



Position Profile
Town of Warrenton
Economic Development Manager

The Town of Warrenton, Virginia is seeking a dynamic, highly experienced economic development professional to serve as its next Economic Development Manager.

Community Profile

Located on the southern edge of the growing Northern Virginia region, the Town of Warrenton is Fauquier County's largest incorporated community and the county seat. Incorporated in 1810, Warrenton is named after Revolutionary War hero General Joseph Warren. Rich in history from a variety of periods, Warrenton exudes traditional southern charm, from its well preserved historical buildings to the brick sidewalks in its vibrant historic downtown area to the nationally acclaimed Warrenton Horse Show which has been held annually in the community for over a hundred years. Warrenton's efforts to preserve its past and blend new development with its history has resulted in the Town being recognized with a variety of prestigious awards such as the Preserve America Community Award and as one of the "Prettiest Painted Places in America". As a result of a caring and engaged citizenry, Warrenton offers residents and visitors a community with a personal small town feel while providing the convenience of a growing retail, office, and commercial presence.

The Town is situated 40 miles southwest of Washington, D.C. and 90 miles northwest of Richmond, Virginia's state capital, and serves as a transportation crossroads and a well-developed road network provides relatively easy access to the Washington metropolitan area, both Dulles and Reagan Airports, and a wide range of employment opportunities. With a growing population of 9,897 residents, the community has become a destination for many residents who enjoy a slower pace of life and a lower cost of living.

Educational opportunities available to Warrenton's citizens are far-ranging and a variety of educational institutions are located within the community or nearby. The Town's elementary, middle, or high school students may attend one of three elementary, two middle, or one high school, which are part of Fauquier County Public Schools, a fully accredited and well respected system that provides a broad range of educational programs. Students may also attend one of seven private schools in the area. Higher educational opportunities are also well developed and Warrenton offers convenient access to three community colleges and two major universities, George Mason University and the University of Mary Washington, both of which are considered prominent academic institutions.

In response to the growing need for recreational opportunities for residents the Town has developed an independent recreation department with a variety of programs, parks and trails which are well-maintained and are growing in size and number. The Warrenton Aquatic

and Recreation Facility (WARF) opened in 2007, provides over 59,000 square feet of spa, and a 3,200 square foot fitness center. Surrounding the recreation facility are seven (7) playing fields and a large park built to accommodate children with disabilities. Under a unique agreement with Fauquier County, the Town provides space for the County's main library which will soon be expanded.

Other leisure activities include the Town's farmers market, open each year from April to November, and a variety of historical venues from the Fauquier Veterans Memorial to the Old Jail Museum. Winery locations are increasing in the region and Fauquier County offers wine tour packages where groups can rent a limousine for the day and visit the various local vineyards. Other attractions including Civil War trails, the George Washington National Forest, and the Rappahannock River bring thousands of visitors annually. Also nearby Warrenton are a number of golf courses, the Appalachian Trail, the Fauquier Community Theatre and a wide variety of other recreational opportunities. Old Town Warrenton is host to many festivals, parades and special events throughout the year.

As a regional center, medical care options in Warrenton are extensive and include Fauquier Health hospital, a 24-hour facility offering inpatient and outpatient care and emergency services which is now part of the LifePoint hospital system. The 97-bed hospital offers personalized care that is all-encompassing, from the design of the physical environment to the welcoming of family members as part of the health care solution. In addition, Warrenton offers three retirement/nursing facilities and one rehabilitative center and a number of physicians who focus on specialized care.

Town of Warrenton Government and Structure

The Town of Warrenton is governed under the Council-Manager structure, consisting of a seven-member Town Council and an independently elected Mayor, all of whom are elected by the citizens of Warrenton on a staggered term basis. Of the seven member council, five council members are elected to represent each of the five wards in Warrenton, and the remaining two council members are elected at-large. The Town Council possesses all lawmaking powers, with the Mayor presiding over the Council. Under the Town Charter and the laws of the Commonwealth, the Council is charged with adopting ordinances, policies, and the Town's annual budget. Additionally, the Town Council is responsible for appointing a Town Manager and Town Attorney.

The Town Manager is the Chief Administrative Officer for the Town and serves at the pleasure of the Council. The Town Manager has the responsibility for overseeing all Town departments and employees who provide a full range of services. The Town operates with a Fiscal Year 2017 budget of \$20.8 million for all governmental and enterprise functions, including capital projects.

The Economic Development Manager is a member of the Management Team along with the other Department Directors and Town Manager. The Economic Development Manager reports to the Town Manager, and also closely coordinates business recruitment, promotion and assistance activities with the Fauquier County Economic Development Office. The

Economic Development Manager is responsible for a Town Economic Development budget totaling \$173,849 for FY17.

Economic Development Manager

The Economic Development Manager is responsible for drafting business development goals & strategies, recruiting new businesses, and retention & expansion of existing businesses in the Town of Warrenton. The Economic Development Manager develops the goals and strategies jointly with the Town Manager and Town Council and reports activities and progress to them on a regular basis.

Activities of the Economic Development Manager would include:

- Work closely with the Town Manager, Town Council and Fauquier County Director of Economic Development to craft a strategic approach to economic development for the Town, and to further develop and enhance the Town's image;
- Maintain an active visitation program with Warrenton businesses;
- Identify likely candidates to fill empty storefronts throughout Warrenton;
- Meet with developers, land owners, realtors, etc. to assess proposals for new projects;
- Work with the Director of Planning & Community Development to identify Town codes, policies and processes that may be improved to facilitate business development;
- Develop an inventory of existing businesses and available properties;
- Manage efforts to attract more tourists to Warrenton, through advertising, special events and other creative means, all in close cooperation with the Fauquier Tourism Coordinator;
- Develop ideas for generating additional funds in support of the Town's economic development programs;
- Maintain good working relationships with business development groups including the Experience Old Town Warrenton (Main Street Program), Broadview/Shirley/Lee Hwy. corridor business associations, Fauquier Chamber of Commerce and the Warrenton Regional Chamber of Commerce;
- Develop a good working relationship with top executives, Town and County government officials, peers in neighboring communities, the public and the press;
- Advise Town Council on a broad range of economic development matters; and
- Administer the Town Economic Development budget.

Position Requirements

Education and Experience

The minimum requirements for the position include: a bachelor's degree in economics, business administration, public administration or a related field, with a master's degree preferred; and at least five years of economic development experience in a public or private organization with similar or significantly greater complexity. A Certified Economic Developer (CECD) from the International Economic Development Council certification is preferred.

Knowledge, Skills and Abilities

Candidates for the position must demonstrate:

- Knowledge of current principles, practices, and techniques of economic development including economic trends in international, national, state, regional, and local economies, business development, incentive zones, redevelopment, and local government financial incentives for business and marketing.
- Knowledge of the principles and methods involved in the development and implementation of an economic development program including development and administration of sound departmental goals, objectives, policies and methods for evaluating achievement and performance levels.
- Ability to prepare clear, concise and competent reports, correspondence and other written materials and make clear oral presentations.
- Ability to report summaries and analyses of information and to justify controversial recommendations or findings; exercise sound administrative judgment and initiative in the development of new methods and procedures and in the solution of difficult problems.
- Ability to establish and maintain positive working relationships with representatives of community organizations, state/local agencies and associations, Town management and staff, Town elected and appointed officials, and the public.
- Ability to prepare and defend an annual budget for economic development programs and to manage them within the parameters of the adopted budget.

Compensation and Benefits

The hiring range for the position will be between \$84,000 and \$90,000, depending on qualifications and experience. Benefits include but are not limited to participation in the Virginia Retirement System, vacation and sick leave, group life insurance, medical and dental insurance, professional dues and training expenses.

Application & Selection Process

The application deadline is April 15, 2017. To be considered, please submit a cover letter, résumé, and completed [Town Employment Application](#) to:
Brannon Godfrey, Town Manager, Town of Warrenton, 18 Court Street, Warrenton, VA 20186.

The Town Manager will review recommended candidates who most closely meet the established criteria and finalists will be interviewed in Warrenton during the month of May, 2017. For more information, please contact Brannon Godfrey, Town Manager at bgodfrey@warrentonva.gov.