



CITY OF LEWISVILLE

INVITES YOUR INTEREST IN THE POSITION OF

Economic Development Director



Recruitment Services Provided by Ralph Andersen & Associates



The Opportunity

A rare opportunity awaits an experienced economic development professional in a high-quality community in one of the most desirable regions in the United States. Lewisville, Texas (population 106,000) seeks an Economic Development Director to lead its development and redevelopment efforts, including its exciting Old Town. The City of Lewisville maintains AAA bond ratings, excellent organizational stability, and a winning culture.

About Lewisville, Texas

Lewisville is a dynamic community located 26 miles northwest of downtown Dallas along Stemmons Freeway (Interstate 35E). Lewisville is in southeast Denton County, one of the most prolific growth areas in the nation. The City encompasses more than 42 square miles and has a population of just over 100,000 people. State Highway 121 bisects the community and gives Lewisville easy access to Dallas/Ft. Worth International Airport (DFW) located just ten minutes south of Lewisville.

Due to its excellent geographical position, Lewisville is a thriving economic hub in the Dallas-Fort Worth region with superior access and infrastructure, a low-tax environment, quality workforce, and more. Lewisville boasts a strong and diversified economy with a robust blend of businesses from Fortune 500 Companies to innovative start-ups. Familiar names such as Sysco Foods, Mary Kay, Kellogg's, Active Organics, and FedEx are just a few of the successful companies that call Lewisville home, and together have created a resilient and rewarding corporate community.

While much of the work in Lewisville is infill and redevelopment, the annexation of a 2,400 acre planned development known as Castle Hills is expected in the next year, bringing in a projected ultimate population of 26,950, estimated tax base of \$1.09B and opportunity for greenfield development along the Blue Diamond Corridor.



About Lewisville, Texas *continued*

Lewisville Lake is a U.S. Corps of Engineers reservoir that is immensely popular for water sports and outdoor recreation in the Dallas-Fort Worth area. Surrounded by 9,000 protected acres of nature, Lewisville Lake spans 29,000 acres and has 233 miles of shoreline. With an average depth of 25 feet, Lewisville Lake is large enough to host a multitude of activities such as fishing, water sports, boating, and miles of scenic hike and bike trails.

Lewisville is well-known and has won national awards for implementation of its plans. The Lewisville 2025 plan was developed through extensive resident involvement and sets a clear shared vision for the kind of community Lewisville wants to be when the City turns 100 years old in 2025. The plan sets out nine ambitious “Big Moves” that address development, long-range planning, communication, sustainability, and quality of life. Provisions of the plan are used regularly by City leadership and staff in budgeting, program development, and public engagement. Implementation of the Lewisville 2025 vision plan is an ongoing process with a single goal – to make Lewisville a place where people choose to live, work, and visit. The full plan and annual performance reports to the public can be viewed at cityoflewisville.com/lewisville2025. The plan has been recently updated to provide guidance out to 2035.



City of Lewisville Government

The City of Lewisville has a Council-Manager form of government whose mission is to enhance the quality of life for its community by providing effective municipal service. Citizens elect six Council Members including the Mayor. The Mayor and Council are elected at large to three-year terms and are not term limited. An additional council seat will be added and residential districts will be established upon annexation of Castle Hills. The City Council appoints a City Manager, City Attorney, City Secretary, and Municipal Judge. The City has a high level of stability for both staff and City Council members.

The City has a total budget of just over \$206 million, including a general fund budget of \$98 million, and is made up of 29 operating funds. The City's budget can be found at www.cityoflewisville.com/about-us/city-departments/financial-services/annual-budget. The City has a one-cent sales tax going into the general fund and, in 2002, residents approved a quarter-cent sales tax for funding parks, library, and recreation projects. These two taxes do not need future approval to remain in effect. In 2011, residents approved an eighth-cent sales tax for establishment of a Crime Control and Prevention District and an eighth-cent sales tax for a Fire Control, Prevention, and Emergency Medical Services District. These district taxes were extended for 20 years in 2016 by the voters of Lewisville. The City has a broad array of other revenues, along with the aforementioned property and sales taxes, which results in diverse revenue streams to position the City with a sustainable financial structure. The City has a AAA bond rating for both General Obligation and Revenue Bonds. The City's annual financial reports can be found at <https://www.cityoflewisville.com/about-us/city-departments/financial-services/annual-financial-reports>.



City of Lewisville Government *continued*

The City has initiated a real-time online performance dashboard that furthers the City's objectives related to accountability, open communication, community engagement, and continuous improvement by allowing Lewisville residents, City leaders, and other interested parties to track how the City performs in various service areas. The resulting data is used internally in decision-making regarding service delivery, management of resources, and policy recommendations and also is used as a tool for community dialogue related to City performance. The dashboard can be viewed at metrics.cityoflewisville.com.

The City of Lewisville has 825 budgeted full-time staff positions. In 2017, employees from all levels of the organization led an effort to define and preserve the special culture of the organization. The result was The Lewisville Way – a documented and inclusive approach that calls on all employees to **Value** People, **Serve** Every Day, and **Build** Our Future.



The Economic Development Department



The Economic Development team includes the Economic Development Director, an Economic Development Manager and an Economic Development Coordinator. Administrative assistance is provided through a Planning Technician currently shared with the planning department. The Director of Economic Development directly oversees the Economic Development Manager. The annual budget for the Economic Development Department is \$565,000, which does not include additional funds that are used for incentives. Additionally, the City has retained several consultants to assist with many of the economic development activities.



The Position

Reporting directly to an Assistant City Manager, the Director of Economic Development is responsible for actively searching for and bringing new developments and businesses to Lewisville in accordance with the Lewisville 2025/2035 Plan as well as implementing and coordinating economic development policies and related activities. Key responsibilities include:

- Creating economic development offers that leverage incentives to bring and retain companies.
- Interacting with the local and national development and brokerage community in promoting economic development and creating an awareness of the growth potential of the City.
- Overseeing an outreach program that includes researching, collecting, and furnishing information and materials to companies that are considering locating to the City.
- Implementing all policies and procedures of the City's comprehensive municipal economic development program.
- Initiating, developing, and maintaining programs to encourage business and industry to locate, expand, and retain their location in the City.
- Overseeing the positioning and marketing of the community to prospective companies through direct contact, event participation, presentations, electronic marketing, and other direct marketing campaigns.
- Visiting business prospects and consultants to promote relocation and expansion opportunities as appropriate, as well as local businesses to identify and assist with operational concerns or expansion opportunities.
- Developing and maintaining strong working relationships with other economic development organizations representing the local, regional, and state-wide levels, including the Dallas Regional Chamber and the Governor's Office of Economic Development.
- Managing the operations of the Department and preparing and overseeing the administration of the annual budget.
- Making presentations regarding economic development activities.

Challenges and Opportunities

The next Economic Development Director is not expected to face significant challenges, but there are known opportunities to address:

- The Economic Development Manager position is a newly-created position, allowing the next Director to select a critical position on his/her team.
- The City of Lewisville continues to make strong investments in the development of Old Town. Located in the heart of the city and adjacent to City Hall, Old Town's authentic historic buildings date back to the 1880's and provide the backdrop for dining, shopping, entertainment, and cultural events. Planned luxury apartment developments will add to the walkability and desirability of the area, as well as the economic support for future and existing retail.
- The upcoming annexation for the Castle Hills will bring many benefits to Lewisville. Among those is a 140-acre project, Crown Centre, along State Highway 121. This exciting project, when complete, is expected to add 2,000 multifamily units, 3 million square feet of office space and as many as 500 hotel rooms. Current plans include 35 buildings, connected by outdoor trails surrounded by open space and lakes.
- The next Director will have the opportunity to develop Lewisville's budding Business Retention and Expansion program which was necessarily sidelined during the pandemic.



The Ideal Candidate

The City of Lewisville is seeking a talented and collaborative Economic Development Director who, ideally, has the following characteristics which will lead to success:

- Teamwork and collaboration across the entire City organization.
- An appreciation and orientation toward planning. The City of Lewisville has achieved much of its success by developing thoughtful plans and executing those plans.
- A strong background in economic development or commercial real estate, preferably both in the public and private sectors.
- While Texas experience is not required, an understanding of the available economic development incentives available is important.



Experience and Education

The following are the minimum requirements for the position of Economic Development Director:

Education: Bachelor's degree in Business, Marketing, Finance, or a related field.

Experience: Five (5) years of progressively responsible experience in economic development.



The Compensation

The City of Lewisville offers a very strong compensation package, including a competitive benefits package that includes the items below. Further details on compensation and benefits may be obtained through Ralph Andersen & Associates.

- Four weeks paid vacation (use of accrual begins after six months)
- Nine paid holidays per year
- Fifteen sick leave days per year – maximum accrual of 200 days (up to 90 days paid out upon separation or retirement)
- Medical, Dental, Vision insurance including an Employee Health and Wellness Clinic and a CrossFit facility
- Employer-paid life insurance – four times annual salary, up to \$400,000
- Employer-paid accidental death and dismemberment insurance (three times annual salary, up to \$300,000) and Long-Term Disability

- Texas Municipal Retirement System (7% with a 2:1 match)
- Deferred Compensation – 3.76% City Match in lieu of Social Security

Additionally, the City values work/life balance for its employees. The normal weekly work schedule for this position is Monday - Thursday 7:30 a.m. - 5:30 p.m., and Friday 7:30 - 11:30 a.m.



The Recruitment Process

Interested candidates should apply by **August 23, 2021**. To be considered, submit a compelling cover letter and comprehensive resume to 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 Texas. 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 Lewisville, Texas is an Equal Opportunity Employer



www.cityoflewisville.com