

CITY OF RICHLAND, WASHINGTON

Economic Development Manager



THE COMMUNITY

Richland is located at the confluence of the Columbia and Yakima Rivers in southeastern Washington in the heart of the Pacific Northwest. Richland and its sister cities of Kennewick, Pasco, and West Richland make up the Tri-Cities MSA (population 300,000). Richland is the third largest city with approximately 59,000 residents.

Originally incorporated as a small farming community in the Mid-Columbia Valley, Richland now focuses on energy production, advanced research, environmental remediation, and technology. Richland is home to the Tri-Cities Research District with over 7,000 technology workers. The Research District is anchored by the Pacific Northwest National Lab (PNNL), which boasts the second largest technology workforce in Washington State behind Microsoft, and the rapidly growing Washington State University Tri-Cities (WSU-TC).

The Tri-Cities are the center of the \$8.4 billion Washington wine industry. Upon visiting Richland and the surrounding Columbia Valley, you will discover the “Heart of Washington Wine Country®,” with over 200 area wineries. The wine industry and agriculture in general play an important role in the region’s economy and culture.

The Tri-Cities region’s inviting waterways beckon water lovers from all over the region to enjoy sailing, power and pleasure boating, waterskiing, swimming, fishing, windsurfing, and much more. Due in part to the area’s exceptional climate, golf is another of Richland’s most popular sports. The area’s ten beautiful courses challenge the most experienced golfer as well as the beginner.

Sports fans can enjoy two professional sports teams that call the area home: The Tri-City Americans (WHL ice hockey) and the Tri-City Dust Devils (Single-A baseball). Recreational enthusiasts may enjoy a bike ride along The Sacagawea Heritage Trail. The trail is a 23-mile multipurpose loop that runs along both sides of the Columbia River including areas along the Sacajawea State Park and the Columbia Point Marina on the upper end at the I-182 Bridge.

The cities of Richland and West Richland are served by the Richland School District (RSD), which has approximately 13,000 students and employs approximately 1,700 employees.

As mentioned above, Richland is also home to WSU-TC, which was established in 1989 and sits on the western bank of the Columbia River. The university admitted its first freshmen and sophomores in the fall of 2007, making it a true four-year public university. WSU-TC is strongly supported by the community and is the home of the University’s Viticulture and Enology program. WSU-TC proudly partners with nearby PNNL in wine-related research.

Also serving the area is the Columbia Basin College (CBC) Health Science Center. Two four-story buildings have been built to house the CBC’s Health Sciences programs.

The City and its citizens are proud of the community’s high quality of life, which includes higher education opportunities, outstanding health care providers and facilities, cultural and recreational amenities, and municipal services that consistently score very high in community surveys. The City receives wide recognition for the beauty of its integrated parks, river-shore, commerce centers, living spaces, and economic opportunities. Richland residents also enjoy a favorable cost of living and one of the lowest crime rates in the state.



GOVERNANCE & ORGANIZATION

The City of Richland operates under a council-manager form of government. Voters elect seven at-large city council members who represent the entire community, not individual districts. From among themselves, council members elect a mayor. The council sets policies, adopts ordinances and the annual budget, approves contracts, appoints individuals to boards and commissions, and hires the city manager.

The City Manager is the Chief Executive Officer and hires personnel, supervises daily operations, and oversees enforcement of laws and preparation of the annual budget. An assistant city manager and department directors are responsible for the city's day-to-day services and programs within the divisions they supervise.

Richland delivers a variety of public safety, street maintenance, basic utility, and recreational services. The City is also an electric distribution utility, operates its own public library, and administers a regional emergency management and 911 dispatch center. The City has approximately 545 FTEs and a total annual budget of approximately \$287 million, with \$64 million in the General Fund.

ABOUT THE POSITION

The Economic Development Division is an organization within the municipal government of the City of Richland. The Economic Development Manager directs, plans, and organizes the operations of the economic development functions for the City to expand and diversify the City economy, generate job growth, foster business competitiveness, and bolster the City tax base. The position provides leadership and coordination for the City's economic development activities including recommending policy, infrastructure, marketing, recruitment and retention of quality businesses, expansion of existing operations, and negotiations for new development.

The Economic Development Manager reports to the Development Services Director and supervises a staff of two full-time employees: Marketing Specialist and Planner.

The Economic Development Manager works closely with the Economic Development Committee, which is comprised of eight citizens who meet once per month. The Economic Development Committee formulates economic goals, strategies and policies for the city and assesses existing economic development policies for the purpose of recommending such modifications, as may be appropriate, to assure achievement of economic goals set forth by the city council.

Responsibilities of the Economic Development Manager include, but are not limited to:

- Develop and maintain professional working relationships with local ports, partnering agencies, developers, private consultants, citizen groups, community service organizations and others to retain and recruit business and economic development to the City.
- Manage the City's economic development activities, including business development and retention, small business strategies, business revitalization and land use planning for retail and commercial development.
- Develop and implement initiatives, strategies and projects in order to accomplish the goals and responsibilities of the Economic Development division to meet and exceed the strategic vision of the City Council related to current and future development.
- Ensure that the City maintains positive relationships with regional economic development partners; work with property owners and tenants to develop and maintain relationships to provide information on vacant or underutilized commercial, office, industrial land or tenant spaces based on desired commercial business activities.
- Initiate and continuously refine plans and actionable strategies to target and attract businesses and industries to the City; coordinate between departments on developing and implementing programs that will improve business climate.
- Oversee and direct the department's recruitment of new business and attracts and retains top businesses and sectors to meet the evolving needs of the community.
- Assist in the development and promotion of the City's legislative platform regarding economic development priorities, and work with outside organizations such as the International Economic Development Council and the Washington Economic Development Association to promote these legislative priorities.



- Provide technical and analytical support to the Economic Development Committee; assists with policy changes when necessary.
- Work in cross-departmental collaboration with all City departments to successfully execute economic development initiatives.
- Supervise assigned staff; evaluate and review work performance; work with employees to correct deficiencies; plan, coordinate and arrange for appropriate training of subordinates; document corrective action and apply City policy, as needed; participate in the interview and selection process of new employees; recommend merit increases, reassignment and promotions according to established guidelines.



DEVELOPMENT PROJECTS

Waterfront Development/Redevelopment

The City of Richland lies at the confluence of the Columbia and Yakima Rivers and contains miles of scenic waterfront. The City also counts an extensive waterfront parks and trail system among its many assets. The Economic Development Office will be a key leader for the City as efforts to leverage these amenities for the purposes of economic development and redevelopment continue.

Duportail Bridge Project

The City has completed construction on a new bridge crossing the Yakima River. This new bridge has drastically improved accessibility and traffic flow in a rapidly growing area of the City. The Economic Development Office will work closely with other City leaders to ensure smart, responsible development and redevelopment in the areas impacted by construction.

Land Transfer

The City of Richland and the Port of Benton acquired approximately 1,341 acres from the Department of Energy (DOE) and Tri-City Economic Development Council (TRIDEC) for community economic development purposes. The land was divided between both agencies and they are currently partnering in the master planning process. This property has the potential to provide large 100+ acre parcels to accommodate significant manufacturing and industrial operations. This opportunity places Richland and the Tri-Cities to the front of the line for major economic development projects.

IDEAL CANDIDATE

The ideal candidate will be a dynamic, dedicated, and proactive individual who is enthusiastic about promoting the assets and resources of Richland. The successful individual will be a skilled negotiator and consensus

builder with excellent problem solving skills.

It will be essential for the new Economic Development Manager to develop and maintain positive and harmonious relationships with local ports, partnering agencies, developers, private consultants, citizen groups, community service organizations, and other related entities. The ideal candidate will have a collaborative working style and forge strong and effective relationships with all City departments to successfully execute economic development initiatives. Excellent interpersonal communication skills are essential.

The successful candidate will be results-oriented and an advocate for key economic development assets of the City and the region. The new Economic Development Manager must be able to make informed decisions on the expenditure of funds, prioritization of prospects, and be able to conduct surveys, collect data, and research economic trends, demographic trends, and infrastructure needs. As technical advisor to the Economic Development Committee, it will be important for the new Manager to stay well-informed on emerging trends and innovations in the economic development field and to possess strong analytical and research skills.

The successful candidate must have the ability to work in a fast-paced environment and handle conflict, while demonstrating sound judgment, tact, patience, courtesy, and professionalism. It will be important for the new Economic Development Manager to be a skilled public speaker who has the ability to adjust communication style to meet the needs of the intended audience. The successful candidate will be politically savvy while remaining politically neutral.

The new Economic Development Manager will champion new ideas and initiatives and create an environment that supports continuous improvement. The successful candidate will build a strong team and motivate team members to achieve the highest levels of performance. The new Economic Development Manager will set clear and compelling expectations for performance and promote an environment of accountability. The ideal candidate will also build effective teams across



departmental lines. The selected individual will provide direction, guidance, and expectations for resource allocation to ensure service is balanced with fiscal responsibility.

The successful candidate will have demonstrated experience in the principles and practices of economic development techniques for attraction and retention of business. The new Economic Development Manager must have knowledge of Federal and State programs related to municipal economic development. It will be important for the selected candidate to also have knowledge of the principles and practices of strategic planning, budget development and administration, and program development, implementation, and evaluation.

EDUCATION & EXPERIENCE

This position requires a Bachelor's degree with coursework in business, economic development, real estate, marketing, finance, planning, or related field.

The selected candidate must have six (6) or more years of experience in economic development, real estate, including at least two (2) years of supervisory experience or equivalent combination of education and experience.

An equivalent combination of education and experience that would provide the necessary knowledge, skills and abilities to successfully perform the essential functions of the job will also be considered.

Economic Development Accreditation through the International Economic Development Council within 18 months of hire. Valid driver's license.

COMPENSATION & BENEFITS

The salary range for this position is \$94,411 - \$132,205 annually, with a maximum hiring range of \$113,318 (DOQ).

The City also offers a variety of outstanding City-paid and optional benefits including:

- Excellent preferred provider medical plan with substantial City-paid contribution
- City-paid dental and vision plans
- City-paid Life and Accidental Death & Dismemberment Insurance (equals two times the employees annual salary)
- City-paid Long-Term Disability Insurance
- Participation in the State of Washington Retirement Plan
- Paid Time Off (PTO)
- Extended Sick Leave (ESL)
- 10 Paid Holidays
- Deferred Compensation – 4% City-match with 401(a)/457 plan options and 3% City- paid with 401(a) plan
- Section 125 - Flexible Benefits Plan
- Retirement Health Savings Account - 1% City-paid and 1% Employee-paid
- Employee Assistance Program, and Annual Performance Assessment System

APPLICATION PROCESS

Please apply online at ci.richland.wa.us/jobs.

The City of Richland, Washington, is a progressive, Equal Opportunity Employer committed to recruiting and retaining a highly qualified and diversified work force.

In compliance with federal and state equal employment opportunity guidelines, qualified applicants are considered for employment without regard to race, sex, religion, creed, color, national origin, age, marital status, sexual orientation, or disability.

RESOURCES

City of Richland	www.ci.richland.wa.us
Tri-City Development Council	www.tridec.org
Tri-City Regional Chamber of Commerce	www.tricityregionalchamber.com
Tri-Cities Visitor and Convention Bureau.....	www.visittri-cities.com

DEPARTMENT GOALS

- Goal 1: Increase retail sales tax per capita by recruiting new retail development.
- Goal 2: Increase primary sector, non-Hanford employment in Richland.
- Goal 3: Create an environment that fosters the recruitment and retention of young talent within the Tri-Cities.
- Goal 4: Promote and facilitate greater access to reasonably priced, high-level broadband services to Richland businesses and residents.
- Goal 5: Increase the non- residential property tax base by facilitating commercial and industrial development.

VALUES

Teamwork:

We will work together, demonstrating collaboration through mutual reliability, openness and flexibility to accomplish our goals.

Integrity:

We will demonstrate an uncompromising allegiance to the core values of honesty, respect for others, loyalty, consistency, accountability and sincerity.

Excellence:

We will deliver a superior level of commitment, responsiveness, performance and provision of services to all, with the attitude that everything is worth our best effort.

MISSION STATEMENT

The City of Richland is responsible for furnishing cost-effective services and well maintained facilities, safeguarding the public and property, enhancing the community’s favorable quality of life, protecting Richland’s natural environment, and sustaining a healthy, growing economy.

VISION STATEMENT

Richland is a progressive, safe and family-friendly community that welcomes diversity. It is noted for excellence in technology, medicine, education, recreation, tourism, and citizen participation. This dynamic city, situated on two rivers, actively supports opportunities for economic development that are in harmony with the area’s unique natural resources.

