

Borough of Stroudsburg Position Description

Title	Main Street Manager	Type	Management
Department	Administration	Union	Non-Union
Date	7/8/25	Location	01

Position Summary

The Downtown Manager is the public facing business liaison between the Borough of Stroudsburg and the downtown business district, most immediately defined as those businesses located along the Main Street corridor, adjacent streets to Main Street, and along the State Routes 191 and 611. The position is responsible for the promotion of downtown activities, business education, advocacy, and services as they relate to the downtown business district. The Downtown Manager coordinates all project activities within the downtown business district to promote economic development and revitalization. Program will be run in accordance with the National Main Street Program's Four Points (Organization, Promotion, Design & Stability).

The Main Street Manager will encourage public awareness of the program activities and represent the Borough effectively to local businesses owners offering support and assistance as necessary.

Position Purpose

The purpose of the Downtown Manager position is to develop and implement a strategy for economic development in the Stroudsburg downtown business district.

There are four work elements that guide this approach to downtown revitalization:

- Organize downtown interests in a unified manner working towards common objectives.
- Create or preserve an attractive downtown physical setting using proper preservation techniques, based upon the Borough's Historic Preservation District Ordinance, Pennsylvania's Local Historic District Act, and the National Historic District Preservation Act.
- Coordinate promotional activities to attract new economic life and develop new vigor in the community.
- Structure economic opportunities through reuse of existing buildings and underutilized space, attract new business opportunities and development.

Position Responsibilities

- 1) Serves as liaison between the Borough of Stroudsburg and the downtown business district.
- 2) Facilitate regular conversations with business owners and provide insight into Borough operation. This includes communication for event participation, donations for events, and more.

- 3) Serve as connector between business and the Borough's business resources and partners.
- 4) Manage and develop relationships with key stakeholders within the community to include the Pocono Mountains Visitors Bureau, business owners, nonprofit leaders, government leaders, and community leaders.
- 5) Work to implement Borough objectives through the development and identification of revitalization tools such as, rehabilitation programming, existing state and federal funding sources and grant opportunities, administration procedures, and legal tools, etc. as appropriate.
- 6) Coordinate downtown promotional events/activities through the planning, design, and implementation stages.
- 7) Research and assist in the development of economic strategies to increase retail efforts in the downtown business district, attracting new patrons into existing facilities, and expanding market opportunities.
- 8) Prepare and maintain a continuing record of the events, programs, engagements through photographs, files, business recruitment strategies, promotions, etc.
- 9) Provide relevant economic development data to the Borough Manager as requested such as business retention, business segment offerings, business recruitment, and market saturation.
- 10) Develop and maintain contacts with local media sources to disseminate business district information to the public.
- 11) Maintain membership in local, state, and national organizations as they pertain to Main Street Management, Downtown Revitalization, and Business Development.
- 12) Attend local, state, or national conferences as they pertain to an expanding knowledge base regarding, downtown revitalization, Main Street Management, business engagement, redevelopment, and real estate transactions.
- 13) Maintain active database of current downtown building owners, business owners/renters, etc. to include name, telephone number, e-mail address, current mailing address, etc.
- 14) Develop, and maintain, relevant and timely information on the Borough's Main Street website to include current funding programs, current projects, and events, up to date business information, and current business offerings.
- 15) Direct efforts at business retention, expansion, and recruitment, including providing information, expertise, and appropriate referrals to business owners, marketing Downtown Stroudsburg to outside businesses, working with developers and building owners to enhance the quantity of retail and commercial businesses and the quality of retail/commercial space.

- 16) Manage recruitment, evaluation, and retention of volunteers for Main Street functions and events.
- 17) Identify the need for committee creation as it pertains to events, development, advertising, public relations, business development, real estate, etc.

Administrative Framework/Accountability

- 1) Work hours are 8:30 am to 5:00 pm, Monday – Friday, with offices located at the Pocono Mountains Visitors Bureau, 1004 Main Street, Stroudsburg. This position follows the Borough of Stroudsburg’s holiday schedule.
- 2) The Downtown Manager will work in the provided office reporting directly to the Stroudsburg Borough Manager.
- 3) When not reporting to the Borough offices, the Stroudsburg Downtown Manager will outline off-site meetings to take place during the day and highlight intended outcomes.
- 4) The Downtown Manager will meet quarterly with the Stroudsburg Borough Manager to review progress to date and set goals for the next quarter.
- 5) The Downtown Manager will meet weekly with the Borough Manager until such time as both parties have determined that a standing weekly meeting is no longer necessary to review current projects, workload, assignments, and goals. During said meeting the Main Street Manager will identify areas in which assistance is needed or anticipated to be needed in the future. The Downtown Manager will also participate in the Borough’s weekly Staff Meeting.

Goals/Objectives

Mainstreet Communication Strategy

- 1) Serve as liaison between the Borough of Stroudsburg and the downtown business district.
- 2) Facilitate regular conversations with business owners and provide insight into Borough operation. This includes communication for event participation, donations for events, and more.
- 3) Chair monthly Downtown Stroudsburg Business Association meetings.
- 4) In conjunction with the Borough of Stroudsburg staff, create downtown “welcome packet” to include: current Borough newsletter, building permit application, information sheet on Borough services, and additional information. Packets will be available to send to individuals when speaking regarding new business. ***Welcome packet to be completed by end of Q1 2026.***
- 5) Develop and maintain Downtown Stroudsburg website as resource for business owners, visitors, current applications, funding opportunities, resources, etc. Website should be reviewed on weekly basis and updated as necessary. ***Website to be operational by end***

of Q1 2026. There is a current website of the Downtown Business Association (Visit Downtown Stroudsburg); in consultation with the Borough, PMVB and the Association, a determination will be made, and a plan developed and implemented, whether this website will be maintained, a new website will be created, or convert the current site to a microsite maintained by PMVB.

- 6) Develop and maintain a comprehensive online/social media presence and a Social Media Calendar for Downtown Stroudsburg. Content should be reviewed/updated on a constant basis. ***Social media presence to be operational by end of Q1 2026. There are current Facebook and Instagram accounts in conjunction with the Downtown Business Association. In consultation with the Borough, PMVB and the Association, a determination will be made, and a plan developed and implemented, whether to take over these accounts or to put in place account and a Social Media Shcedule, including storytelling through videos and photos.***
- 7) Visit each downtown business 2x per month for general check in, progress, assistance, “hello.” ***To begin immediately.***

Mainstreet Development Strategy

Manage and develop relationship with key stakeholders within the downtown business community to include business and property owners, nonprofit leaders, government leaders, and community leaders.

Identify, and engage, meaningful downtown stakeholders:

- 1) ***Building/Business Owners.*** Identify business owner(s) willing to be “champion” of downtown by ***end of Q1 2026.*** In connecting, seek ideas, feedback, best practices, etc. Set up regular meetings.
- 2) ***Pocono Mountains Visitors Bureau.*** Develop close relationship with PMVB, seeking guidance, and assistance, on marketing the Borough, especially to visitors. Utilize as much as possible data from PMVB in the decision-making process for the downtown. Partner with PMVB as much as practicable.
- 3) ***Political Leaders.*** Contact Rep Probst’s and Senator Brown’s Offices. Seek guidance regarding available funding programs/support. Invite them to visit/attend Downtown Business Association Meeting(s). Keep them abreast of current applications from the Borough that involve the downtown and advocate for funding based on project criteria.
- 4) ***Pocono Chamber of Commerce.*** Establish membership in Chamber by ***end of Q4 2025.*** Attend Chamber meetings/events/outings. Interact with local business owners/ Chamber Director. Identify common issues facing area and how they’re being addressed.
- 5) ***Pocono Mountains Economic Development Corporation.*** Contact PMEDC and seek guidance regarding economic opportunities/issues in the Poconos and how they impact Stroudsburg. Work closely on all economic development initiatives.
- 6) ***Real Estate Agents.*** Identify local agents who sell commercial in Stroudsburg. Meet with agents to talk about area/issues/opportunities/promotion of properties. Discuss

opportunities for current properties and connect with current owners/connect with interested buyers. Create promotional package for agents with downtown specific information by **end Q1 2026**.

- 7) *Nonprofits & Faith Communities/Churches*. Contact local nonprofits and churches and develop relationships. Recruit for assistance with Downtown projects/events and encourage to participate in the Downtown Business Association.

- 8) *Emergency Responders*. Develop working relationships with SARP and Fire Department.

Mainstreet Economic Development Strategy

Work to implement Borough objectives through the development and identification of revitalization tools such as: rehabilitation; state and federal funding sources; grant opportunities; and legal tools, etc., as appropriate.

- 1) Establish Borough façade program.
 - Create guidelines and criteria for the program
 - Notify businesses and business owners that the program is available
 - Email/direct mail/social posting
 - Review applications for merit and make suggestions for funding
 - Connect with surrounding communities as they administer their own façade program to understand best practices
- 2) Identify additional programming/funding offerings as they pertain to:
 - Blight
 - a) CDBG Program
 - b) Act 152
 - Vacancy/Tenancy
 - a) Zero Vacancy Program
 - b) Pop-Up Opportunities
 - Business Development
 - a) University of Scranton Small Business Development Center
 - b) ESU Innovation and Entrepreneurship Center
 - Real Estate Support
 - a) Cohort of local developers/real estate agents/etc.
 - Create Federal/State Grants Database as it pertains to downtowns.
 - a) Work with Borough on Main Street Designation.
 - b) Identify two (2) main street/downtown funding opportunities in 2026.
 - c) Work with Borough grant writer on submitting applications.
 - d) Update database monthly.
 - e) Advertise opportunities to downtown community.
 - f) Engage with those overseeing programs to understand, criteria, review, timelines. If application is denied, follow up with administrators to understand how to improve future applications
 - g) Engage the assistance of the Borough Manager when necessary.

- 3) Develop economic strategies to increase retail efforts in the downtown business district, attracting new patrons into existing facilities, and expanding market opportunities.
 - a) Create marketing efforts as they pertain to current downtown businesses in conjunction with Pocono Mountains Visitors Bureau and the Borough of Stroudsburg. Utilize data from the PMVB in developing marketing efforts.
 - b) Utilize Main Street Website to promote existing businesses.
 - c) Highlight "Business of the Month."
- 4) Direct efforts at business retention, expansion, and recruitment, including providing information, expertise, and appropriate referrals to business owners, marketing Downtown Stroudsburg to outside businesses. Work with developers and building owners to enhance the quantity of retail and commercial businesses and the quality of retail/commercial space.
 - a) Serve as Borough primary point of contact when interacting with interested and current business and building owners.
 - b) Gain market knowledge on what will work well in smaller community settings.
 - c) Create solid foundation of connections with the real estate industry.
- 5) Provide relevant economic development data to the Borough Manager as requested such as business retention, business segment offerings, business recruitment, and market saturation.
- 6) Maintain current database of downtown businesses, length of business engagement, types of businesses located within downtown, the success of recruitment efforts as a direct result of Main Street efforts.

Mainstreet Event Strategy

- 1) Assist in coordinating downtown events/activities through the planning, coordination, design, and implementation stages.
- 2) Serve as primary contact/liaison for event committees and outside event organizers.
- 3) Consult with surrounding communities in regard to regional events that have been successful in their communities.
- 4) Consult with Borough Manager at least six (6) months in advance of any new event/activity ideas to begin the development process. Focus efforts for new events/initiatives on Sunday through Thursday and attracting visitors on those days.
- 5) Prepare and maintain a continuing record of the events, programs, engagements through photographs, files, business recruitment strategies, promotions, etc.
- 6) Create events database, identifying when an event took place, where, benefit, who participated, volunteers, vendors, donors, sponsors, etc.
- 7) Highlight past and upcoming events on the Stroudsburg Downtown website.
- 8) Develop and maintain contacts with local media sources to disseminate event information to the public.

- 9) Coordinate with surrounding communities regarding outreach opportunities.

Mainstreet Administrative Strategy

- 1) Maintain active database of current downtown building owners, business owners/renters, etc. to include name, telephone number, e-mail address, current mailing address, etc.
- 2) Work with Stroudsburg Borough staff to receive information on downtown property sales, occupancy, and business interest.
- 3) Update database as businesses relocate/change hands.
- 4) Develop database on what type of businesses will be successful in the downtown.
- 5) Develop database on what amenities are needed for businesses and utilize this data to better market vacant downtown properties.
- 6) Contact all new business owner within one (1) week of property purchase or business opening.
- 7) Maintain membership in local, state, and national organizations pertaining to Main Street Management, Downtown Revitalization, and Business Development.
- 8) Attend local, state, or national conferences as they pertain to an expanding knowledge base regarding downtown revitalization, Main Street Management, business engagement, redevelopment, and real estate transactions. Report to the Borough Manager on monthly/quarterly/annual meetings, events, conferences, etc.
- 9) ***Attend one (1) Main Street Management conference in 2026.*** Report to the manager on the conference.
- 10) Maintain relevant and timely information on the Downtown Stroudsburg website to include current funding programs, current projects, and events, up to date business information, and current business offerings. ***Downtown Stroudsburg website to be reviewed on a weekly basis for current information and updated monthly at a minimum.***
- 11) Manage recruitment, evaluation, and retention of volunteers for Main Street functions and events. Maintain current database of interested and active volunteers. Seek volunteers through the Downtown Stroudsburg website, civic organizations, students, and Boy/Girl Scouts.
- 12) Develop a plan for offering internships with local colleges and universities.
- 13) Identify the need for committee creation as it pertains to events, development, advertising, public relations, business development, real estate, etc. Request committee support as necessary to execute on areas as identified within the job description.

Desired Knowledge, Skills and Attributes

Dynamic self-starter.

Excellent oral and written communication skills.

Exceptional interpersonal skills.

Strong organizational, time management and project management skills.

Experience in administration or non-profit management and fundraising.

Experience in economic development.

Excellent marketing and event management skills.

Excellent computer skills, including website update, social media and database management.

Knowledge of downtown public and private issues.

Professional and/or academic economic development experience.

Historic preservation interest.

Small business development and volunteer management experience.

Qualifications, Education and Experience

Bachelor's Degree from an accredited four-year college or university.

Five years of experience in community development, business economics, main street management or downtown development, historic preservation, and/or marketing and promotion.

Any equivalent combination of education and experience.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 1) While performing the duties of this job, the employee is regularly required to use hands to finger, handle, feel or operate objects, tools or controls and reach with hands and arms.
- 2) The employee frequently is required to stand, talk, hear and occasionally walk.
- 3) This position is primarily a sedentary position with long periods of sitting at a desk and computer.
- 4) The employee may be required to lift and/or move objects up to twenty-five (25) pounds or greater with assistance.
- 5) Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception and the ability to adjust focus.

Work Schedule and Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 1) While performing the duties of this job, the employee on a daily basis will be working in an office setting with various office equipment and electronics.
- 2) The work schedule may on occasion include working nights, weekends and holidays.
- 3) The noise level in the work environment can be moderately quiet in office settings.
- 4) Outside work may be required on occasion.

Pre-Employment Conditions

- 1) Background and prior employment verification will be performed on the applicant selected for this position.
- 2) The position description does not constitute an employment agreement between the Borough of Stroudsburg and the candidate. The position description is subject to change based on the operational needs to the Borough of Stroudsburg where it would require the position description to be modified.