



**WESTMINSTER**

C O L O R A D O

ECONOMIC DEVELOPMENT DIRECTOR

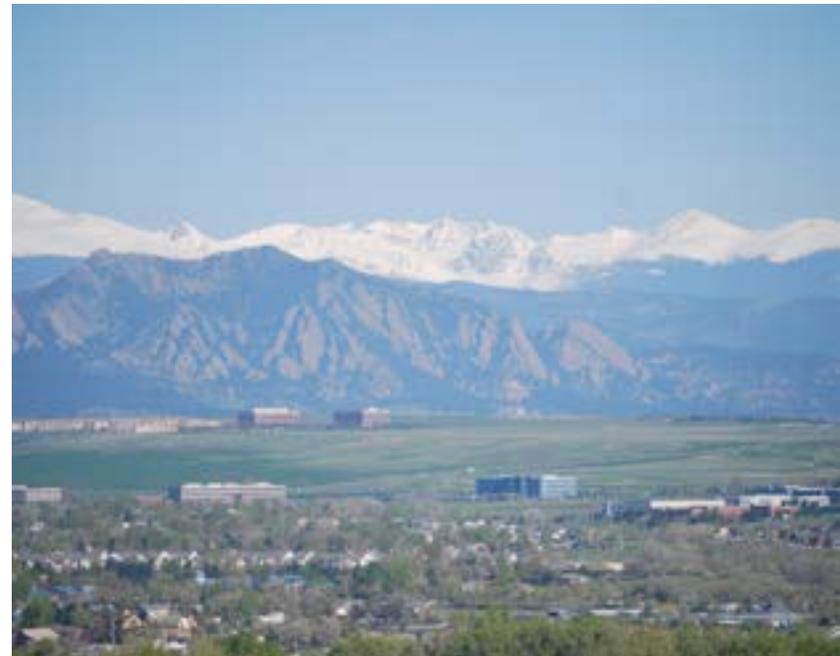
Centrally located between Denver and Boulder on the US 36 high-tech corridor with a population of 117,000, Westminster is a well-planned community with superb recreation opportunities, beautiful neighborhoods, and thriving businesses. Already known for its great use of open space and abundance of parks, Westminster is augmenting its traditional neighborhoods with the thoughtful redevelopment of key focus areas across the city, including its new mixed-use hub, Downtown Westminster. These targeted efforts will add vibrancy and variety while preserving and revitalizing the city's traditional neighborhoods and character.

With the arrival of commuter rail, the Westminster Station transit-oriented focus area is quickly maturing and adding great connectivity to downtown Denver. Add in magnificent retail and entertainment districts and a historic neighborhood that is the true heart of the city, and Westminster has a place for everyone. Westminster won second place in the National League of Cities' 2017 Cultural Diversity Awards for the creation of the Westminster Inclusivity Board and its innovative approach to engaging with the community.

By car, bus, bicycle, rail, or international airliner, Westminster moves easily. It has an extensive multimodal transportation network, including an enhanced public transportation system, two well-maintained highway systems, and a superior regional trail system that connects to over 145 miles of trails.

There are over 4,000 businesses in Westminster. The business community includes small family-owned businesses, service companies, high-tech manufacturers, and national and international headquarters. Companies like Ball Corporation, Maxar, Zimmer Biomet, and Trimble have put down roots in Westminster and are now stretching out. This strong and diverse business community is attracting more amenities such as local, regional and national restaurants, hotels, and shopping and entertainment experiences.

With 30 business parks, 68 retail centers, and almost 18 million square feet of commercial space, Westminster has real estate options to meet almost every business need. Comprehensive real estate information, including available demographics and detailed maps, is available through the Economic Development Department at <http://www.westminstereconomicdevelopment.org>.



# The Community *continued*

## City Government

Incorporated in 1911, Westminster's City Council-Manager form of government is consistently recognized for excellence in management and delivery of full services to businesses and residents. The City's strong financial position allows it to enjoy excellent bond ratings, including AAA and AA+.

With policy direction set by a seven-member City Council, the city organization is led by the City Manager and three Deputy City Managers, one of which also serves as Chief Financial Officer. Services are provided through 1,063 FTE staff and an annual budget of \$237 million.

The City of Westminster is a "values" driven organization, and the organization is firmly committed to maintaining and growing its winning culture. The City's values are embodied in ***SPIRIT***:

- Service
- Pride
- Integrity
- Responsibility
- Innovation
- Teamwork





## The Economic Development Department

The Economic Development Department provides multiple lines of service including business development and developer recruitment citywide, as well as redevelopment strategy implementation and project management in Downtown Westminster, Westminster Station, Historic Westminster, and the City's Urban Renewal Areas. The Department markets the City and its assets to potential employers, retailers, and vision-aligned developers, develops and implements workforce and affordable housing policies and strategies, and manages the inventory of City-owned developable properties, in addition to serving as key staff to the Westminster Economic Development Authority (WEDA) and Westminster Housing Authority (WHA).

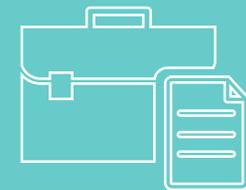
The Department carries out its work through 10 staff and an annual budget of \$2.1 million.



**AAA and AA+**  
Bond Ratings



**1,063 FTE**



**\$237 million**

## The Position

The Economic Development Director serves as a key member of the Executive Leadership Team translating the City's strategic plan into action through development of performance measurement, policies, and resource allocation and management. The position is expected to direct department activities in fulfillment of the City Mission Statement, which is: ***"Our job is to deliver exceptional value and quality of life through Service, Pride, Integrity, Responsibility, Innovation, and Teamwork (SPIRIT)."***

The Economic Development Director is responsible for establishing major departmental policies, planning long-term programs, and making executive-level decisions that are congruent with the direction of the organization as defined by the City Manager and City Council. Primary duties involve overseeing all administrative and professional work in planning, organizing, and directing the Department. Responsibilities include determining major departmental policies, planning long-term programs, and making difficult technical and administrative decisions.

Work is performed with wide latitude for independent judgment and action, and is reviewed by the Deputy City Manager through conferences, reports, and success of the Department's programs and activities.



## Challenges and Opportunities

The next Economic Development Director will be presented with a number of leadership opportunities:

- Downtown Westminster is an exciting redevelopment initiative for Westminster and the region, with at least 20 more years of development ahead. The next Economic Development Director will have the opportunity to help lead the City in its thoughtful redevelopment efforts not only in Downtown Westminster but in all of the City's focus areas, including the Westminster Station transit-oriented development area.
- Economic development continues to be broadly supported by the City Council, with many of the City's strategic planning goals directly related to economic development. Presently, the position of Economic Policy & Development Manager is vacant in the department – a direct report to the Director. This is a tremendous opportunity for the next Director to make a key choice in staffing the Department's leadership team.
- While the City's economic development efforts have been highly successful, there are significant opportunities to enhance regional partnerships, especially at the county and state level.
- There are real opportunities to enhance collaboration and teamwork within the Department as well as across the city organization by creating and modelling a strong culture of collaboration, consultation, and interest-based problem solving. The next Director will find a strong staff that will thrive under this style of leadership.





## The Ideal Candidate

The City of Westminster seeks a highly collaborative and dynamic Economic Development Director who has key characteristics that will lead to success:

- A highly accomplished economic development leader who finds success through collaboration, teamwork, and strong relationships. A strong track record of success in economic development combined with effective people skills is very important in this role.
- The ability to convey confidence and reassurance in all settings will be a key ingredient to success. The next Director will be an effective communicator who builds trust and genuine relationships.
- Strong technical skills in understanding the intricacies of land use, zoning, and commercial real estate will be needed in the role.
- A director with abundant emotional intelligence and an affinity for building effective teams will find tremendous support from a very capable staff.
- As the city matures, the Director will provide exceptional leadership in supporting and enhancing existing communities along with thoughtful redevelopment in the city's focus areas. Therefore, broad experience in development and redevelopment would be beneficial.

## Education and Experience

Any equivalent combination of education, training, and experience that would provide the required knowledge and skills may be considered. The following is a typical way to qualify:

**Education:** Bachelor's degree from an accredited university or college with major coursework Public Administration, or a related field. A Master's degree in Public Administration, Business or a related field is preferred.

**Experience:** At least ten years senior management and administrative experience overseeing economic development activities, preferably in a public sector or non-profit environment.

---

## Compensation and Benefits

The salary for the Economic Development Director is **\$156,443 to \$195,554**, commensurate with qualifications and experience of the selected candidate.

The City of Westminster offers a comprehensive benefit package including:

- Health and Dental
- Flexible Spending
- Pension/ Retirement Plans
- Term Life Insurance
- Long-term Disability
- Survivor Benefits
- Wellness Program
- Education and Training Reimbursement



## To Be Considered

Interested candidates should apply by **August 23, 2021**. To be considered, submit a compelling cover letter and comprehensive resume to [apply@ralphandersen.com](mailto:apply@ralphandersen.com). Top candidates may be asked to complete supplemental material to elaborate on areas of expertise and demonstrate their ability to communicate effectively. Candidates are encouraged to apply early for maximum consideration.

References will not be contacted until mutual interest has been established. Confidential inquiries are welcomed and should be directed to Greg Nelson, Ralph Andersen & Associates, at (916) 630-4900.

***This recruitment incorporates existing rules and regulations that govern public sector recruitments in the State of Colorado. In accordance with public disclosure/open record laws, information submitted for consideration may be made available to the public upon request by interested parties.***

*The City of Westminster is a caring, courteous, team-oriented organization committed to public service excellence. Employees thrive in a culture that is respectful, professional and diverse. The City's work culture encourages passionate, positive and enthusiastic employees. Westminster is a drug-free workplace and an Equal Opportunity Employer.*



[www.cityofwestminster.us](http://www.cityofwestminster.us)