

# DIA CEO Candidate Evaluation Rubric

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This Candidate Evaluation Rubric is designed to assess responses to the interview questions for the CEO position at the Downtown Investment Authority (DIA) in Jacksonville. The rubric is based on key competencies required for the role. It uses a scoring range from 1 to 5, with space for evaluation of up to three candidates.

| COMPETENCIES  | Fritts | Chavez | Tarbert |
|---|--------|--------|---------|
| <p><b>Strategic Vision and Leadership</b><br/>The ability to articulate a clear, short, mid, and long-term visions for the organization and its role in downtown Jacksonville’s redevelopment.</p>  |        |        |         |
| <p><b>Downtown Development</b><br/>The capacity to drive downtown development by attracting businesses, fostering investments, utilizing economic incentives, and identifying opportunities that benefit the community.</p>   |        |        |         |
| <p><b>Urban Visioning and Execution</b><br/>Experience in utilizing the principles of architectural design and aesthetics, urban placemaking, and urban planning, such as design guidelines, riverfront development, zoning, historic preservation and housing in managing or leading urban redevelopment projects.</p> |        |        |         |
| <p><b>Stakeholder Engagement and Relationship Building</b><br/>The ability to engage, communicate, influence, and build strong relationships with various stakeholders such as government officials, business leaders, residents, media, and community organizations.</p>   |        |        |         |
| <p><b>Collaboration with Government and Community Leaders</b><br/>The ability to work effectively with government agencies, elected officials, community organizations, and other developers to achieve common goals through formal or informal partnerships.</p>   |        |        |         |
| <p><b>Community Redevelopment Agency Experience</b><br/>Experience in leading CRA’s or similar organizations to DIA.</p>  |        |        |         |
| <p><b>Problem Solving and Innovation in Economic Development and Urban Development and Redevelopment</b><br/>The capacity to address challenges creatively and find innovative solutions to complex economic development, urban development and redevelopment issues.</p>   |        |        |         |
| <p><b>Communication and Public Speaking</b><br/>The ability to clearly articulate ideas and strategies to various audiences, including stakeholders, governmental bodies, the media, and the public.</p>  |        |        |         |
| <p><b>Leadership and Team Development</b><br/>The ability to lead, motivate, and develop a team of staff, ensuring a collaborative work environment.</p>  |        |        |         |
| <p><b>Alignment with Current Vision and Mission Implementation</b><br/>The degree to which the candidate’s background and experience align with the DIA’s mission and vision.</p>   |        |        |         |
| <b>Total Points</b>   |        |        |         |

**5 = Excellent 4 = Very Good 3 = Good 2 = Fair 1 = Poor**