

MARY ELLEN HUMPHREY

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As the current Economic Development Specialist for the City of Rochester, NH, I have initiated several programs to enhance our department's service and effectiveness.

Business Boot Camp

Invited small business people and home-based business people to a forum where they got to learn about business plans and talk to other business owners.

Business Round Tables

On the 3rd Tuesday of every month, we host a business round table discussion at City Hall. It has become a very positive outreach for the city, leading to better communications, a more positive image with the business community and many great ideas for working collaboratively to improve the local business environment.

Newsletter and cable TV show

We combine a newsletter and TV show focusing on one major topic to inform folks about economic development activities within the city. Our Spin-off edition highlighting two companies that were created when Thompson Center Arms moved to Massachusetts retaining nearly half of the displaced workers here, won a NEDA award.

StartUp Rochester Business competition

This program helps to promote Rochester as having a favorable business climate, it attracts younger entrepreneurs to our city and exposes them to potential opportunities here, and it generates a lot of excitement for local entrepreneurs. The contestants receive exposure to potential investors and customers, and great feedback about their business ideas.

The Seacoast Manufacturer's Exchange

This quarterly event is a response to a need from our local manufacturers who asked: Who are the other manufacturers here in the area? What opportunities are there for working with other manufacturers to share information about best practices, to bundle purchases of goods and services and save money, and to build synergy, find new products to sell, new customers, new vendors, etc?

Downtown Investment Group

This is an ad hoc committee that researches how to reinvest in some of our more challenging and distressed downtown properties. We create a current inventory of listed and unofficially "for sale" properties, visit the owners and help them find ways to improve their property using incentives like 79E and the Sign and Facade program.

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Career History

- Economic Development Specialist, City of Rochester NH (2010 to present)
- Adjunct College Professor at Great Bay Community College, York County Community College and at the Portsmouth Ship Yard Apprenticeship Program (2009 - 2013)
- Real Estate Broker, managing & principal, with Good Neighbor Realty, Inc (2003-2009)
- Executive Director, NH Wildlife Federation (2001-2003)
- Public Accountant, ABS, Inc., Chichester , NH (1978-2000)

Professional Experience & Skills

Economic Development Specialist

- Administrative, technical and professional work in the development and implementation of economic development (commercial and industrial) plans, programs and services.
- Community Development (internal and external marketing)
- Monitor present business activities within the city, assist in efforts to promote retention and growth of current businesses, and attracting new businesses.
- Serve as a point of contact for businesses in the development process. My role is sometimes described as "advocate for the applicant" and I chair the Technical Review Group.
- Respond to inquiries from property owners, finance professionals, real estate brokers, developers, site planners, and business representatives concerning specific development opportunities.
- Implement business retention strategies and coordinate with regional, state and federal agencies resources to meet the needs of growing business and industry.
- Develop a program for visitation and regular communication with existing businesses .
- Analyze problems, recommended solutions, and identify new opportunities.
- Monitor local, state and federal legislation and regulations relating to economic development.

Real Estate Broker & Business Owner

Founded Good Neighbor Realty, Inc. and served as managing and principal broker for six years. My assistant handled the residential transactions and I managed the commercial projects. Active member of CIBOR, and have maintained my New Hampshire Broker's License.

Nonprofit Organization - Executive Director

- Maintained a statewide membership of approximately 7,500
- Worked with more than 50 local affiliated sporting clubs and conservation groups
- Managed day-to-day activities and administrative staff, including hiring employees
- Responsible for fundraising events and grant-writing. Increased budget revenues 15%.
Oversaw membership development and recruitment/donation letters
- Lobbied both state and federal legislators on conservation related issues
- Edited and published bimonthly newspaper (including managing advertisers)

Public Accounting & Business Consultant

- President of Automated Bookkeeping Services, Inc. from 1978 to 2000, during which time increased clients from 2 to over 100
- Provided accounting and bookkeeping services for a variety of businesses, including retail establishments, professional groups such as engineers, dentists and physicians, nonprofit organizations and manufacturing firms
- All steps in accounting from initial journals, posting to General Ledger, monthly bank statement reconciliation, and Financial Statements
- Hired and over saw employees including training and work schedule
- Familiar with non-profit organizations special accounting/reporting needs

Education

- MA Ed, Plymouth State College
- BA, General Studies, Vermont College
- AS Accounting, Franklin Pierce College
- Current Real Estate Broker's License # 059080
- Real Estate Appraisal, Basic 101 course
- Numerous Economic Development courses and workshops
- Writing courses and workshops
- UNH, College for Lifelong Learning (Communications)

Public Service Experience & Skills

- NH State Senator (1998-2000)
- NH State Representative (1994-1998)
- Member of several nonprofit boards:
 1. The Judicial Conduct Commission, appointed by the President of the Senate.
 2. The Josiah Bartlett Center for Public Policy.
 3. The Advisory Board to the Consumer Advocate for the Public Utility Commission, appointed by the President of the Senate.
 4. Technical Committee for the International Paper Company Land Acquisition, appointed by Governor Shaheen.

ECONOMIC DEVELOPMENT DIRECTOR (Part Time)

March 24, 2014

JOB SUMMARY

Responsible for the planning, management, and coordination of economic development activities in the Town.

SUPERVISION RECEIVED

The position reports to the Town Administrator and will work closely with the Administrator and the Economic Development Committee.

Works under the supervision of the Town Administrator and will be assigned to work closely with the Economic Development Committee. Duties are performed independently in close collaboration with the Town Administrator and the Economic Development Committee using own technical judgment in support of Town goals.

SUPERVISION EXERCISED

None.

EXAMPLES OF DUTIES

(The listed examples are illustrative only and may not include all duties found in this position.)

The Town of Durham is looking for opportunities to increase its non-residential tax base, expand its economic identity and value proposition, and support a more vibrant downtown in a manner consistent with the Town's values and zoning.

Durham is a well-educated residential community with a large graduate and undergraduate student population. Its proximity to UNH and other Seacoast commercial activity puts Durham into a unique position to recruit and support successful commercial endeavors in technology, healthcare, and other professional services, and to expand and diversify its retail opportunities identified in a recent Market Analysis.

The Town previously decided to focus resources on Economic Development through the Director of Planning and Community Development. Due to increasing demands on Town planning functions and the limited capacity of current Town staff to develop and execute a comprehensive economic development strategy, Durham seeks to retain a part-time Economic Development Director or contractor in early 2014.

The Economic Development Director will:

- Proactively recruit new businesses, support existing businesses, and encourage strategic development and redevelopment.
- Provide information about benefits for incoming businesses and existing business expansion.
- Prioritize key economic development initiatives consistent with the Master Plan and Economic Development Committee and Town Council goals, and work tenaciously to bring them to fruition.
- Support the Town Administrator and staff, Town Council, and town committees to integrate and align economic development efforts with other Town priorities.

The Economic Development Director will work closely with the Town Administrator, Director of Planning, Code Enforcement Officer, and the Economic Development Committee. It is noted that the Town has essentially funded this position in the past through the work of the Director of Planning and Community Development. A modest amount of incremental commercial development will continue to be necessary on an annual basis to justify the position.

Specific responsibilities will include:

1. ECONOMIC DEVELOPMENT STRATEGY

Consistent with the Master Plan, EDC goals, and Town Council goals, prioritizes key economic development initiatives and works tenaciously to bring them to fruition.

- Work with the Economic Development Committee on finalizing the Economic Development Master Plan Chapter.
- Maintain and effectuate the Town's Economic Development Plan and Marketing Strategy. Help organize and facilitate on-going comprehensive economic planning processes and procedures for current and long range needs to reach goals of the Town;
- Establish and maintain on-going relationships with key University personnel involved with commercialization. Report on University activities and programs to commercialize and license intellectual property developed at the University that are potential opportunities for Durham. Integrate this information into the Economic Development and Marketing Strategy;
- Update the Town's Market Analysis as new trends, demographics, and other data become available;
- Coordinate, plan, and educate businesses on the Town's economic development programs and policies such as RSA 79-E, Tax Increment Finance Districts, and HUB zone. Inform the Town Administrator and Economic Development Committee on the success of the programs. Identify changes to improve their use and success;
- Identify and apply for appropriate Economic Development grants that are available from private institutions, the State of New Hampshire, and the Federal Government.

2. **BUSINESS OUTREACH AND SUPPORT** Proactively recruit new businesses, support existing businesses, and encourage strategic redevelopment and development of property in appropriately zoned areas.

Existing Businesses:

- Develop and maintain positive relationships;
- Maintain communications to resolve business issues as they arise;
- Direct businesses to appropriate resources such as but not limited to the NH Small Business Development Center;
- Provide support for achieving town initiatives and programs;

Engage with local business associations and groups.

New Businesses:

- Develop and nurture professional working relationships with business owners and managers, real estate developers, commercial realtors, and other local and regional entities, and encourage them to locate or expand business in the Town;
- Attend business, professional, and association meetings and conferences to promote and raise awareness about Durham;
- Be the primary interface to business and developers making inquiries about Durham or the region;
- Maintain an Economic Development Page web site;
- Serve as the Town's representative to Federal, State, County, and local committees/associations impacting Economic Development and business relationships.

3. **TOWN SUPPORT & ALIGNMENT**

Support the Town Administrator, Town Council, and other staff and committees to align and integrate economic development efforts with other Town priorities.

- Assess impact of Town and zoning ordinances on economic development; identify ordinance alternatives for converting policy ideas into action plans affecting Town developments, expansion, transportation, and related programs;
- Provide reports and oral presentations as required. Work with the Town Administrator, Town Council, Economic Development Committee, Planning Board, Zoning Board of Adjustment and Town Planning staff to provide technical insight and recommendations related to planning, zoning, public infrastructure including parking, and ordinances affecting economic development;
- Prepare and manage annual Economic Development budget, and monitor expenditures for economic development by Town government.
- Assist with and attend public meetings of the Economic Development Committee, providing expertise and explanations of policy and project options, and educate the EDC and public through presentations and discussions.

KNOWLEDGE, ABILITY, AND SKILLS REQUIRED

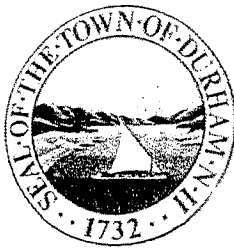
- Extensive knowledge of the principles and techniques of successful economic development activities.
- Knowledge of municipal and state laws, rules and regulations that apply to economic development work.
- Knowledge of the local and regional real estate market.
- Ability to apply economic development and smart growth planning principles to resolve problems.
- Ability to establish and maintain professional relationships within the NH business, real estate, regional planning, and economic development spheres to successfully identify and act upon potential economic development partnerships that could benefit the community.
- Ability to gather, assemble and analyze facts, draw conclusions, and devise techniques suitable for quality economic development to flourish in Durham that is consistent with community values.
- Ability to prepare and deliver quality oral and written reports relative to economic development matters.
- Ability to work with others and develop consensus to address common challenges.
- Ability to establish and maintain effective working relationships with municipal departments, officials, employees, outside organizations, and the general public.
- Ability to attend early morning or evening meetings.
- Knowledge of computer programs that relate to word processing, spreadsheets, presentations, etc.

MINIMUM QUALIFICATIONS REQUIRED

Bachelor's degree plus experience in economic development and experience in either real estate, business development and planning. Track record in Economic Development preferred; experience in municipal government a strong plus; or any equivalent combination of education and experience which demonstrates possession of the required knowledge, skills and abilities.

License/Certification Requirements: None

Other Considerations: Hourly, part-time position. Position may be contracted out.



TOWN OF DURHAM
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**ECONOMIC DEVELOPMENT
DIRECTOR, PART-TIME
Town of Durham, NH**

The Town of Durham, NH (Pop. 14,638), seeks a part-time Economic Development Director or subcontractor. This newly created position will perform key functions and responsibilities to include proactively recruiting new businesses, supporting existing businesses, and encouraging strategic redevelopment and development of property in appropriately zoned areas. Consistent with Town goals, the position will serve to develop and prioritize economic development initiatives and bring them to fruition. The successful candidate will support the Town Administrator and Economic Development Committee in aligning and integrating economic development efforts with other Town priorities. Bachelor's degree plus experience in economic development, real estate, business development, and planning desired. Track record in Economic Development preferred; experience in municipal government a strong plus. Compensation negotiable DOQ. To view a complete job description for this position, go to www.ci.durham.nh.us/jobs. Submit resume or letter of interest to the Town Administrator, 15 Newmarket Road, Durham, NH 03824 or electronically to jberry@ci.durham.nh.us; deadline is April 25, 2014 or until filled. EOE

*all new in the hiring process
on Tuesday, Mar 30, 2014*