

MOLLY ALEXANDER

512.736.5865 • molly@molly-alexander.com • linkedin.com/in/mollyalexander512

Strategic, visionary executive with 30+ years experience in downtown revitalization, economic development, and enterprises in both the public and private sectors. Builds effective teams, pays attention to the details and produces award-winning programs and results. Skilled at both fiscal and operational management and working with Boards of Directors in governance, policy and vision development, consensus building, and optimizing outcomes. Considered a leader by peers; inspires audiences with her vision and passion for city building.

PROFESSIONAL EXPERIENCE

ITP Consulting, Austin, Texas. 2022-Present

Designed, created, and launched a consulting firm focused on downtown revitalization, retail development, cultural arts, placemaking and parks.

DOWNTOWN AUSTIN ALLIANCE, Austin, Texas. 2003-2022.

Deep knowledge of the complex issues that face downtowns and downtown organizations. Created a diverse network of productive and trust-based connections with business owners, decision makers and public officials.

Executive Director, Downtown Austin Alliance Foundation, 8/2018-9/2022.

Created a new no-for-profit 501(c)(3) organization to support and implement the new downtown Austin Vision (2018). At its core the Foundation was created to bring new leadership, diversity, and funding to implement transformative projects for downtown. Manage a staff of 4 as well as downtown operations, maintenance and security contracts, and fiscal management of budgets exceeding \$7M.

- Created the “why” for the Foundation including a business plan, governance structure, and a strategic alliance agreement between organizations; ensured independence and interdependence.
- Aligned internal resources; structured new public space management approach, placemaking, parks and development team to realize the Foundation’s mission.
- Recruited new Board leadership, developed funding streams and transformative downtown programs for the Foundation.
- Aligned organizational strategy to the new “Roadmap to Recovery and Resilience” in order to aid in the recovery of downtown Austin during the pandemic.
- Launched new signature program - *Writing on the Walls*, March 2020 - installed the largest mural in Austin and sponsored 23 free public events, workshops, discussions and film screenings.
- Manage 7-day a week programs for Republic Square, a downtown park. Raise \$450K annually to deliver an active and engaging space for the community.

Executive Vice President, Economic Development, 5/2015-7/2018.

Led the organization’s Economic Development efforts, overseeing research, economic development, mobility and downtown transportation programs for the organization. Managed a staff of 7-9 that created and implemented multiple new opportunities for the organization.

- Created the organization’s first research department, and the annual *State of Downtown Report* and event.
- Brought Movability, a separate 501(c)(6) Transportation Demand Management (TDM) organization, under the Downtown Austin Alliance’s umbrella to fundamentally restructure it ensuring financial viability, and a regional mobility focus with strong partnerships and new leadership. Worked with

the organization's Board of Directors to create a new strategic plan, 3–5-year goals, staff workplans and the hiring of a new Executive Director. Supported the organization's transition to independence in 2020.

- Led the creation of an Innovation District to align the new University of Texas Dell Medical School, Central Health, the City of Austin and the Downtown Austin Alliance's work to support new bio-tech development and investment in downtown. Aligned leadership, opportunities and created a plan for a portion of downtown that had laid fallow for almost sixty years.
- Managed the team that re-opened Republic Square Park in 2017 after a \$5M renovation in what was the City of Austin's first of its kind non-profit park partnership.
- Began implementation of an award-winning downtown parking strategy in partnership with the City of Austin.
- Managed the downtown special events and activation team including corporate partnerships.

Associate Director, 2/2003-5/2015.

Led the organization's special projects, strategic planning, retail recruitment, economic development and marketing efforts.

- Developed a public-private partnership program with the City of Austin to create, manage and implement a successful downtown retail and recruitment strategy.
- Created and oversaw the production, fundraising and partnerships for the seven-time Emmy® Award-winning television series DOWNTOWN.
- Directed the creation and implementation of the Congress Avenue vision; successfully advocated for \$2M in City of Austin bond funding for future design, created and managed interdisciplinary volunteer teams to deliver tangible projects, work to ensure property owners and stakeholders support the implementation of the vision. Continue to play a role in this transformation and successfully advocated for \$40M in the 2020 bond election.
- Created new Public Improvement District (PID) for the E. 6th Street Entertainment District. Organized and worked with property owners and tenants on holistic strategic approach to the needs of the district including, retail and entertainment recruitment, safety and security, transportation and parking, new streetscape design, bond funding, and partnerships.
- Led the organization's budgeting process and fiscal relationship with the City of Austin.
- Led the organization's first strategic plan, created new systems including annual staff work plans and a Board dashboard with annual goals.
- Skilled at identifying efficiencies, using best practices, benchmarking and metrics and a network of national and international counterparts.
- Developed staff hiring practices, annual bonus pay and other operational systems.

DATAWEAVER CORPORATION, Austin, Texas; Vice President of Sales and Business Development, 1999-2001. *Raised start-up capital with three other founders to create an Internet start-up and outsourced engineering firm.*

- Upon corporate dissolution helped employees find employment and paid investors their remaining ownership interest.

GEORGETOWN CHAMBER OF COMMERCE, Georgetown, Texas; President, 1998-1999. *Recruited to lead the organization through a sensitive CEO and volunteer leadership transition.*

- Engaged the membership to take an active role in the conversation about critical issues in the community such as transportation, land use and affordability; increased membership by 40% in less than one year.
- Rebuilt trust among the 21-member Board of Directors by actively engaging in them in high profile leadership opportunities, dialogue and results-oriented initiatives.

CITY OF GEORGETOWN, Convention & Visitors Bureau, Georgetown, Texas; Director, 1993-1998.

Took the reins of a successful CVB and Main Street Program in the midst of one the fastest growth periods of Georgetown's history.

- Focused efforts on strategic partnerships, building trust in and cooperation with the downtown property owners and business owners, resulting in Georgetown becoming a visitor destination.
- Created an award-winning branding strategy and campaign.

CITY OF ELGIN, Elgin, Texas; Economic & Community Development Director, 1990-1993.

Directed all economic and community development activities for the City of Elgin.

- Managed the Main Street Revitalization Program that realized \$1.5M private sector reinvestment in downtown, creating 100 jobs; retaining and recruiting new retailers.
- Laid the groundwork for a community election that resulted in a ½ cent sales tax dedicated to economic development.
- Led the efforts that resulted in downtown's designation as a National Register Historic District.
- Diversified revenue sources and secured corporate grants exceeding \$.5M.

OTHER POSITIONS

- HISTORIC PRESERVATION LEAGUE OF DALLAS, Dallas, Texas; President, 1988-1990.
- CITY OF DALLAS, Office of the Mayor & City Council, Dallas, Texas; Assistant to City Council Member, 1987-1988.

EDUCATION

- Trinity University, San Antonio, Texas – B.A. in Urban Studies and History
- Institute for Organizational Management, U.S. Chamber of Commerce, 1998
- Certified National Main Street Manager, National Trust for Historic Preservation, 1993
- Multiple leadership and management conferences and seminars

VOLUNTEER LEADERSHIP – examples include:

- Frontier Bank of Texas, Board Member, Elgin, Texas 2018-Present
- International Downtown Association Annual Conference Chairperson, 2018-2019
- Economic Development Corporation Board Member, Elgin, Texas, 2008-Present
- Historic Review Board Member/Chair, Elgin Texas, 1999-2001 and 2003-Present
- Anice Read Fund Texas Community Foundation, Board Member, 1999-Present
- Texas Downtown Association, Board Member (Board President 1998-99) 1995-1999, 2022-Present

AWARDS/HONORS – examples include:

- AIA Austin, Alan Taniguchi, FAIA, Award for Public Architecture, 2023
- International Downtown Association, Award of Excellence for *Writing on the Walls*, 2020
- Seven statewide Emmy® Awards for the television series, DOWNTOWN, 2005-2009
- Texas Downtown Association, Best Marketing Program, DOWNTOWN: As Austin As It Gets™, 2005
- National Main Street Center, Great American Main Street Award, Georgetown, TX, 1997
- American Advertising Federation Silver Addy Award, the Georgetown Visitors Guide, 1996

SPEAKING ENGAGEMENTS— examples include:

- International Downtown Association Conference, 2004, 2006, 2011, 2014, 2019-Master Talk, 2020

- International Conference of Shopping Centers (ICSC) Research Connections Conference, Keynote Speaker, 2016
- International Cities and Town Centres and Communities Society (ICTC), Annual Conference in Australia, Keynote Speaker, 2015
- Urban Land Institute Conference, 2007
- National Main Street Center Conference, 1997, 2015
- Texas Downtown Association Conference, 1993, 1995, 2005, 2007, 2011, 2020
- Texas Association of Convention & Visitor Bureaus, 1994, 1997