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All about fit



# Deputy City Administrator for Economic Development

CITY OF GILROY, CALIFORNIA

**PECKHAM  
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MCKENNEY**  
EXECUTIVE SEARCH

## THE COMMUNITY

The City of Gilroy is located in southern Silicon Valley approximately 25 miles south of San Jose and 75 miles south of San Francisco. This vibrant, family-friendly community in southern Santa Clara County is best known as the "Garlic Capital of the World." Its garlic crop and annual Garlic Festival put Gilroy on the map decades ago and continues to draw more than 100,000 visitors from around the globe each summer. But these days Gilroy is known for much more than garlic. Today the city's peaceful residential setting, its award-winning parks and recreational opportunities, excellent schools and easy access to the entire Bay Area, Central Coast and Central Valley has made Gilroy one of the most affordable and fastest growing communities in the region.

The sustained economic growth of Silicon Valley has fueled Gilroy's growth, both in population and jobs. Today the city is home to 55,615 persons and encompasses 16 square miles. While agriculture remains an important part, Gilroy's economy has diversified into commercial and industrial activities such as light manufacturing, wholesale operations, automobile sales and large retail centers. Despite its growth, Gilroy continues to retain a rural and historic character. There is a sense of abundant space due mainly to the large areas of undeveloped land surrounding the newer sections of town and the city's pristine mountain backdrop.

Situated between the Diablo and Santa Cruz mountains in the Santa Clara Valley, the city experiences mild temperatures, while missing most of the coastal fog. This makes it perfect for a variety of recreational pursuits. The area abounds with outdoor activities, including golf courses, hiking trails, camping, nearby water sports, fishing and horseback riding. As a "Tree City U.S.A." since 1979, Gilroy has twelve parks and has won more park design awards from the California Park and Recreation Society than any other city in California. Nearby state parks include Mt. Madonna Park, Henry Coe Park and Adams-Chitactac Park and Gilroy's organized youth and adult recreational baseball, football, softball, basketball, swimming and soccer programs are among the best in California.

Gilroy's historic Downtown serves as the heart of the city with its walkable character, historic charm, and eclectic mix of restaurants, shops, services, and entertainment. Other popular amenities in Gilroy include numerous wineries, the Gilroy premium outlets, the Gilroy Gardens Family Theme Park and a broad selection of cultural activities in music, the visual arts, and theater.

For more information about the City of Gilroy, please visit <http://www.cityofgilroy.org>.

## THE ORGANIZATION

The City was first incorporated in 1870 and became a charter city on January 8, 1960. It operates under the Council-Administrator form of government. The seven City Council members, including the Mayor, are elected-at-large to four-year terms in alternate slates of three every two years, with the Mayor being elected every four years. The City Council appoints the City Administrator who heads the executive branch of the government, implements City Council directives and policies, and manages

the administrative and operational functions through the department directors. The City Administrator appoints the department directors except for the City Clerk and the City Attorney who are appointed by the City Council.

With approximately 284 full-time employees the City provides municipal services including police and fire protection, community and economic development, recreation activities, parks and street maintenance, water and sewer utilities and general City administration. Natural gas and electricity are provided by Pacific Gas and Electric Company. Water service is provided by the City. Wastewater is collected and treated by the South County Regional Wastewater Authority, with the City of Gilroy and the City of Morgan Hill being the two agencies in the Authority. Recycling and solid waste disposal services are provided in the City by Recology South Valley.

The City's Fiscal-Year 2020 General Fund Budget is \$57.5 million and all funds is \$120.5 million.



## THE OPPORTUNITY

The City of Gilroy is positioning its organization for the future, and the new Deputy City Administrator for Economic Development (DCAED) must have a positive, forward-thinking, big-picture perspective. This is an at-will, executive position serving at the pleasure of Gabriel Gonzalez the City Administrator. The position provides opportunities for problem solving, deal closing, management and organizational analysis, cross-departmental administrative coordination, program management, and supervision of the City's economic development functions; carries out the citywide economic development strategy; provides expert professional assistance to City management staff on economic development matters; selects, assigns, directs, and reviews work of staff; meets with a wide variety of officials, business organizations, and individuals, both public and private, concerning the work and goals of the City in building a strong local and resilient economy; undertakes special projects with citywide significance as assigned; and performs related duties as required.

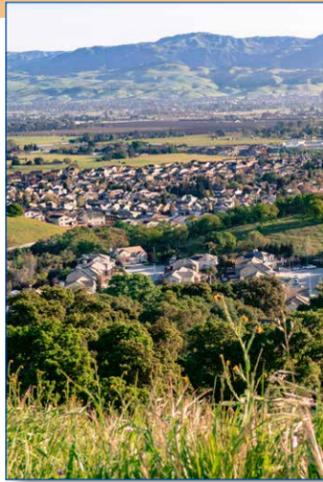
As Gilroy's first DCAED, the ideal candidate will establish economic development as a professional discipline within the City, and will strive to make all employees recognize that they are the City's ambassadors for economic development. The new DCAED will be proactive, motivated, and enthusiastic, a bold advocate, big thinker, and a visionary. The successful applicant will be a person of character, with impeccable integrity and the highest ethical standards. The DCAED:

- Is enormously committed to ensuring the City of Gilroy realizes its highest, fullest potential.
- Has the experience and skills to work with Gilroy's economic strengths and opportunities.
- Is responsible for all broad-based economic development activities such as marketing, business expansion, attraction, and retention, and provides public information in support of the City's economic development principles and strategic goals.
- Provides assistance on short and long-term development plans, as well as gathers information and prepares studies, reports, and

recommendations to achieve goals. This will involve the preparation and maintenance of information on utilities, taxes, zoning, transportation, community services, financing tools and incentives in order to respond to requests for information for economic development purposes, and the coordination with other departments and agencies as needed.

- Provides professional economic development advice, assists in the application and permitting process, and serves as an advocate for economic development in line with zoning ordinances and goals as established by the City. Promotes existing business parks and commercial centers, promoting the sale of lots, and the orderly development of projects within. Also works closely with the Chamber of Commerce to identify areas of concern in the promotion of business location and expansion within the City.
- Is Gilroy's foremost champion and advocate, constantly and proactively focused on Gilroy's long-term, comprehensive economic development strategy, and making all decisions and recommendations consistent with that strategy.
- Is a strong leader and confident decision maker, yet self-effacing and humble.
- Has an expert marketing eye and the ability to articulate Gilroy's competitive advantages and character and is a genuine advocate for strong City and business relations.
- Has superior communication and presentation skills with the ability to communicate to broad audiences including briefings to the City Council, and regularly engages with regional and local economic development entities and Gilroy's business community including the Gilroy Economic Development Corporation, Santa Clara County Department of Planning and Development, the Work Force Development Board, and the Governor's Office of Business and Economic Development (GoBIZ).
- Is business savvy; speaks the language of business regardless of size, complexity, or sophistication of the business.
- Creates opportunities, takes intelligent risks, and does what is required to get the job done.
- Has experience with downtown business and developer relations as well as with hospitality and retail businesses.
- Has a proven record of accomplishment that includes establishing, fostering, and maintaining positive working relationships with the community, elected officials, government agencies, non-profit agencies, and city staff.
- Will do their part to be a highly effective member of the City's management team, and will collaborate across departments within the City.
- Has a sense of humor and humility, and is open, honest, and approachable.

The City of Gilroy is at an exciting point in its history. Some say turn-around, others say renaissance. Fact is, there are a number of indicators that show the City is heading in the right direction. Current economic development activities that will need the DCAED's immediate attention include the implementation of the Economic Development Plan 2019 Action Items; negotiations regarding the Sharks Recreational Facility and Gilroy Sports Park; Redevelopment of a downtown 6-acre site that may include a shopping center complex including





restaurants, retail, and a hotel; updating the City's Economic Development Incentives and Action Plan; and the Gilroy Nissan dealership's desire to relocate to a new location. This is truly an incredibly exciting opportunity for the right person to jump in and make a difference for the City of Gilroy.

A Bachelor's degree from an accredited college or university with a major in Real Estate Development, Business Administration, Public Policy, Public Administration, Executive Leadership, Sales & Marketing, or a related field of study is required. A Master's degree in the above fields of study or a related field of study is highly desirable. Also required is ten (10) years of increasingly responsible professional-level, full time, paid experience in city economic development, city manager at a smaller city, assistant city manager planning, community development, redevelopment, or closely related field including at least five (5) years at a management level that has included significant management/supervisory, operational and administrative responsibilities. International City/County Manager Association (ICMA) Credentialed Manager or other similar city management or economic development related certification is highly desirable as is being bilingual English/Spanish.

## THE COMPENSATION

The annual salary range for this position is from \$163,944 to \$220,176, and appointment will be made depending upon the qualifications of the selected candidate. In addition, the following generous benefits are provided:

### HEALTH INSURANCE AND FLEXIBLE

**BENEFITS PLAN:** Depending upon the number of dependents the health allowance ranges from \$811.46 to \$2,142.90 per month for 2019 core health benefits. Subject to specific rules, a cash back program is also available with proof of other medical coverage. City employees participate in the PERS Health Program and may choose their medical coverage from a variety of providers. The City's flexible benefits plan includes medical and dental coverage as core benefits. A range of optional benefits including vision are and medical and dependent care accounts are also available. A term life insurance policy equal to annual salary, long-term disability plan, and an employee assistance plan are provided at City expense.

### RETIREMENT:

**CLASSIC MEMBERS:** CalPERS 2.5% @ 55 formula with employees paying 8% on a pre-tax basis. New hires: CalPERS 2.0% @ 62 with employees paying 50% of the total normal cost as set by CalPERS (currently 6.25%).

**VACATION, SICK LEAVE & HOLIDAYS:** The annual vacation accrual ranges from two to four weeks per year based on Gilroy years of service. Sick leave is accrued at the rate of 8 hours each month. The City observes 10 paid holidays per year.

**ADMINISTRATIVE/PERSONAL LEAVE:** Employees receive 44 hours of personal leave and 56 hours of administrative leave in July of each fiscal year. Leave must be used during the fiscal year.

## SEARCH SCHEDULE

Filing Deadline ..... September 3, 2019  
Preliminary Interviews ..... September 4 through  
September 19, 2019  
Recommendation of Candidates ... September 24, 2019  
Interview Process ..... October 4, 2019

These dates have been confirmed, and it is recommended that you plan your calendar accordingly.

## THE RECRUITMENT PROCESS

To apply for this exciting career opportunity, please send your cover letter and resume electronically to:

Peckham & McKenney  
[apply@peckhamandmckenney.com](mailto:apply@peckhamandmckenney.com)

Please do not hesitate to contact Phil McKenney toll-free at (866) 912-1919, if you have any questions regarding this position or the recruitment process.



[www.peckhamandmckenney.com](http://www.peckhamandmckenney.com)