



LYNNWOOD
PUBLIC FACILITIES DISTRICT
WASHINGTON

EXECUTIVE DIRECTOR
\$130,000 - \$165,000

Plus Excellent Benefits

Apply by
February 16, 2020
(open until filled)

PROTHMAN



WHY APPLY?



Located in Lynnwood, Washington, 15 miles north of Seattle and 12 miles south of Everett, the Lynnwood Public Facilities District is just minutes from ferries, mountains, wineries, casinos and more.

Lynnwood is the ideal gateway to everything the North Puget Sound has to offer, from floating a river to hiking numerous mountain trails. The area also offers premier shopping at Alderwood, the region's destination shopping center, and many excellent dining options throughout the community and surrounding area.

The Public Facilities District property is conveniently located with the ability to pull business from Canada to the north, Yakima to the southeast, and from any city south to the border of Washington and Oregon.

Only 7 miles to the north, Paine Field Airport began offering commercial flights in February 2019, and the Lynnwood Light Rail Station is projected to open in 2024, which will provide easy access to Lynnwood from both Seattle and Sea-Tac Airport.

The Lynnwood Public Facilities District offers the right candidate an opportunity to work with a dedicated Board and take charge in positively shaping the future of the District in one of the most vibrant, beautiful, and accessible areas in the Pacific Northwest!



THE COMMUNITY

With a population of over 38,000, Lynnwood is a mix of urban, suburban, small city, crossroads, and bedroom community to many professionals who work in Seattle. Lynnwood is committed to city-wide economic prosperity and is known to be the "hub city" of south Snohomish County because of the abundance of retail shopping.

Nestled between the sparkling waters of Puget Sound to the west and the snow-capped peaks of the Cascade Mountains to the east, Lynnwood is conveniently located north of Seattle at the confluence of Interstate 5 and Interstate 405. The community's neighborhoods present a wide variety of housing types and values, including townhomes, apartments and single-family homes that are intermingled with city parks and open spaces.

Year-round recreational options include a municipal golf course, many local parks, public tennis and basketball courts, sports fields, and a Recreation and Aquatic Center that offers 5 swimming pools, racquetball courts, a fitness room, and a wide variety of activities for all ages. For those looking for an adventure, whale watching, fishing, scuba diving, white water rafting, hiking, bird watching, and skydiving opportunities are just minutes away.

The Edmonds School District provides K-12 education to Lynnwood and surrounding communities with 31 schools, including the state-of-the-art Lynnwood High School. As well, Edmonds Community College and Central Washington University Lynnwood Center, are both located in Lynnwood and provide advanced education opportunities.

THE ORGANIZATION

Established in 1999 to finance, design, construct, operate and maintain the Lynnwood Convention Center, the Lynnwood Public Facilities District (LPFD) owns thirteen acres of property including the Convention Center, which was completed in 2005. The Center is used for hundreds of local, regional and state meetings and events each year. The Convention Center's parking area, and the Convention Plaza Shopping Center are also managed by the LPFD.

The District is an independent municipal government that operates on a budget of \$8.9 million and is governed by a five-member volunteer Board of Directors appointed by the Lynnwood City Council. The Executive Director is appointed by the Board and directs the overall operations of the District. The Executive Director is supported by a Finance Analyst and relies on a number of consultants and outside entities to manage the operation and development of the District. The Lynnwood Convention Center is managed under a management agreement, overseen by the Executive Director, with ASM Global.

THE POSITION

Working under the administrative direction of the Lynnwood Public Facilities District's Board of Directors, the Executive Director directs, implements and coordinates the activities of the Lynnwood Public Facilities District including planning, developing, and financing the convention center. The Executive Director is also responsible for planning, developing and implementing a strategic plan, and coordinating inter-local agreements, relationships and other regional project assignments within the LPFD. The position serves as the primary contact for the LPFD with the business community and is the prime liaison between the private sector, public sector and the LPFD.



Responsibilities Include:

- Oversees the operations contract for the Lynnwood Convention Center.
- Manages interlocal agreements and maintains relationships with City of Lynnwood, Snohomish County, Snohomish County Public Facilities District, key businesses, and hospitality leaders.
- Delegates responsibility and appropriate authority to assigned staff and consultants. Monitors daily work activities to assure the timely and accurate completion of functional responsibilities.
- Coordinates agreement between LPFD and local lodging advisory committees.
- Negotiates and administers contracts and leases with tenants of the LPFD properties.
- Works with the LPFD attorney regarding LPFD legal matters.
- Develops and oversees the LPFD annual budget, monitor expenditures, and coordinate LPFD financial matters with the City of Lynnwood Finance Director and the LPFD Board.
- Prepares staff reports on LPFD Board issues; prepares quarterly reports on LPFD progress for public entities and others as identified by strategic plan.
- Oversees contracts for property management, operations and upkeep of the LPFD properties and other LPFD assets and manages contracts with other professional service providers.
- Prepares long range strategic plans, recommends objectives, methodologies and associated schedules.
- Represents the LPFD at various meetings, including County Lodging Tax Advisory Committee and Lynnwood Tourism Advisory Committee meetings; acts as a liaison with the Lynnwood Chamber of Commerce, Snohomish County Economic Alliance and other groups on LPFD issues; communicates with area hotel managers and other interested parties on LPFD issues.
- Coordinates LPFD issues with the City of Lynnwood and Snohomish County, including funding and LPFD policy; monitors related LPFD legislative issues, including proposed legislation and related court cases.
- Acts as a spokesperson for the LPFD; responds to inquiries from media representatives both orally and in writing.
- Conducts research and prepares grant applications, surveys and analysis as assigned.

OPPORTUNITIES & CHALLENGES

- A recently completed feasibility study for expanding the Convention Center (the Hunden Report) is currently under review. The report offers exciting prospects for expansion, but will involve complex problem solving to include finance, debt management, and partnership development.
- While the new Board does not have a lot of institutional knowledge, it is energetic and enthusiastic about the future. The new Executive Director will have an opportunity to provide education and training to the Board and improve collaboration.
- The City of Lynnwood and Snohomish County are in a dynamic phase of growth. The population in Lynnwood increased 10% in the past year, which exceeds the growth of the state and country. The LPFD is poised to be a partner as this growth occurs.
- Light rail will extend to Lynnwood by 2025 and will have a dramatic impact on the central business district of Lynnwood. The LPFD is one mile from the closest proposed light rail station which is too far to walk and presents traffic connection challenges.
- Lynnwood is only 20 minutes from Paine Field in Everett, which recently opened to commercial aviation traffic. This is an opportunity for the Lynnwood Convention Center to host events and participants from the entire west coast of the country.
- Change is occurring in the region at an accelerating rate. The new Executive Director needs to be willing to embrace change and be an enthusiastic supporter of bold new ideas about what is possible.
- The Executive Director operates with no staff support other than the Finance Analyst. As a result, the successful candidate will need to be a self-starter and self-sufficient.
- There is an opportunity to create a beneficial relationship with local community colleges to provide entry level opportunities for students to work in event related fields.
- Several legacy contamination issues must be remediated by working in cooperation with the State Department of Ecology.
- The event hosting industry is highly relational and involves building networks with other event facilities, the hospitality industry, Chambers of Commerce and the business community. The Executive Director must be a catalyst for these relationships.

- The Board is very receptive to developing a new strategic vision for the LPFD, and to being a strong partner with the city and region.



IDEAL CANDIDATE

Education and Experience:

A bachelor's degree in management, business, or public administration and ten years' experience with a proven record of achieving results in a complex public and private relational environment is required. A Master's degree in a related field is preferred. The selected candidate must be able to multi-task with very little staff support to get things done. The successful candidate must pass a background check and have a driving record acceptable to the PFD's insurance carrier.

Any satisfactory combination of experience and training which demonstrates the knowledge, skills and abilities to perform the above duties will be considered.

Necessary Knowledge, Skills and Abilities:

- Superior oral and written communication skills will be essential. The Executive Director will be expected to write and present reports to the LPFD and to the City of Lynnwood and Snohomish County.
- Knowledge of budget and finance law in Washington is essential. While the District has a Finance Analyst, the Executive Director is directly involved in budget preparation and execution and in monthly reports to the Board and partners.
- Management of commercial lease contracts is a special skill that is required to provide effective management of the commercial property on the 13-acre site. A background or experience in real estate management is a plus.

- In-depth oversight experience across finance, treasury, accounting, and forecasting functions for quasi-governmental entities.
- Experience managing a strategic planning process and the implementation and management of a strategic plan is essential.
- Contract management experience is required to provide oversight for the contract with the Convention Center's management firm. This contract is subject to bid requirements of RCW.
- Visibility and advocacy for the LPFD is a skill set that is critical. The LPFD has public and private partners and the opportunity to develop more partnerships. A big part of the job is being a visible advocate and promoter of convention business.
- Funding of a potential future expansion will require skills in debt management, accessing alternative funding sources, and creating new bridges to private capital and the development community.
- The new Board is results driven and expects the Executive Director to be entrepreneurial. This is not a status quo job. The Board expects the new Executive Director to redefine the position to include clear performance indicators and goals.
- The LPFD is a municipal entity and subject to the requirements of public entities to comply with RCW for open meetings, public records, purchasing and audit. Experience working in the public sector and with those requirements is a plus.
- Knowledge of the event management business is a plus. The Executive Director is not directly involved in scheduling events but is a promoter for the Lynnwood Convention Center and needs to build bridges to other PFDs in the region. A referral network that can attract and redirect convention business is a benefit to the region. This should be an active part of the position.

- Relationship builder, self-starter, and political wisdom are priority attributes for the Executive Director.
- Broad knowledge of principles, practices and techniques of public assembly facilities operation, including knowledge of, or a willingness to learn, federal, state and local legislation pertaining to Public Facilities Districts.
- Knowledge of research methods, data collection, sampling techniques and statistical analysis.
- Knowledge of real estate management principles and practices, construction contract management, and the ability to resolve conflict and negotiate contracts.
- The ideal candidate will be high energy with a strong work ethic and have a demonstrated track record of integrity and honesty.

Candidates may possess any combination of relevant education and experience that demonstrates their ability to perform the essential duties and responsibilities.

COMPENSATION & BENEFITS

- **\$130,000 - \$165,000 DOQ**
- Medical, Dental, & Vision Insurance
- Vacation & Sick Leave
- 10 Paid Holidays
- Generous Deferred Compensation
- Washington PERS
- Reasonable Business Expenses

Please visit:
www.lynnwoodcc.com

The Lynnwood Public Facilities District is an Equal Opportunity Employer. All qualified candidates are strongly encouraged to apply by **February 16, 2020** (first review, open until filled). Applications, supplemental questions, resumes and cover letters will only be accepted electronically. To **apply online**, go to **www.prothman.com** and click on "submit your application" and follow the directions provided. Resumes, cover letters and supplemental questions can be uploaded once you have logged in.



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