

Executive Director
Yukon 66 Main Street Association (Y66MSA)
Yukon, Oklahoma
Full-Time | FLSA Exempt | Reports to Board of Directors

Organizational Overview

Yukon 66 Main Street Association (Y66MSA) is a 501(c)(3) nonprofit dedicated to preserving, promoting, and revitalizing the historic Route 66 corridor in Downtown Yukon. As an accredited Oklahoma Main Street community, Y66MSA operates under the Main Street America Four-Point Approach®: Organization, Promotion, Design, and Economic Vitality.

With the 2026 Route 66 Centennial approaching and continued investment in Downtown Yukon, the organization is positioned for expanded visibility, stronger business engagement, and long-term financial growth. Y66MSA works in close partnership with the City of Yukon, the Yukon Chamber of Commerce, local small businesses, property owners, and community stakeholders to advance a vibrant and economically resilient downtown district.

Position Summary

The Executive Director serves as the chief professional leader and primary partnership-builder for Yukon 66 Main Street.

This position is responsible for organizational leadership, fundraising, strategic implementation of the Four-Point Approach, and cultivating strong working relationships with municipal partners, the Chamber, business owners, sponsors, and volunteers.

The Executive Director must balance strategic vision with day-to-day execution and serve as a visible advocate for Downtown Yukon.

Key Responsibilities

Organizational Leadership & Governance

- Execute the Board-adopted annual Work Plan
- Support and strengthen Board governance and committee performance
- Provide regular reporting on finances, reinvestment statistics, and program outcomes
- Maintain compliance with Oklahoma Main Street accreditation requirements
- Develop measurable goals and performance benchmarks

Partnership Development

- Serve as primary liaison to the City of Yukon
- Collaborate with the Yukon 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 Y66MSA at community meetings and public events

Fund Development & Financial Management

- Develop and implement 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
- Coordinate small business workshops and technical assistance in partnership with the City and Chamber
- Support façade improvement and reinvestment initiatives

Promotion & District Identity

- Oversee branding and marketing initiatives for the Route 66 corridor
- Lead planning and execution of signature events, including:
 - Route 66 Centennial activities
 - Train & Tree Lighting
 - Small Business Saturday
 - Czech Christmas Market
 - Christmas on Main
- 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 may be necessary.

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

Compensation

Salary range: \$45,000 to \$55,000, commensurate with experience

Eligible for performance-based bonus tied to Board-approved fundraising and partnership goals

Paid time off

Measures of Success

Within 12–24 months, the Executive Director will have strengthened business engagement, expanded sponsorship and membership participation, successfully delivered centennial programming, improved vacancy tracking and outreach, and positioned Y66MSA for sustained growth beyond 2026.

Application

Submit cover letter, résumé, and three references to:

contact@Yukon66MainStreet.com

Yukon 66 Main Street Association www.yukon66mainstreet.com