



# The City of Danville, Virginia



Invites Applicants for  
Assistant Director of Economic  
Development and Tourism





*Perhaps you are a motivated professional with an impeccable work ethic who embraces challenges and is seeking a rewarding opportunity to grow in the field of economic development? If so, the vibrant City of Danville, VA invites you to consider serving as its next Assistant Director of Economic Development and Tourism (Assistant Director).*

Danville seeks an **Assistant Director** who will capitalize on the excitement and success of the City's revitalization and economic development efforts – 4,000 new jobs and \$1.3B in investment since 2018; over \$300M of River District (downtown) investment; redevelopment of a 550,000 square foot former textile mill generating 150,000 square feet of commercial space; and the approved Caesars Virginia resort, a \$650M initiative.

As a member of the Economic Development Department, the **Assistant Director** will support and encourage efforts to ensure diversified and sustainable economic growth within the city of Danville. This exciting opportunity is for the economic development generalist who is passionate about sustainable economic practices – an innovative, creative thinker with demonstrated experience creating and implementing municipal projects that support economic growth.

The ideal candidate thrives in a high-energy, fast-paced environment and can effectively manage a dynamic work schedule including meeting demands for work after hours. Danville seeks a professional who is known for their natural ability to build and sustain relationships and partnerships with others – a professional who can withstand the challenges and sometimes stress-inducing environment of economic development – from navigating various perspectives of stakeholders to managing capital projects with significant demands. This professional enjoys being an innovative problem solver and exercises both strategy and flexibility in their approach to economic development.

## The Community:

Danville is an independent city in the Commonwealth of Virginia located in the Piedmont region of south-central Virginia along the North Carolina border. With a population of about 43,000, Danville offers small-town charm as well as the advantages of a city overflowing with energy. Danville is positioned strategically on the banks of the beautiful Dan River and has taken advantage of this setting by developing the multiple award-winning River District. Danville offers a wide variety of activities including festivals, special events, concerts, the Danville Otterbots Appalachian League baseball team, and many outdoor activities.

Danville's history includes being a regional hub for tobacco and textiles. As those industries declined, Danville reinvented itself to have economic diversity. The community is the home to key employers in manufacturing (e.g. Goodyear Tire and Rubber, Buitoni, EPL America, JTI Leaf Services, Tyson Foods, Morgan Olson, Litehouse Foods, Mohawk Flooring, and EBI), Finance (CIT Commercial) and Healthcare (Sovah Health, Centra Medical Group). Higher education institutions such as Averett University and Danville Community College offer continuing education and learning options in the region.



The City will soon be home to a Caesars Virginia resort, which represents more than a \$650 million dollar investment in a former mill site less than 40 minutes from downtown Greensboro, NC. Prior to approval of casino gaming, the City formed an “Investing in Danville” committee, with the purpose of engaging the community on how to best invest new revenues into the long-term success of the City. The community identified Economic Development as the second most important investment area for new revenue generated by the Caesars resort, which is expected to boost revenues by over \$30 million per year. This includes initiatives to help build economic opportunity and wealth for existing and new residents, investments in quality of life amenities, and marketing of existing and creation of new tourism assets in our area.

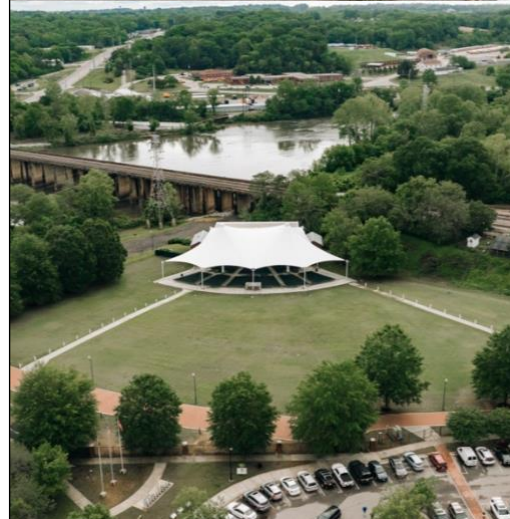
Demographically, the city is 44% Caucasian, 49% African American and 4% Hispanics of any race. With over 50% of the population under 45 years old and one-third under 25, the City of Danville continues to work hard to develop and promote quality of life choices for all ages with focused efforts in K-12 schools, job training, economic development, employment, and recreation. View a short video about the City [here](#).

### About the Organization, Department and Position:

The City of Danville operates under a Council/Manager form of government. With a FY 23 budget of \$285.7M and approximately 1,100 authorized employees working across 13 departments, the City of Danville is uniquely the only municipality in Virginia to operate all four essential utilities - electricity, natural gas, water, and wastewater - plus telecommunications services.

The Office of Economic Development and Tourism is dedicated to creating an environment conducive for job creation, wealth creation, and quality of life improvement in the City of Danville. Within three key areas – business development, tourism, and marketing and research, the Office enhances the economic well-being of the community through new business recruitment and business retention and expansion including the facilitation of entrepreneurial endeavors.

Working closely with the Economic Development Director, the **Assistant Director** will support the mission of the Office of Economic Development and Tourism and ensure alignment with the City’s strategic and comprehensive plans and priorities while indirectly supervising the staff team of 11, eight full-time members and three part-time. The **Assistant Director** is responsible for business and real estate development, marketing - including design and distribution of all marketing materials and social media strategies, and tourism – particularly increasing revenue streams. Utilizing resources and partnerships, the **Assistant Director** will enhance business development within Danville including business recruitment and retention for small businesses, and larger industrial development to generate additional jobs, while also overseeing real estate development of downtown buildings and the construction, repair, and leasing of industrial property.







The **Assistant Director** will engage frequently with department and organization staff, key community stakeholders and the following local boards/authorities for which the Office of Economic Development and Tourism provides staff support:

- Industrial Development Authority of Danville, VA
- Danville-Pittsylvania Regional Industrial Facility Authority
- Staunton River Regional Industrial Facility Authority (Pittsylvania County, City of Danville, Town of Hurt)
- Danville Development Council
- Danville, Virginia Community Development Entity

In the Economic Development Director's absence, the **Assistant Director** will oversee all department functions including effectively leading staff. The ideal candidate will find great value and enjoyment in the close-knit, cohesive culture of the Office of Economic Development and Tourism and would demonstrate a commitment to preserving and enhancing the culture while holding him/herself and others to high standards of excellence and accountability.

### Key Priorities:

- Establish a formalized business expansion and retention program through thorough evaluation, research, and collaboration and oversee the execution and management of the program ensuring effective support for businesses.
- Exercising a keen understanding of economic development incentives, evaluate, develop, and calculate incentives for City opportunities while working collaboratively to educate and engage stakeholders in the development, execution, evaluation, and support of projects including the conveying of the ROI for projects.
- Facilitate conversations and initiate opportunities for real estate development and redevelopment - investigating and strategizing methods for financing, leasing, and selling real estate and exploring opportunities within historic districts for redevelopment and preservation to ensure sustainability and financial gain.
- Implement innovative technology and applicable software to improve workflow and the efficiency and effectiveness of the Office's systems and methods.
- Build relationships across the organization and within the community and model effective leadership.

### Minimum Qualifications:

A Bachelor's degree in Business Administration, Public Administration, Economic Development, Marketing, Urban Planning, Community Development, or related field **is required** along with a minimum of 3 - 5 years of progressively responsible economic development experience. Prior supervisory experience is preferred. An equivalent combination of education and experience may be considered in lieu of the specific requirements listed above. A valid Driver's License is required.

## Successful Candidate is:

- extensively knowledgeable of economic development, comprehensive planning, real estate development, historic preservation, permitting, zoning rules and regulations, sign codes, affordable housing, and other critical planning competencies;
- skilled in solving complex problems, advising on technical matters, and utilizing advanced mathematical operations, methods, and complex variables in real estate and economic development processes;
- a skilled writer who is adept in writing businesses plans, manuals, policy recommendations, etc. and demonstrates understanding of the process of developing and approving such documents;
- experienced in long-range planning, ordinance development, and implementing comprehensive plans;
- proactive and successful in building partnerships within the community, with City leaders and other local and regional leaders, etc. to support collaboration on City initiatives and communicate the City and departmental mission, values and initiatives;
- excellent and effective in written, interpersonal and presentation competencies to effectively engage clients, community members and groups, staff, and City leadership;
- a highly effective decision maker who exercises substantial discretion in the decision-making process and effectively engages and communicates with all necessary staff and stakeholders in the process;
- an innovative problem solver who seeks win-win solutions while keeping strategic goals in mind;
- an empowering manager dedicated to retaining and enhancing a cohesive culture and supporting the development of individual employees;
- highly organized and efficient in managing a growing workload; and,
- a leader who values accountability while holding realistic and fair expectations of self and others.





# BENEFITS SUMMARY

Full-time employees of the City of Danville are eligible for the following benefits:

- Accident Insurance
- Annual / Sick / Holiday Leave
- Cancer Benefit
- Critical Illness
- Credit Union
- Deferred Compensation
- Dental Insurance
- Direct Deposit
- Disability Insurance
- Employee Assistance Program
- Employee Health and Wellness Center
- Flexible Spending Account
- Health Insurance
- Retirement System
- Term Life Insurance
- Tuition Reimbursement
- Vision Insurance
- Whole Life Insurance



## Salary:

The hiring range for this position is \$90,000 - \$115,000, depending on experience and qualifications.

To apply, please visit

<https://www.governmentjobs.com/careers/developmentalassociates> and click on the **Assistant Director of Economic Development and Tourism – Danville, VA**. To learn more about the selection process, visit <https://developmentalassociates.com/client-openings/>, select “*Client Openings*” and scroll down to “*Important Information for Applicants.*” All applications must be submitted online via the Developmental Associates application portal – NOT the City Employment Application portal, nor any other external website; it is not sufficient to send only a resume. Resumes and cover letters must be uploaded with the application. Applicants should apply by February 5, 2023. Successful semi-finalists will be invited to participate in virtual interviews and skill evaluation on March 7-8, 2023. Candidates are encouraged to reserve these dates for virtual meetings should they be invited to participate.

All *inquiries* should be emailed to [hiring@developmentalassociates.com](mailto:hiring@developmentalassociates.com). The City of Danville is an EOE.

The recruitment and selection process is being managed by Developmental Associates, LLC.

