

# CITY OF JANESVILLE

## Economic Development Director

*The citizens of Janesville choose this community, not just as a place to live, but as a place to realize life's opportunities. We strive to sustain a community culture where differences are recognized, understood, and appreciated. As such, the City of Janesville recognizes the importance of developing an environment where diversity is not merely accepted but embraced and celebrated. As public servants, we believe everyone has the right to be treated with dignity and respect. To this end, we will diligently recruit and retain the most talented employees in an environment that fosters maximizing one's potential. Therefore, we encourage individuals from all backgrounds, perspectives, and experiences to consider employment with the City of Janesville and serve the residents of "Wisconsin's Park Place."*

The City of Janesville Wisconsin is pleased to announce the recruitment and selection process for our Transit Director vacancy. This brochure provides background information on the City and the municipal organization Candidates interested in applying for the position should submit their online application, résumé, cover letter, and contact information for five professional references by **November 21, 2014** through the City's website at [www.ci.janesville.wi.us/jobs](http://www.ci.janesville.wi.us/jobs).

Additional information about the City can be found on its web site at [www.ci.janesville.wi.us/](http://www.ci.janesville.wi.us/).



### COMMUNITY CHARACTERISTICS

The City of Janesville (population 63,588) is a historic, full-service community located on the Rock River amidst the rolling hills of scenic south central Wisconsin. Known as Wisconsin's "Park Place," Janesville has an abundance of beautiful parks and recreation areas. Founded in 1836, Janesville was named after Henry Janes, who travelled to the area following the Black Hawk War of 1832. Janesville grew steadily as new settlers arrived to farm the fertile land along the Rock River. The Rock River was also an important element in the City's early and continued economic success. The River was used for water power, and in the 1840s, dams, bridges, lumber, grist, and woollen mills were built along the River. Agriculture was a critical economic engine contributing to the development of three railroad lines which furthered the growth of Janesville prior to the Civil War. By 1900, Janesville had grown to 13,000 people and by 1925, there were 22,000 residents. The largest group of immigrants were natives of England, Ireland, Scotland, and Wales. Janesville, in the 1900s, was a modern city with concrete curbs and gutters, electric lighting, and electric street rail cars in its commercial district. In the decades to follow, Janesville continued to prosper, with General Motors and Parker Pen serving as the area's principal employers. Janesville residents are proud of their history

and are dedicated to its preservation. Twenty percent of Wisconsin's buildings listed on the National Register of Historic Places can be found in Janesville. Throughout the downtown, restored buildings house commercial businesses and offices. Janesville has six historic districts, and residents take great care to ensure that private and public buildings are carefully maintained and restored. Janesville residents are particularly proud of the Tallman House, an 1857 26-room Italianate villa style mansion which is the only private home still in existence in Wisconsin that can boast Abraham Lincoln as an overnight guest. Thousands of visitors come to Janesville each year to tour the Tall-

### COMMUNITY LIFE

Janesville residents often say that they grew up in Janesville and never wanted to leave, or moved to Janesville and decided Janesville was where they wanted to put down roots and raise their families. Excellent schools, affordable and high-quality housing, beautiful parks, outstanding recreational opportunities, low crime rate, and numerous cultural opportunities all contribute to Janesville's appeal.

### CULTURAL AMENITIES

In 2004, the Janesville Performing Arts Center opened, presenting more than 90 events annually, drawing 100,000 visitors from the region. The City invested \$1 million in the Center, which hosts artists in dance, music, and ballet. The Armory is an exciting venue, offering comedy, dining, events, space for private gatherings, entertainment, and cooking schools. The Helen Jeffris Wood Museum is the latest addition to the Rock County Historical Society's facilities. The Museum Center is housed in the 1912 Prairie-style residence of Stanley Dexter Tallman and includes a changing exhibit gallery, children's interactive area, and a gift shop. In addition, Janesville is home to the Gray's Brewing Company, a 5th generation family business that began in 1856. With 158 years of operation, Gray's Brewing Company is proud to be the nation's oldest family-owned beverage company. The microbrewery also prides itself on its flavourful line of beers, root beer, and cream soda. The Janesville Jets Hockey Team, a new addition to the North American Hockey League, is based out of the Janesville Ice Arena.

The Janesville Convention and Visitor's Bureau has a complete listing of cultural amenities and attractions on its website at [www.janesvillecvb.com](http://www.janesvillecvb.com).

### EDUCATIONAL SYSTEM

Janesville's educational system is outstanding, with 88% of its students graduating high school. Janesville has 12 elementary schools, three middle schools, two high schools, charter schools, and numerous private school opportunities. The Janesville Academy for International Studies, a charter high school that focuses on teaching global perspectives, is located on the University of Wisconsin - Rock County campus, and the Guide Language Center, which offers over 10 foreign languages, is located downtown. There are several higher educational opportunities, as well, including the University of Wisconsin - Rock County, located in Janesville, which offers two-year associate degree programs, to over 1,300 students. The UW-Rock County has collaborative programs with several UW Universities that allow students to earn Bachelor degrees while attending classes at the UW—Rock

### Janesville Quick Facts

- Population: 63,588
- County: Rock (Janesville is the County Seat)
- Median Home Sale Price (2011): \$135,200
- Park Land: 2,590 acres
- Square Miles: 33.86 square miles
- Housing Units: 27,996 (71% owner occupied)
- Median Household Income (2005): \$49,772
- Bike Trails: 25+ miles

## EDUCATIONAL SYSTEM (CONT.)

County campus or online. The University of Wisconsin - Madison is located one hour north of Janesville and the University of Wisconsin - White-water is located one half hour northeast of Janesville. In 1911, Wisconsin pioneered the development of vocational, technical, and adult education with the founding of Wisconsin's technical college system. Blackhawk Technical College, located three miles south of Janesville, provides technical training to Janesville area workers and designs customized training for area employers.

## PARKS & RECREATION

Janesville is known, and is proud of its recognition, as "Wisconsin's Park Place," and the crown jewel of the Janesville park system is the Rotary Botanical Gardens, a 20-acre non-profit botanic garden that is home to numerous themed gardens including Japanese, Scottish, French, Formal, Italian, and English Cottage. There are also Shade, Prairie, and Woodland Gardens. On site are a visitor center, gift shop, and beautiful banquet/meeting facility that may be rented for special events. Each holiday season, the Rotary Botanical Gardens host a Holiday Lights Walk that is visited by thousands of residents and includes a decorated model train exhibit. Adjacent to Rotary Gardens is Lion's Beach, a 27-acre spring-fed lake open for public swimming. The City has developed an extensive 25+mile bikeway system that connects parks, downtown and residential areas. The system runs along the river and through natural valleys throughout the community, and is widely used. There are 64 parks which comprise Janesville's impressive park system. Riverside Park includes a boat launch, wading pool, 18-hole golf course, 87 acres with nature trails, sand court volleyball, and picnic pavilions. nature trails, sand court volleyball, and picnic pavilions. Rockport Park is Janesville's largest park at 246 acres and includes an outdoor Olympic swimming pool with diving well, the Peace Park Playground and six miles of hiking trails. Traxler Park is home to the 17-time national champion Rock Aqua Jays Water Ski Show Team, who perform throughout the summer. Traxler Park also hosts a boat launch and horticulture gardens.

Numerous other parks include tennis courts, basketball courts, baseball and softball diamonds, fishing opportunities, and children's play equipment. Palmer Park has a wading pool, C.A.M.D.E.N. Playground, sand court volleyball, nature trails, softball and tennis courts, a concession stand, picnic pavilions, sledding along Edge Hill Drive, tourist information, and a pet exercise and training area. The Recreation Division also operates

a year round Senior Center serving approximately 800 members, a Public Ice Arena which is home to the Janesville Jets and eight user groups, and year-round recreation programming including youth and adult programs, sports, and special events. Seasonal facilities include Dawson Softball Complex, a four diamond league and tournament facility.



## CITY GOVERNMENT

The City of Janesville adopted the Council-Manager form of government in 1923. The Janesville Common Council has seven members who are elected at large on a nonpartisan basis. Council members serve two-year, overlapping terms, and are non-salaried. The Council President is elected from among the Common Council members and presides over Council meetings. The Common Council appoints the Manager, who serves as the City's Chief Executive Officer. City Manager Mark Freitag began his employment with the City in December, 2013. The prior City Manager resigned for another opportunity after 4½ years. His predecessor was employed with the City for 21 years. There is no Mayor.

The City Manager administers the day-to-day operations of the City, providing leadership and direction to the City's management staff, which include the Police Chief, Fire Chief, Public Works Director, Administrative Services Director, Human Resources Director, Neighborhood and Community Services Director, and City Attorney; and indirectly to division heads. The City Manager appoints members of the Fire and Police Commission and Library Board, and recommends appointment of members to the Plan Commission and other City Committees. The Citizens Advisory Committee on Appointments also makes recommendations to the City Council.

The City employs 532 full-time equivalent employees, including the Library and JATV-12, and has a \$118.9M city budget including operations and capital projects. The December 31, 2013, outstanding debt is \$118M. The City Manager is responsible for the development of the City's budget, Capital Improvement Plan, and overall long-range financial management plan. Additional information regarding the City can be found at the City's website: [www.ci.janesville.wi.us](http://www.ci.janesville.wi.us).

## ECONOMIC DEVELOPMENT

The City of Janesville has enjoyed steady growth and development since its inception in 1836. This long history of strong industry and economic success has helped turn the City into a major commercial and industrial sector for the State-Line area. This success is due to a collaborative, action-oriented approach to economic development. The City has steadily recovered from the closure of the General Motors plant in 2008 with the

## ECONOMIC DEVELOPMENT (CONT.)

addition of new and expanding businesses. The City's Economic Development Agency is a one-stop source of information and assistance in the site location process and for other development needs. It focuses its efforts on business retention and expansion, industry attraction, downtown revitalization, and development support services. The goals of the City's economic development activities are the creation of new jobs, the expansion and diversification of the local tax base, and stimulation of the local economy. The Agency works closely with other state, regional, and local development organizations, including Forward Janesville and the Rock County 5.0, to create a comprehensive approach to economic development efforts.

The City has 17 open Tax Increment Financing Districts to stimulate the redevelopment of the downtown, to encourage existing industry expansions, and to create new, fully-improved industrial parks. The City works to identify those industries interested in expanding and then assists in identifying sites, determining local costs, and addressing other issues that may arise. The Downtown Revitalization Committee is a joint effort of the City and County governments, Forward Janesville, Rock County 5.0 and community partners.

Janesville's largest employer is the Mercy Health System, headquartered in Janesville with over 3500 employees. Other major employers include the Janesville School District, Rock County, Grainger Industrial Supply, Wal-Mart/Sam's Club, Blains Supply, Blackhawk Technical College, the City of Janesville, J. P. Cullen & Sons, Lemans Corporation, Seneca Foods Corporation, and a recent merger of Dean Health System and St. Mary's Janesville under SSM Health Care.

Janesville is home to numerous shopping and dining opportunities. The Janesville Mall is a large regional mall home to 70 stores, including Boston Store, Kohl's, and Sears. The Pine Tree Plaza is an open air center with a movie theater, restaurants, Old Navy, Home Depot, Gander Mountain, and several other retail establishments. At least nine other retail centers provide shopping, dining, and personal service amenities for Janesville residents.

## CHALLENGES AND OPPORTUNITIES

The next Economic Development Director is expected to bring solid leadership, excellent judgment, and well developed management skills to the City of Janesville. The Director will likely encounter the following challenges and issues:

- The new Economic Development Director will be responsible to implement the direction of the division consistent with the goals of the City Manager, City Council, and community.
- With the 2008 closing of General Motors and its suppliers, the biggest challenge and opportunity is improving the current economic condition, and the need to kick-start and diversify the local economy.
- Janesville has an administration and City Council that are very supportive of economic development, and are willing to embrace new ideas to promote the economy.
- The City values the cost effective operation of its services, and staffing is considered lean.
- Several recent downtown development projects have been successful. The Economic Development Director will need to continue this work to revitalize the downtown.

- Janesville has cooperative working relationships with its neighbors, including Rock County, City of Beloit, Forward Janesville (our Chamber of Commerce), and Alliant Energy. Working together, we promote Rock County, leverage limited marketing dollars, and present a unified picture of the positives of our area business climate.

## QUALIFICATIONS & REQUIREMENTS

- ◆ Strong, progressive, proactive leadership skills; highly developed, effective, and successful management skills.
- ◆ A record of experience that demonstrates initiative, the ability to see the "big picture;" strong ability to conceive and develop innovative and imaginative planning solutions to difficult or complex economic development problems.
- ◆ A demonstrated understanding of the way a business functions and succeeds, and the impact of decisions on the business, and community.
- ◆ Sound, timely decision-making ability, based upon analysis of available information and prior experience.
- ◆ The ability to build solid and collaborative work relationships with others both inside and outside the organization.
- ◆ Excellent people skills; strong verbal and written communication skills with an ability to relate economic development ideas to diverse audiences.
- ◆ The ability to partner with federal, state, regional and local organizations on issues and opportunities impacting Janesville and Rock County economic development.
- ◆ The ability to adjust to multiple demands, have the personal desire to achieve challenging objectives with intelligence, analysis, resilience, positive attitude, drive, and enthusiasm.
- ◆ Ability to accurately complete and maintain required Federal, State and/or regional records and reports.
- ◆ Ability to maintain confidentiality of the program.
- ◆ Ability to prepare, recommend, implement, and manage the annual operating budget.
- ◆ Excellent organizational skills.
- ◆ Strong problem solving skills; strong ability to bring diverse interests together, and establish mutual trust.
- ◆ Strong ethics base built upon integrity, honesty, and respect. Exceptional character and ability.
- ◆ A knowledge of the structure, functions, and operations of municipal government.
- ◆ An understanding and acceptance of Council-Manager government, and the ability to work effectively in an active policy-administrative-citizen participative governmental process.
- ◆ An understanding of community dynamics and concerns in a high service level/quality of life oriented community, mindful of the benefits of development/redevelopment activities.
- ◆ Initiative, be a "self-starter," and comfortable in working with limited direction, and with latitude of action while keeping the Administration, and other City staff appropriately informed of plans, actions, and programs.
- ◆ A style based on confidence and competence which will quickly earn respect and credibility inside and outside the City organization.

## **QUALIFICATIONS & REQUIREMENTS (Cont.)**

- ◆ No predisposition toward singular solutions; rather, interact with all stakeholders in long term City planning processes toward the development, recommendation, and implementation of plans and programs which are in the best interests of the whole community, and meet approved policy goals and objectives.
- ◆ A management style which involves a “no surprises” approach in presenting all the facts and alternatives to the Director of Community Development, City Manager, and City Council.
- ◆ A high “service orientation” and commitment to providing timely, responsive, and responsible services; plan and manage workload to meet established time schedules.
- ◆ Knowledge and the application of ArcView and other mapping programs desirable.
- ◆ Women and minorities are encouraged to apply.

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## **REQUIREMENTS:**

- ◆ Strong ethics base built upon integrity, honesty, and respect. Exceptional character and ability. Ability to maintain confidentiality.
- ◆ Bachelor’s Degree in Public Administration, Community Development, or Urban Planning. Master’s Degree preferred.
- ◆ Minimum of five years of progressively responsible economic development and/or planning experience.
- ◆ Thorough knowledge of modern principles and practices of economic development administration.
- ◆ Thorough knowledge of public relations and promotional techniques.
- ◆ Thorough knowledge of laws, statutes and regulations governing economic development programs.
- ◆ Thorough knowledge of Business Improvement District (BID) initiation and operation.
- ◆ Thorough knowledge of the use and creation of Tax Incremental Financing (TIF) Districts, and implementation of successful TIF District project plans.
- ◆ Knowledge of development of business plans and business financial statements.
- ◆ Knowledge of the structure, functions and operations of municipal government..
- ◆ Knowledge of research methods and statistical techniques used in economic development programs.
- ◆ Ability to establish and maintain effective working relationships.
- ◆ Ability to communicate effectively in verbal and written form.
- ◆ Ability to work independently or to work in a team setting.
- ◆ Ability to negotiate complex development agreements, draft legal documents, and assist in Federal and State grant preparation.
- ◆ Ability to accurately complete and maintain required Federal, State and/or regional records and reports.
- ◆ International Economic Development Council (IEDC) and Economic Development Financing Professional (EDFP) certifications.

## **ECONOMIC DEVELOPMENT DIRECTOR**

### **JOB ANNOUNCEMENT**

Janesville WI (63,588), a well-regarded Council-Manager community in scenic south central Wisconsin seeks experienced, innovative, energetic, and team-focused professional to lead the City’s comprehensive economic development program.

Strong work ethic, integrity essential; proven and developed leadership, management, analytical & communication skills; adaptability and creativity essential; collaborator with problem solving skills & team building orientation; planning & organizational skills; proven ability to initiate & implement. Bachelors degree in Community and Urban Planning, Architecture, or related field. Minimum of 5 years progressively responsible economic development and planning experience, and good knowledge of TIF Districts. IEDC and EDFP certifications desirable. Starting Salary: \$80,000. Excellent fringe benefits. Additional information may be found at: [www.ci.janesville.wi.us/jobs](http://www.ci.janesville.wi.us/jobs). Position open until filled. November 21, 2014 first review of applications.

Qualified persons should submit a cover letter, résumé of experience and qualifications, and five professional references along with your application through the link provided above.

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## **THE SELECTION PROCESS**

Applications will be reviewed to determine the extent to which applicant possess the desired qualifications of the position. Applicants most closely meeting the desired criteria may be subject to further evaluation by a telephone interview. The position is open until filled. The first review of applications is expected on November 21, 2014. Qualified candidates will be invited to participate in an interview process. The finalist candidate(s) will be subject to a background check and drug screening.

## **EMPLOYMENT BENEFITS**

The benefit package includes:

- ◆ Paid vacation
- ◆ Car allowance
- ◆ Eleven holidays
- ◆ Professional memberships
- ◆ Sick leave, accrued at one day per month
- ◆ Conferences and training
- ◆ Various other time off privileges available
- ◆ Medical, dental, vision, & life insurance
- ◆ Wisconsin Retirement System, 50% City-paid
- ◆ Optional deferred compensation plan for employee contributions
- ◆ Professional Membership

