



**Chief Executive Officer**  
**South City Foundation**

**Tallahassee, Florida**

**April 2023**



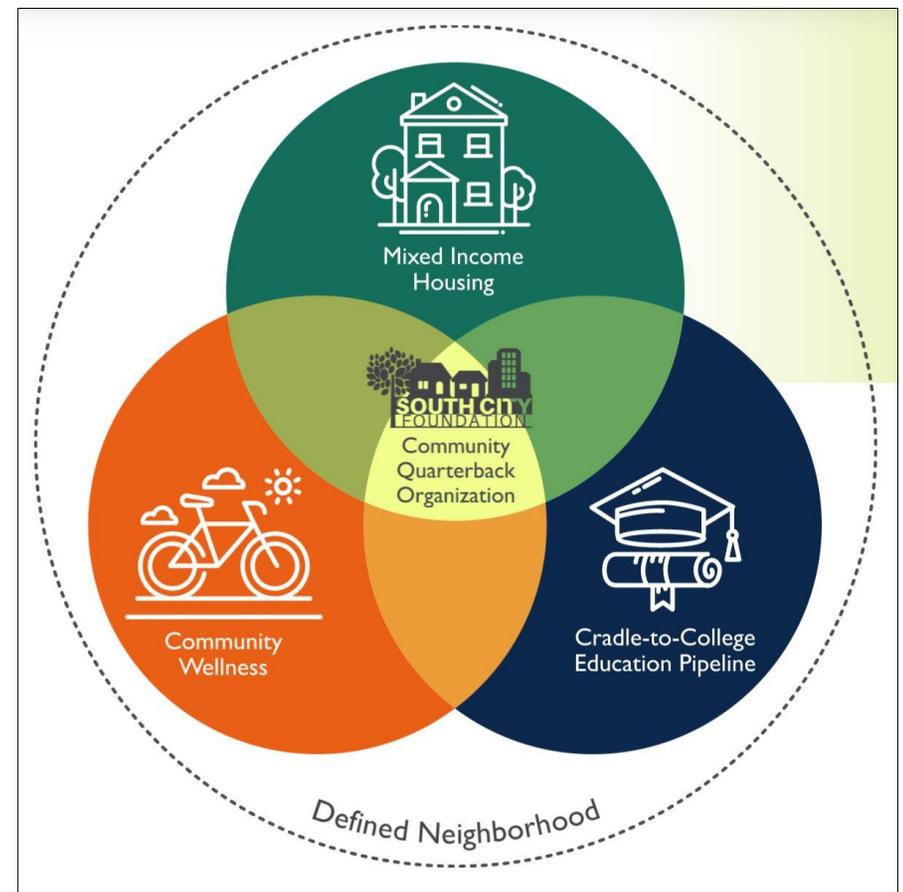
Less than three miles from the Florida State Capitol building, and just minutes from historic Florida A&M University and Florida State University, lies the South City neighborhood in Tallahassee, Florida, a storied community with deep roots. Over the years, the South City neighborhood has declined due to lack of economic development and less access to resources. The tide is turning, however, as city and community leaders work to increase engagement from private and public partners. Leading the revitalization of South City is [South City Foundation](#) (SCF), a network member of [Purpose Built Communities](#). Working side by side with members of the community over the past 3 years, SCF's goal is "to honor South City's history while securing its future." With a new quality mixed-use housing development in progress, and a recent award of \$2 million from Florida Rep. Al Lawson, Jr. to develop the Early Learning Center, the South City neighborhood is poised for a renaissance driven by the community members themselves. The South City Foundation seeks a **Chief Executive Officer (CEO)** to be a catalyst for community-centered change that will benefit the residents of South City.

## ABOUT SOUTH CITY FOUNDATION

South City Foundation is proud to be a Purpose Built Communities partner. In the Purpose Built Communities model, organizations like South City Foundation are termed the “community quarterback”. As in football, the community quarterback calls the plays with input from the other players. The quarterback organization (South City Foundation) effectively bridges community engagement with advocacy efforts through policy makers and funders. South City Foundation is responsible for listening to the South City community and understanding their needs, their goals and what challenges they might experience while trying to attain these goals. In step with the Purpose Built Communities model, the quarterback organization then forms effective partnerships with private and public funders and stakeholders to bring the vision to reality. For more about Purpose Built quarterback model, [view this video](#).

The partnership with Purpose Built Communities provides proven resources and support for community improvement. The ultimate outcome is ending generational poverty through consideration of all the factors which influence a person’s success - a safe and affordable place to live, quality and accessible education, access to healthcare, and opportunities for economic growth. This is a “people-first” model that looks forward while embracing the history and beauty of the South City neighborhood. South City Foundation is paving pathways out of poverty for low-income residents.

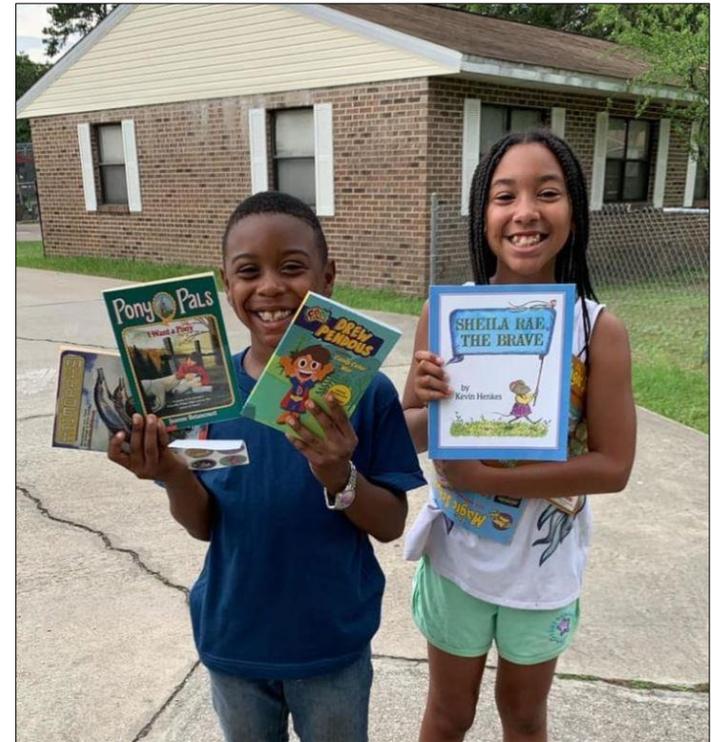
The South City Foundation is currently being led by interim Executive Director Courtney Atkins, a dedicated and visible champion of the neighborhood. Once the South City Foundation Chief Executive Officer is named, Courtney will continue to lead [Whole Child Leon](#), an organization which is a close partner to the work of South City Foundation. With the support of Leon County Schools and Whole Child Leon, South City Foundation has dedicated partners in place to establish a seamless cradle-to-career education pipeline to ensure student growth, learning, and achievement at every level.



One of the initiatives already underway is the redevelopment of the Orange Avenue Apartments. In partnership with the Tallahassee Housing Authority and Columbia Residential, South City Foundation is working to bring high quality, mixed-income housing to support all community residents. New modern housing will be transformative for the South City neighborhood.

South City Foundation also sponsored the creation of the Tech Learning Hub ("The Hub") in the Orange Avenue housing community. Prior to redevelopment, The Hub provided free internet and computer access for the entire community, including adults who might not have convenient access to the internet for applying to jobs or receiving telehealth consultations. There are also opportunities for free legal advice and tutoring. South City Foundation is in the process of relocating The Hub to a new location to better serve the community.

The new CEO has unlimited opportunities to work with the South City community and public and private partners to help end generational poverty. A committed group of community leaders are in place and actively serving as the Neighborhood Leadership Council. South City Foundation is also supported through strong partnerships within local government, law enforcement, school leadership and funders. The South City Board of Directors are excited to welcome a CEO who is committed to the community and who will lead new initiatives and inspire investment. In addition to established relationships within Tallahassee, the partnership with Purpose Built Communities provides numerous resources and a deep network of community change agents leading similar work across the country.



**“Place matters to how well we live and how well our children live.  
And when persistent poverty threatens place, we must work together to overcome it.**

**That is why we are working hand-in-hand with the residents of South City and  
community partners to restore this neighborhood to a vibrant community where  
neighbors play, learn, and succeed together.”**

**Loranne Ausley, Co-Chair  
South City Foundation**

## THE MANDATE

The South City Foundation has made terrific strides in developing trust within the South City community while also championing the neighborhood's needs to public and private funders and partners. The next CEO will have the support of an engaged and connected Board of Directors as well as the resources provided by Purpose Built Communities. The CEO will thrive in an entrepreneurial environment and will be comfortable wearing many hats as the organization evolves. **Fundraising, storytelling and driving community and partner engagement will be the top priorities in the CEO's first year.**

- Lead the South City Foundation in a manner that supports and guides the organization's mission as defined by its Board of Directors.
- Build strong relationships with the residents and neighborhoods in the South City area to ensure a citizen-guided plan that honors both the rich history of South City and the aspirations of those living in the neighborhoods.
- Build upon - and grow - the educational, business, and philanthropic entities working together as partners to ensure the foundation's success.
- Lead through the Purpose Built Community's successful multi-pronged approach to mixed income housing, cradle to career education and community wellness as a means of transforming the neighborhood.
- Develop resources sufficient to ensure the financial health of the organization and the programs it supports and be responsible for the fiscal management and integrity of South City Foundation.
- Build awareness of the South City Foundation and be capable of communicating its purpose, needs, and strategic plans and accomplishments, personally and through the use of all types of media.



## THE CANDIDATE

The ideal candidate will be skilled in communication, relationship building and resource development, be a curious and innovative leader, and trusted as an authentic champion for the community. The CEO will report to a committed and supportive Board of Directors comprised of community leaders. The South City Foundation has a dedicated Community Engagement Coordinator on staff. The CEO will have opportunities to build the South City Foundation team as funding increases.

**The successful CEO will bring proven experience leading strategic and organizational growth in a community-serving organization. Qualified candidates will demonstrate the following:**

**Convener and listener** Build and nurture working relationships and partnerships within the South City neighborhood and the Tallahassee community while sharing a contagious mission focus.

**Resource developer** Proven experience engaging funders to advance the South City Foundation mission, through significant private and governmental grants and partnerships.

**Communicator** Communicate effectively to multiple audiences including community members and private and public partners. Champion the needs of the South City community to current and potential allies and funders.

**Data-informed** Using quantitative and qualitative data, make recommendations and projections that influence initiative development. Experience developing, sourcing and operating within an organizational budget.

**Change catalyst** Believe wholeheartedly in the goal to end generational poverty within the South City community. Be tireless and fearless in advocating for residents and in engaging private and public partners to advance the mission.

**Innovative leader** Ability to move an initiative from vision to implementation while engaging stakeholders, internal teams, and external partners.

**Sector-informed partner** Proficient in housing and real estate practices as well as in opportunities for funding, including New Market Tax Credits.

**Culture steward** Work to honor the vibrant history of the South City community while also looking to the possible. Embrace diverse communities and celebrate the richness that comes from multicultural groups.

**Champion** Be deeply embedded in the South City community; known as someone who is a trusted and authentic partner. Be seen by city leaders as a community champion with integrity, passion and gravitas.

## LOCATION

Because of the place-based nature of South City Foundation's work, the CEO will live in Tallahassee, Florida, and will maintain a strong presence in the South City community.

**To learn more about the origins of South City Foundation and the Foundation's initiatives, please [view this short video](#).**

Florida's capital is the largest city in the Florida panhandle and has a moderate climate with a lower cost of living. With the presence of Florida A&M University, one of the country's largest HBCUs, and Florida State University, the city is youthful, vibrant and offers a multitude of sporting and cultural events. Tallahassee is a city for lovers of the outdoors, boasting over 700 miles of cycling trails, 72-acre A.J. Henry Park, and Cascades Park, home to Capital City Amphitheater. Beach lovers can be on the coast in less than an hour.

**To apply or to suggest a potential candidate, please connect with [Laura Lovelace](#) or email [SouthCityCEO@IntentionalWorks.com](mailto:SouthCityCEO@IntentionalWorks.com)**

