



# City of Roseville Economic Development Director



Recruitment Services Provided by Ralph Andersen & Associates



## Opportunity for a Dynamic Professional

As a vibrant and growing community, the City of Roseville is seeking an experienced Economic Development Director that will recognize this incredible opportunity to aggressively pursue new development, diversification, and adaptive reuse as well as stimulate innovative public-private partnerships for this maturing city. As a major contributor to the future success of the City of Roseville's boundaries combined with a strong contribution to the regional economy in the Sacramento Valley, this entrepreneurial leader will excel in stimulating interest in projects, understanding the complexities of public finance and driving results through to successful completion. Working collaboratively with the City Manager, the Economic Development Director will further assist the City Council in exploring options for strategic decisions on investments, infrastructure, and funding, while at the same time, serve as the point person for a business dominated platform that includes a full range of stakeholders (business community, civic leaders, developers, educational partners, and the broader community).

## The Community

The City of Roseville, California (approximate population 135,000) is a dynamic, pioneering city that embraces the future while treasuring its more than 100-year history. Located 25 minutes from California's capital, at the base of the Sierra Nevada foothills, Roseville is the largest city in Placer County. Within driving distance to world-class destinations like San Francisco, Napa, Lake Tahoe, and Yosemite, Roseville is well-positioned in a region where amenities and options for recreation, leisure, and entertainment are seemingly boundless.

The strength and balance of Roseville's diverse economy allows the City to thrive. With low unemployment and one of the highest levels of educational attainments among its residents, Roseville's highly qualified workforce proves attractive to large corporations,

small businesses, and tech-savvy startups. Business ventures in Roseville range from technology and healthcare to agriculture and financial services. Top employers within the City include Hewlett-Packard, Kaiser Permanente, Sutter Health, Adventist Health, and Union Pacific Railroad. Economic gems draw in the crowds, with the expansive Westfield Galleria at Roseville, the Roseville Automall, and Fountains at Roseville leading the way. Demand for commercial space is evident, with occupancy rates for office, retail, and industrial space lingering in the high 90th percentile for several years.

Cultural and entertainment venues within and around the City provide a way to take a break from the hustle and bustle of life. Vernon Street Town Square offers everything from free yoga and story time to concerts, wine festivals, movies, and farmers' markets. Live music can be heard at Roseville's Music in the Park or in many venues in its historic downtown. During the summer, Downtown Tuesday Nights allow residents to mix and mingle with different vendors and live bands all along historic Vernon Street. Other avenues of family fun include Topgolf, iFly Indoor Skydiving, Golfland Sunsplash, Denio's Farmers Market & Swap Meet, or cycling or running along miles of connected, paved trails. Residents have plenty of day-trip options for entertainment. Whether it is the wineries of Napa; the outdoor activities of Lake Tahoe, Folsom Lake, and Lake Natoma; the city life of San Francisco; or a little further south to the beauty of Yosemite, Roseville is within driving distance of the best that Northern California has to offer.

Roseville is an ideal place to raise a family and takes pride in its robust parks and recreation programs and award-winning educational system. A Mediterranean climate provides plenty of opportunities for outdoor activities like hiking, biking, and swimming in the spring and summer months and for skiing and snowboarding in the winter months. People of all ages can choose from an abundance of recreational programs, over 60

neighborhood parks, golf courses, state-of-the-art fitness centers, and thousands of acres of open space. Several schools within city limits have been recognized by the Department of Education with “California Distinguished School” awards, and the international baccalaureate program is available in three middle and high schools throughout the City. Roseville is also within driving distance of William Jessup University; Sierra Community College; California State University, Sacramento; and the University of California, Davis.

## The Organization

The City of Roseville is a service organization that operates under a Council-Manager form of government that combines the civic leadership of elected official with the managerial experience of an appointed city manager. The City Council is comprised of five members who are elected at-large to serve staggered, four-year terms. The City Council is the legislative policy-making body which determines not only the local laws that regulate community life, but also determines public policy and gives direction to the City Manager and the City Attorney. The City Manager is responsible for implementing City Council policy and administering the day-to-day operations and affairs of the city government in a businesslike and prudent manner.

Roseville is a full-service city with a dedicated staff of approximately 1,086 full time employees and supported by a FY 2017-18 total budget of \$542 million, inclusive of \$270 million in utilities and a General Fund budget of \$146 million. City departments include: City Attorney’s Office, City Clerk’s Office, City Manager’s Office, Development Services, Economic Development, Finance, Fire, Human Resources, Information Technology, Library, Parks & Recreation, Planning, Police, Public Affairs & Communications, Public Works, and three enterprise departments—Electric Utility, Environmental Utilities, and Roseville Transit.

## The Position

The Economic Development Director reports directly to the City Manager and is a key member of the City’s Executive Leadership Team.



### Key responsibilities include:

- Engage at all levels with the local and regional business communities to develop an aggressive and strategic focus on growing opportunities and resulting revenues in the City of Roseville;
- Expand workforce opportunities through collaborative efforts;
- Specific focus on increasing opportunities for existing small businesses to grow and flourish;
- Develop a broader business platform and supporting marketing collateral that promotes Roseville as “pro-business” and “welcoming” at many levels to include expanding existing small businesses, seeking out clean technology start-ups (with further emphasis on incubators and accelerators) through “Advantage Roseville,” innovative public-private partnerships (3Ps), and new larger employers;
- Work very closely and cooperatively with the **G**reater **S**acramento **A**rea Economic **C**ouncil (GSAC) to stimulate development and increase job opportunities in the region; and
- Better promote benefits of reduced utility costs (Roseville Electric);
- Periodically travel throughout California (specifically Bay Area and Southern California) to aggressively seek and pursue new businesses including “small tech” and potential international connections.

## The Ideal Candidate

The candidate selected will be an outstanding critical thinker, innovative, an articulate communicator, and good listener who is comfortable interacting with and presenting to elected officials, the business community, neighborhood residents, and all other key stakeholders. The Economic Development Director will be innovative, engaging and have the ability to deliver measurable results.

The ideal candidate should be familiar with current and emerging city planning and real estate development trends.

Additionally, the new Economic Development Director will possess excellent interpersonal skills. He/She will create an open, collaborative, and successful working relationship with the City Council, community groups, developers, and other City executives. This individual will be politically astute, yet apolitical, and possess the ability to establish trust and sustainable relationships.

### Other key competencies this position include the ability to:

- Cultivate and strengthen the City’s formal and informal partnerships with local and regional external organizations charged with implementing City economic development initiatives.
- Develop sector or cluster specific projects or initiatives that strengthen the City and region’s sense of place and



economic base (e.g., mixed use, multi-modal transportation, and related development).

- Develop and coordinate the implementation of a strategic economic development plan and program that aligns the City's general plan with economic development functions of external organizations.
- Formulate and oversee analysis of City and regional economic, market, demographic, and social trends to facilitate integrated economic and physical development planning.
- Administer the City's development incentives programs, including fiscal and economic impact and cost-benefit analyses.

## Qualifying Education and Experience

Candidates should possess seven years of increasingly responsible experience in community development including at least three years of administrative and management responsibility in a public-sector municipality. Candidates should also possess a Bachelor's degree; Master's degree may be a plus.

California experience, while a plus, is not required. All candidates that meet the qualifying education and experience are strongly encouraged to submit credentials for consideration.

## Compensation and Benefits

**Salary:** The salary range for this position is \$137,184 to \$183,840 and will be based on qualifications and career experience. Highly qualified and experienced candidates can expect to be compensated at the top end of the range.

**Benefits:** A competitive comprehensive benefit package including CalPERS (2.7% @ 55-Classic Members; 2% @ 62-New Members), generous leave package (vacation/holiday/sick/management leave), deferred compensation plan (City contribution after 5 years), retiree health (Tier III), ample free parking, life insurance, disability, health insurance contribution (\$1,296 month), flex credit (\$168/month), and expense reimbursement for business/travel budget will also be offered. The City of Roseville does not

participate in Social Security. The selected candidate may also anticipate assistance with moving and relocation assistance.

## To Be Considered

Candidates are encouraged to submit early in the process for optimal consideration. To be considered, candidates must submit a cover letter, comprehensive resume, and current salary to [apply@ralphandersen.com](mailto:apply@ralphandersen.com). The closing date for submittal of materials is **Monday, July 30, 2018**. First review of candidates will begin following the appointment of the new City Manager (hiring authority) by the City Council. Interviews for top candidates are anticipated to be during August based on timing and preference of the new City Manager.

This comprehensive process will include a completion of supplemental questions, possible mock presentation, participation in an Oral Panel Interview and completion of city application (for finalists).

**This is a highly confidential process.** Professional references will be contacted later in the process once mutual interest has been established. A completed release will be required by top candidates to verify employment, education, and other verifications, as appropriate.

If you have questions or would like to discuss the opportunity further, please call Ms. Heather Renschler at 916-630-4900. Confidential inquiries are welcomed.

