.
- Well-developed presentation and facilitation skills.
- Ability to effectively represent DSA, its mission and values.

### SPECIALIZED SKILLS:

Experience with the following types of software and/or Windows-based applications is preferred: word processing, databases, internet, email.

### PHYSICAL REQUIREMENTS:

- Work Environment — Work in an office setting.
- Physical Demands — Standing, walking, bending, crouching. Must be able to lift 25 pounds.

### CHARACTERISTICS:

- Reflect the Downtown Seattle Association's core values of Collaboration, Perseverance, Innovation, Excellence, and Integrity.
- Deep commitment to equity and social justice with an understanding of the role that racism, ableism, sexism and other forms of bias and oppression play in perpetuating inequity.
- Commitment to growth mindset, collaborative leadership, and a learning-based philosophy.
- Humility, sense of humor, comfort with ambiguity, and servant leadership.
- Ability to weave and work within all DSA mission areas associated with creating a healthy, vibrant downtown for all.
- Willingness and comfort to engage with evolving and shifting portfolio of job duties.

### COMPENSATION & EMPLOYMENT DETAILS

DSA is committed to internal and market equity. The salary range for this position is \$129,792–\$214,136 (grade level 34). Salary is determined based on internal and market equity, internal and market data/salary ranges, and the applicant's job-related knowledge, skills, and experience. Downtown Seattle Association provides a comprehensive benefits package including but not restricted to:

- Annual performance bonus up to 10%\*
- Medical/Dental/Vision Coverage\*
- PTO/Personal Holidays\*
- Paid FMLA\*
- Life Insurance\*
- LTD\*
- ORCA Card\*
- Flexible Spending Account
- Employer-Matched 401(k) Contribution with up to 5% Match
- First Choice Health Employee Assistance Program (EAP)\*
- Corporate Discounts

*\*Employer-paid benefit*





Check out DSA's award-winning  
Podcast series: **Seattle City Makers**

#### Please Note:

DSA and our affiliate organizations and programs reflect the diversity of the community we serve and are intentionally and actively seeking out applications from a variety of backgrounds, including members of the LGBTQIA+ community, and Black, Indigenous, and people of color (BIPOC).

*Downtown Seattle Association is an equal-opportunity employer. All employees and potential employees will be recruited, selected, trained, promoted, and, if necessary, disciplined without regard to sex, race, religion, creed, marital status, age, national origin, ancestry, color, sexual orientation, gender identity or expression, political ideology or activity, disability, honorably discharged veteran, or military status. All applicants are carefully screened, and full consideration is given to their training, education, skills, aptitudes, experience, and previous work record. In addition, DSA does not discriminate based on genetic information in its employment-related policies and practices, including coverage under its health benefits program.*

#### ACKNOWLEDGMENT:



Our special thanks to **Visit Seattle** for providing content for this document.  
[www.visitseattle.org](http://www.visitseattle.org)



**EXECUTIVE  
SEARCH  
CONSULTANTS**

*Integrity  
Knowledge  
Service*

## APPLICATIONS & NOMINATIONS

This position is open until it is filled. Applicants should apply by June 27th. Electronic applications preferred. Please include resume and cover letter.

### SEND TO:

**David P. Smith, HRS Inc.**  
[dpsmith@hrsinc.com](mailto:dpsmith@hrsinc.com)

Please include **your name and the position applying for** in the subject line.

### APPLICATION DEADLINE:

June 27, 2025

### The Downtown Seattle Association Search Team:

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