INDIANAPOLIS CULTURAL TRAIL™
A Legacy of Gene & Marilyn Glick

**BACKGROUND**

Indianapolis Cultural Trail, Inc. (ICT, Inc.) is the not-for-profit that oversees the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick. ICT, Inc. ensures that the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick is a beautifully maintained, vibrant community asset connecting people and places in downtown Indianapolis. In April 2014, ICT, Inc. launched Indiana Pacers Bikeshare, a public bicycle-sharing program with 250 bikes and 26 stations located primarily on the Cultural Trail. Indianapolis Cultural Trail, Inc. (ICT, Inc.) has been selected by PeopleForBikes to host a Business Network Fellow for 2014-2015.

**THE PEOPLEFORBIKES BUSINESS NETWORK FELLOWSHIP**

The PeopleForBikes Business Network Fellowship is a tool for local groups to engage and leverage the powerful voice of business and to use that voice to further their goals. The PeopleForBikes Business Fellowship aims to add reinforcements, bandwidth and additional political leverage to the work already being done in these communities. The Fellow will help further relationships with local endemic bicycle industry members, non-endemic businesspeople, business-minded organizations, and a host of other folks to build support for bicycling and bicycle infrastructure projects in the community. One of the main goals of PeopleForBikes in the creation of this Fellowship is to build more political clout in these communities at the local, state and federal level by adding the non-endemic business voice into conversations about the future of bicycling.

Because PeopleForBikes, a 501(c)(6), works with the bike industry, there are close ties and relationships to bicycle retailers, suppliers, manufacturers and distributors throughout the country. A portion of the Fellow's initial work will be focused on building and maintaining these relationships while leveraging them for greater business organizing purposes with their peers throughout the city.

The expectation is that the Fellow will dedicate approximately 10 to 20 hours each week to creating, growing and maintaining a business engagement program.

Ultimately, PeopleForBikes' goal is to support and elevate the work that local organizations are doing to create a better political environment for bicycle policies and bicycle infrastructure. This Fellowship is a key part of helping create that environment. This Fellowship is a pioneer in business engagement and will result in best practices that will be applicable nationwide. There will be significant freedom to create a custom program that best addresses the needs in the Indianapolis community.

**FELLOW REQUIREMENTS**

- Initial Business Outreach and Engagement Plan-Writing: A plan template to guide this process will be provided, and should be done with input and guidance from other members of the local organization and the business community. Together, with PeopleForBikes, the Fellow will set goals, develop strategy and tactics, and define what success will look like.

- Check-In Calls Every Other Week: A call with PeopleForBikes, ICT, Inc. leadership and the Fellow
- Monthly Fellow Best Practice Call: Conference call with all Fellows to talk about what each is doing, to problem solve collectively, and to exchange ideas and best practices
- Bicycle Industry Outreach: A component of each Fellow's plan must be outreach to local bicycle industry members
- Storytelling: Blog, social media and online content about the Fellow's work
- Metrics, Goals, Data and Information Tracking using SalesForce
- Mid-Fellowship Report: A comprehensive report including work completed, outcomes, plan adjustments, and remaining work

**DESIRED FELLOW CHARACTERISTICS**

- Familiar knowledge of Indianapolis business and political environment
- Supportive of bicycling
- Superb oral and written communication and presentation skills
- Demonstrated success with relationship building
- Experience with business outreach and engagement
- Experience with managing multiple projects simultaneously
- Ability to work independently and think creatively
- Bachelor's degree required, masters degree preferred. Degree in business, communications, or related fields strongly preferred.

**COMPENSATION**

The ICT, Inc. PeopleForBikes Business Network Fellow will be competitively compensated for working approximately ten (10) to twenty (20) hours per week beginning in or around December 2014 through December 2015. Actual compensation will be based on experience and qualifications and time worked.

**INTERESTED APPLICANTS**

Interested individuals should submit their resume to via email to khaley@indyculturaltrail.org with Business Network Fellowship in the subject line. Resumes will be accepted until 5pm on Friday, November 21, 2014. It is anticipated that the Fellow will begin work in December 2014 with the Fellowship lasting through December 2015.

Indianapolis Cultural Trail is committed to diversity among our staff and is an equal opportunity employer. It is our policy to recruit, hire, train, promote and administer any and all personnel without regard to sex, race, age, color, creed, national origin, religion, economic status, sexual orientation, gender identity or expression, physical disability, or any other legally protected basis.