



# DOWNTOWN AND TOURISM DIRECTOR

City of Taylor, TX





## The Community

Spanning approximately 19 square miles and boasting a population of 17,636, the City of Taylor is an innovative city in eastern Williamson County, Texas, one of the fastest growing areas in the nation. Being a short 30-minute drive to downtown Austin, Taylor is conveniently located to the capital city and all it has to offer, but the overall cost of living and home prices in Taylor are some of the lowest in the Greater Austin Area. In the coming years, Samsung will finish construction of a \$25 Billion Chip Manufacturing Plant and the University of Texas will be building a technology campus in Taylor.

We're a community well-known worldwide for our barbecue, historic downtown, rich culture, and visionary leadership. Taylor's historic downtown is the cultural hub of the city, with an eclectic mix of shops, restaurants, and service offerings in a walkable, old town atmosphere. Taylor is proud to boast its expansive park system, totaling 250 acres connected by 11 miles of trail, with amenities including swimming pools, walking trails, lakes, basketball courts, playgrounds, splash pads, skate park, disc golf course, and the Taylor Regional Park and Sports Complex, a state-of-the-art sports facility that hosts many national tournaments.

## Government

The City of Taylor operates as a council-manager form of government with an elected city council comprised of five council members, four of whom elected from single member districts and one member elected at-large. Each year council members elect from among their number a mayor and a mayor pro tem.

Taylor is a Home Rule city, which means that the council can enact legislation, adopt budgets, and determine policies, subject only to limitations imposed by the state constitution and the city charter. The city council is also guided by an ethics policy and a council relations policy to ensure an ongoing commitment to preserving the integrity of local government.

# The Position

Under the direction of the Assistant City Manager, the Downtown and Tourism Director works closely with the Main Street Board and Historic Preservation Commission to attract development, entertainment, drive tourism, to capitalize on economic growth and sales taxes for continued improvements, vitality and livability in the district. The Director is the primary point of contact for downtown initiatives and represents the City in local, regional, and national settings to promote investment and collaboration.

This position oversees departmental operations, budgets, staff, and volunteers for the Main Street Program, TIF Boards, Historic Preservation Commission, Special Events, while managing the planning and execution of Main Street and Historic Preservation programs as well as creating new initiatives for downtown business and economic development. The Director ensures all initiatives align with the City's strategic goals, coordinates meetings and activities related to key boards and commissions, manages compliance and accreditation of the city's historic and Main Street statuses, and stays connected to professional networks focused on downtown development. Flexibility and responsiveness to emerging opportunities are essential in this dynamic leadership role.

## Knowledge and Abilities

- Reads and comprehends industry journals, magazines and newsletters, writes reports and memos, press communications, and program evaluations, performs mathematical calculations; analyzes and interprets data
- Exercises tact and diplomacy when dealing with vendors, property and business owners, and the general public
- Knowledge of, or ability to gain knowledge of real estate, tourism and travel industry practices and trends, as well as the marketing/media industry

## Education and Experience

Qualified applicants will have a minimum of a Bachelor's degree in public administration, economic development, planning, public policy, architecture and historic preservation or a relevant field, plus at least five (5) years of progressively responsible experience in historic preservation, planning and development, and economic development and three (3) years of experience in management or leadership; a Master's degree is preferred. Experience required working with a downtown district, a historic district and/or Main Street accredited program, and experience working with business attraction and retention in civic and economic development, and a demonstrated ability to foster and build relationships. An equivalent combination of experience and training that provides the required knowledge, skills, and abilities may be considered.



## Essential Functions and Responsibilities

- Develops working relationships with all persons directly or indirectly involved in the downtown area; designs and develops action plans and strategies for implementing main street programs utilizing a full range of the community's human and economic resources
- Develops, in conjunction with the downtown program's boards, strategies for downtown economic development through historic preservation utilizing the community's human and economic resources. Becomes familiar with all persons and groups directly or indirectly involved in the downtown commercial district. Mindful of the roles of various downtown interest groups, assists the downtown program's board of directors and volunteers in developing an annual action plan focused on four areas: design, promotion, organization, and economic vitality.
- Develops and conducts ongoing programs, policies and procedures for economic and business development, recruitment and retention in the Downtown district, including metrics and measures for quantifiable success.
- Orients public officials, retailers, community groups, the general public, etc., with the nature and objectives of this effort
- Develops and conducts an on-going public awareness and educational program designed to enhance appreciation of downtown's assets and the importance of its historic fabric. Through speaking engagements, radio, television appearance and newspaper interviews, keeps the program constantly in the public eye
- Supervises and manages any necessary temporary or permanent employees, as well as professional consultants
- Directly oversees Special Events Coordinator and any other departmental staff including supervising, scheduling, training, evaluating, and disciplining. Coordinates and manages the activities of applicable boards, commissions, and volunteers, ensuring that communication between volunteers are well established and assisting with implementation of work plan items
- Creates, coordinates and manages a comprehensive departmental plan for Downtown, Main Street, and Historic Preservation initiatives, planning, and programmatic implementation
- Manages all administrative aspects of the program, including purchasing, record keeping, budget development and accounting, and grant procurement and programming. Prepares all reports required by the state Main Street® Program, National Trust Main Street Center, and state and/or national historic or other agencies as applicable. Assists with the preparation of reports to funding agencies and supervises part-time employees or consultants
- Assists individual tenants or property owners with physical improvement projects such as façade rehabilitation, through consultations with the Main Street architects, or by obtaining and supervising other professional design consultants
- Develops a fixed term action plan for implementing a downtown revitalization program focused on these four areas: organization, promotion, design and economic vitality

# Essential Functions and Responsibilities Cont.

- Provides advice and information on successful downtown management
- Encourages a cooperative climate between downtown interest and local public officials, one of the goals being improvement of municipal services to the project area
- Provides liaison with all historic preservation and tourist development organizations, including, but not limited to, the Texas Downtown Association, the Texas Main Street Program of the Texas Historical Commission and the National Main Street Center
- Utilizes the Main Street® format, develops and maintains data systems to track the process and progress of the local program. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes and information on job creation and business retention
- Advises downtown merchants and assists in the coordination of joint promotional events, such as seasonal festivals, sidewalk sales, etc., with the goal of improving the quality and excitement of events to attract people downtown
- Works with the Texas Main Street program at the Texas Historical Commission in preparing the action plan, obtaining advice and technical assistance on all aspects of the program, and generating funding for it
- Completes and submits monthly reports and reinvestment figures to the City Manager and State Main Street office
- Assembles and maintains essential performance data as they relate to the downtown area in relation to the City of Taylor, The Williamson County, and the State of Texas
- Represents the Taylor Main Street Program at various appropriate conferences, workshops and seminars
- Develops economic strategies to increase business opportunities in the downtown, attracting new users into existing facilities and expanding market opportunities
- Work with existing businesses in the Taylor Downtown area to assist with their retention and expansion efforts
- Prepares and maintains a milestone record of projects through photographs (before and after) and/or slides, files on the building, business recruitment, promotions, monthly reports, etc.
- Recruits new volunteers through various opportunities throughout the year
- Provides quality customer service to city staff, the general public, and all other work contacts.





## The Ideal Candidate

The ideal candidate should bring a strong background in economic development, Main Street and Historic Preservation programs, and downtown planning, with the creativity and persistence to identify and implement initiatives that drive business growth, tourism, and community engagement. A history of successful collaboration with merchants, developers, public officials, and community organizations is essential, as is a commitment to preserving the character and heritage of the district while encouraging innovation.

The ideal candidate must have a proven ability to oversee complex programs and navigate the unique dynamics of downtown districts, including experience working with or managing Main Street programs, TIF Boards, and Historic Preservation Commissions. The successful candidate will demonstrate strong leadership and management skills, with the ability to guide staff, support volunteers, and coordinate across departments and boards. Familiarity with municipal services, grant writing and administration, budget oversight, and program metrics is expected, along with the flexibility to respond quickly to emerging opportunities.

Exceptional written and verbal communication skills are essential for this highly visible role, including comfort with public speaking, media engagement, and stakeholder outreach. The ideal candidate should be an enthusiastic ambassador for the district, adept at building relationships, securing resources, and maintaining the momentum of revitalization efforts.

# Salary

The City of Taylor is offering a competitive salary range between \$93,000 - \$143,000, commensurate with experience and a comprehensive benefits package. Relocation assistance will be available for the successful out of area candidate.

# How to Apply

Interested applicants should forward a cover letter and resume to:

[resumes@affionpublic.com](mailto:resumes@affionpublic.com)

Reference: TAYLORDTD

Affion Public  
PO Box 794  
Hershey, PA 17033  
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[www.affionpublic.com](http://www.affionpublic.com)



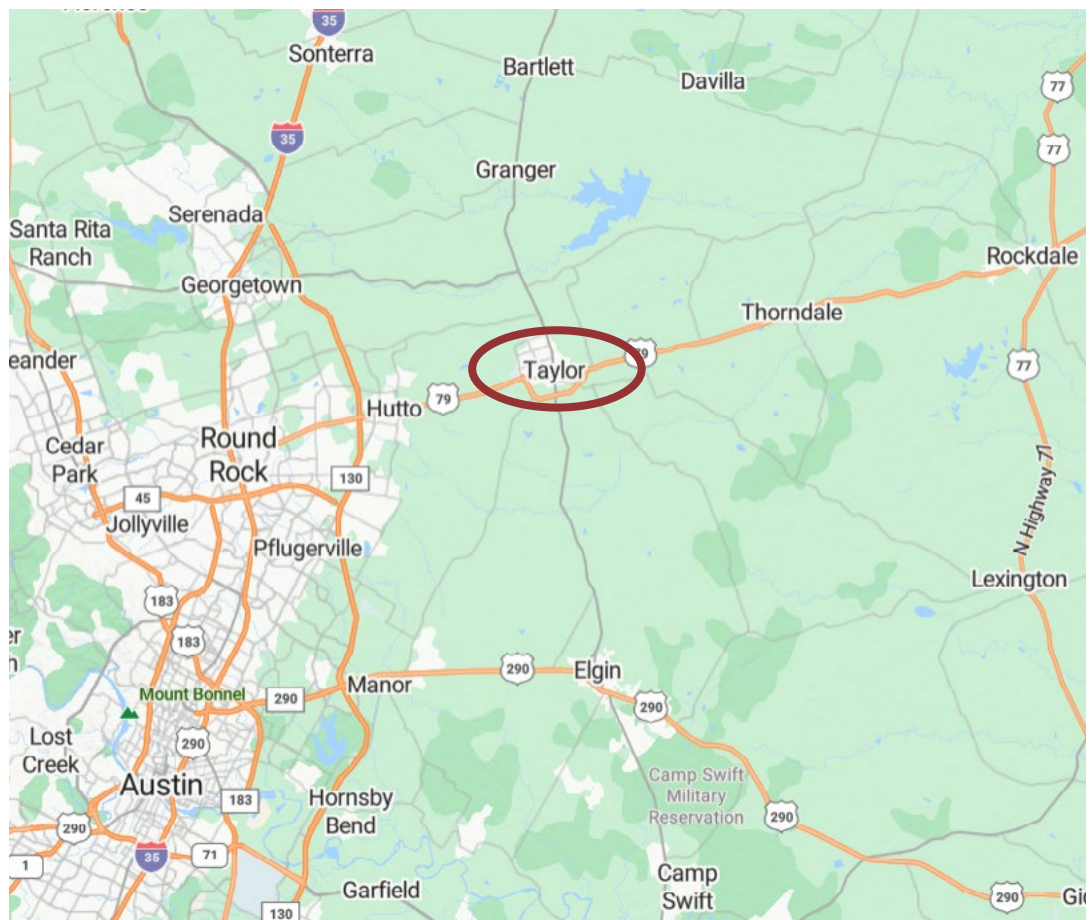
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