

Executive Director

Sapulpa Main Street Association

Sapulpa, Oklahoma

Full-Time | FLSA Exempt



Organizational Overview

Sapulpa Main Street Association is a 501(c)(3) nonprofit organization dedicated to preserving, promoting, and revitalizing historic Downtown Sapulpa. As an accredited Oklahoma Main Street community, the organization follows the Main Street America Four-Point Approach®: Organization, Promotion, Design, and Economic Vitality.

Located in the Heart of historic Route 66, the Sapulpa Main Street organization is positioned for expanded visibility and stronger business engagement as we look forward to continued success being a tourism and historic preservation community. In partnership with the City of Sapulpa, local businesses, property owners, and community stakeholders, the organization works to strengthen economic development, support historic preservation, and foster a vibrant downtown district.

Position Summary

The Executive Director serves as the chief professional leader, strategist, and community connector for Sapulpa Main Street Association.

This role oversees the development, execution, and sustainability of the Main Street program, advancing downtown revitalization through strategic leadership, partnerships, and daily operations. The Executive Director is the primary advocate for Historic Downtown Sapulpa and maintains a strong, visible presence in the community.

Key Responsibilities

Organizational Leadership & Governance

- Execute the Board-adopted annual Work Plans
- Guide and assist in implementing the Main Street Four-Point Approach
- Support and strengthen Board governance and committee performance
- Provide regular reporting on finances, reinvestment statistics, and program outcomes
- Maintain compliance with Oklahoma Main Street and Main Street America accreditation requirements
- Develop measurable goals and performance benchmarks

Partnership Development

- Serve as primary liaison to the City of Sapulpa
- Collaborate with the Sapulpa Chamber of Commerce to align business support efforts
- Build strong relationships with downtown small businesses and property owners
- Coordinate with regional tourism, economic development, and preservation partners
- Represent SMS at community meetings and public events

Fund Development & Financial Management

- Assist in developing and implementing a structured sponsorship strategy
- Grow and manage a sustainable membership program
- Cultivate donors and pursue grant opportunities
- Strengthen financial tracking, reporting, and transparency
- Support preparation of monthly and annual economic impact and reinvestment reports

Economic Vitality & Business Support

- Maintain building inventory and vacancy data
- Conduct business retention and recruitment outreach
- Collaborate with the City and Chamber in providing small business workshops and technical assistance.
- Support façade improvement and reinvestment initiatives

Promotion & District Identity

- Oversee branding and marketing initiatives for the organization as well as the Route 66 corridor
- Lead planning and execution of signature events, including:
 - Route 66 Centennial activities
 - Route 66 Blowout Car Show
 - Small Business Saturday
 - Lights On - and opening of the Christmas Chute
 - Holiday events in collaboration with the Christmas Chute
 - Other monthly events promoting Route 66 and downtown shopping.
- Serve as public spokesperson as authorized by the Board

Design & Placemaking

- Support beautification and corridor enhancement projects
- Coordinate with City staff on public realm improvements
- Leverage state design and preservation resources

Qualifications

Required

- Bachelor's degree or equivalent professional experience in nonprofit management, business, public administration, community development, or related field
- Experience leading multi-stakeholder initiatives
- Demonstrated fundraising or sponsorship development success
- Strong communication and public presentation skills
- Budget literacy and financial reporting familiarity
- Ability to work evenings and weekends as required

Preferred

- Experience with Main Street programs
- Background in downtown development, tourism, or historic preservation
- Experience working with chambers of commerce, municipalities, or small business networks

Work Expectations

This is a full-time, exempt position requiring approximately 40 hours per week. Evening and weekend event participation is required. Occasional travel for Oklahoma Main Street training and accreditation compliance will be necessary.

The Executive Director is expected to treat this role as their primary professional focus and maintain a consistent presence in Downtown Sapulpa.

Contact Us

If you are interested in this position, please contact the Sapulpa Main Street offices by phone at **(918) 224-5709** or by email at director@sapulpamainstreet.com.