



**DANVILLE
VIRGINIA**

THE CITY OF DANVILLE

Invites Your Interest in the Position of

DIRECTOR of ECONOMIC DEVELOPMENT & TOURISM





Position Closes May 15, 2026

- ✓ Are you a strategic leader who can balance big-picture vision with the day-to-day execution of complex economic development initiatives?
- ✓ Are you a collaborative professional who thrives in building partnerships across public, private, and regional stakeholders?
- ✓ Are you a results-driven innovator committed to strengthening economic health, expanding opportunity for all, and enhancing quality of life?

If so, the City of Danville is seeking a dynamic and forward-thinking **Director of Economic Development and Tourism** to lead the City's efforts to attract investment, support business growth, and drive long-term economic vitality. This role ensures the City's economic development and tourism initiatives are aligned to support job creation and retention, build local wealth, and expand the tax base—advancing overall economic health and quality of life. Danville is already gaining national attention—ranked among the [Top 10 U.S. cities under 100,000 population for employers looking to locate or expand](#) (Site Selection Magazine)—and this position will play a key role in building on that momentum.

The Community:

Located in south-central Virginia along the North Carolina border, Danville is within a day's drive of two-thirds of the nation's population. The city is home to 42,700 residents and is surrounded by Pittsylvania County—Virginia's largest county by land area—which adds another 60,833 people to the region and contributes to its open landscapes and natural beauty.

Danville's border location makes it a convenient base for exploring destinations such as Richmond, Greensboro, Durham, Charlotte, the Blue Ridge Parkway, and the Mid-Atlantic beaches. Yet with its rich history, outdoor recreation, and rolling countryside, many visitors find everything they need right here.

Whether your interests include hiking and biking, kayaking a river or lake, taking in a show or concert, or just grabbing a leisurely dinner with friends, you will find ample opportunities in Southern Virginia. Consider the fact that your dollar goes further due to our low cost of living, and you will find that you can do more of the things you enjoy. In addition, with four distinct seasons of moderate weather, you will have more time throughout the year to enjoy the things you love.



Danville is home to one of the longest single track mountain bike trails in the region. Built through a partnership between Anglers Ridge Trail Association and Danville Parks and Recreation, the system offers a variety of trails for multiple experience levels. Cover photos, from top, clockwise: Aerial view of the Dan River, Danville Museum of Fine Arts and History; Dan Daniels Memorial Park; downtown Danville



Downtown Danville showcases its vibrant spirit with the iconic new “LOVE” sign (above), part of the statewide “Virginia is for Lovers” campaign, while nearby Wayside Park (below) highlights the city’s natural beauty and welcoming atmosphere—reinforcing the priorities of the next Director of Economic Development and Tourism in promoting Danville as a destination to live, work, and explore.



To learn more about what Danville has to offer, view this [Regional Tourism Video!](#)



Southern Virginia was built on a foundation of furniture, textiles, and tobacco manufacturing, attracting people from around the world to live and conduct business. However, between the 1990s and mid-2000s, these industries declined significantly, forcing the region to adapt and diversify its economy. In response to the loss of over 25,000 jobs, regional leaders developed a long-term strategy focused on workforce development, aiming to create higher-paying jobs and drive economic growth. Over the past two decades, this approach has fostered strong partnerships among local governments, educational institutions from pre-K to college, and businesses. Additionally, investments in quality-of-life improvements have enhanced the region’s appeal to residents, workers, and visitors. Since FY 2017, Southern Virginia has seen the announcement of nearly 10,620 new jobs and over \$4.25 billion in investment across various industries. Today, major employers across the region include Goodyear, Hitachi Energy, Intertape Polymer Group, EBI LLC, Press Glass, SOVAH Health, JTI Leaf Services, Caesars Virginia, Buitoni Food Company, EPL America, Monogram Foods, Litehouse Foods, Drake Extrusions, Eastman, O-I Glass, Presto Products, and Tyson Foods.

This region has a robust network of healthcare providers, including hospitals, clinics, and urgent care facilities, all seamlessly connected to and surrounded by trauma centers equipped with heliports.

Southern Virginia also offers fully accredited public schools that feature STEM, high quality career and technical courses, Governor’s School, and International Baccalaureate programs. Furthermore, the region boasts private schools, military academies, and some of the nation’s finest blue-ribbon schools. For those seeking higher education, Averett University and Danville Community College provide a range of continuing education and learning opportunities in the region.

Demographically, the City of Danville is composed of 52.2% African American, 39.1% Caucasian, and 5.5% Hispanic residents of any race. The city has a civilian labor force of 18,015, with a participation rate of 52.9%. Among individuals aged 25 to 64 in Danville, 19.9% hold a bachelor’s degree or higher, compared with 35.1% nationwide. The unemployment rate for Danville was 5.3% as of December 2025. This is higher than Virginia’s unemployment rate (3.6%) and the national rate (4.4%). The median household income in Danville is \$49,654 and the median house sale price is just over \$150,000. Approximately one quarter of Danville households have an income below the federal poverty level. The city’s cost of living is 12.6% lower than the national average.

New Development:

Significant and transformative developments are currently unfolding in Danville, specifically in three of its historic districts: the River District, the Schoolfield District, and the North Main District.

In the [River District](#), the redevelopment of the former White Mill, now known as Dan River Falls, is a major focal point. This ambitious project is poised to encompass a substantial 147,000 square feet of commercial space, along with 190 apartments recently completed. Notably, when fully developed, the project is expected to bring in approximately \$110 million in investment.

Adjacent to the Dan River Falls property, another exciting project is taking shape: a four-acre Riverfront Park. This park is designed to offer a host of amenities, including an urban splash pad that doubles as an artistic fountain, a small performance area for cultural events, a river overlook for scenic views, an all-inclusive playground area, and even a whitewater channel anticipated to bring professional rafters and local adventure-seekers out to the river.

In the [Schoolfield District](#), a monumental development is now open—the Caesars Virginia destination resort casino. [Caesars Virginia](#) is a large, world-class resort featuring over 90,000 square feet of gaming space with nearly 1,500 slot machines, dozens of live and electronic table games, a World Series of Poker (WSOP™) room, and a Caesars Sportsbook for sports betting. The property also includes a 320 room hotel tower with panoramic views, a full-service spa and pool, and 50,000 square feet of meeting, convention, and entertainment space that doubles as a 2,500 seat live event venue. Dining and nightlife options in the casino are plentiful, including *Ramsay's Kitchen* by celebrity chef Gordon Ramsay, the *500 Block Food Hall*, several bars and lounges, and other upscale restaurants offering a range of culinary experiences. The Schoolfield District is in the process of creating a neighborhood master plan to guide its growth as both a home for residents and a destination for visitors.

In the [North Main District](#), the City has recently launched the renovation of a key building, kicking off the next stage of the District's revitalization. The area has a new pocket park and a neighborhood master plan developed by community members in recent months. With a theater, restaurant, and other activities already in place, North Main is poised to become the next arts district in Danville.

These developments are not just reshaping the city but also ushering in a new era of growth, entertainment, and economic vitality for Danville. Visit www.danvilleva.gov to learn more about the City of Danville.



Downtown Riverfront Park (left) comes alive with its striking oversized animal sculptures, creating a playful yet memorable landmark along the scenic riverfront (above)—an example of how the next Director of Economic Development and Tourism will continue to elevate Danville's appeal as a vibrant destination for visitors and residents alike.

About the Organization, Office, and Position:

Danville is an independent city in the Commonwealth of Virginia operating under a council-manager form of government. With an adopted [FY2026 total operating budget of about \\$384.5 million](#), the City of Danville employs approximately 1,200 workers across 16 departments. The City has updated its [Comprehensive Plan](#), PLAN Danville, which encourages the continued development of a healthy, equitable, and resilient community by offering a distinctive vision for the continued growth of Danville. While the Comprehensive Plan represents an ideal of what the City of Danville desires to become over the next 20 years, it also provides realistic action steps and outcomes within the anticipated social, economic, and political constraints.

The City of Danville's [Office of Economic Development and Tourism](#) works to grow and strengthen the local economy through business development, redevelopment, workforce development, and tourism initiatives. The team includes ten full-time staff and several part-time positions. As part of the City Manager's Office, the **Office of Economic Development and Tourism** takes a citywide view in all of its work, collaborating with internal partners to achieve city goals of growth and economic vitality. The Office is committed to creating an environment where small businesses, major industries, families, and community members can thrive—reflecting the City's belief that "Home is Here." The Office's work centers on supporting new and existing local businesses, attracting new investment, and promoting Danville's unique assets in ways that create jobs, build local wealth across neighborhoods and demographics, and enhance quality of life for all. Key areas include support for small businesses and entrepreneurs, business recruitment, retention and expansion, redevelopment of strategic properties, tourism promotion, and coalition-building for workforce development and other projects— all aimed at long-term economic vitality and opportunity for every Danville resident.

Reporting to the Assistant City Manager, the **Director** leads the Office of Economic Development and Tourism through visionary strategy development, project management, tactical work in industrial development, and empowering the team to execute on the City's big vision for economic mobility and local revitalization.

The **Director** manages six direct reports and [two related budgets](#)—\$1.44 million for economic development and \$1.01 million for tourism—ensuring resources are used effectively and aligned with priorities. As the City's primary point of contact for businesses, developers, and partners, the **Director** helps position Danville competitively and guides key projects from concept through completion. The **Director** ensures that projects and partnerships align with PLAN Danville and Citywide priorities while maintaining effective day-to-day operations.

The next **Director** will have an active role in advancing redevelopment and site readiness, including public-private partnerships, incentives and financing strategies, and coordination with internal departments and regional partners. This position will also oversee small business and tourism initiatives, support relevant City boards and authorities, and maintain clear communication with the City Manager's Office on major projects and emerging issues.



The [Danville Riverwalk](#) is a scenic, paved path along the Dan River, great for walking, biking, and strollers, with ongoing expansions making it a key community asset for recreation and events.

Key Position Priorities:

- Develop and begin implementing a departmental strategic plan aligned with City Council priorities and PLAN Danville, clearly defining what is—and is not—a priority.
- Evaluate and right-size the department’s structure, roles, and capacity to ensure alignment between resources and the work that matters most.
- Improve coordination and communication across departments by establishing clear processes, involving the right people early, and breaking down silos.
- Build strong working relationships with regional partners while clearly representing the City’s interests in collaborative initiatives.
- Align economic development efforts with workforce capacity and community needs to support job creation, economic mobility, and long-term growth.

Qualifications:

A bachelor’s degree in Public or Business Administration, Economic Development, Urban Planning or related field and a Certified Economic Developer (CEcD) license **are required**. Prior experience as a local government department manager, along with five to seven years of related experience, **is preferred**. A master’s degree **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 and an acceptable driving record according to City criteria **are required**.



Left clockwise: From the Golden Leaf Bistro to lively downtown moments—friends dining in the streets, browsing Lizzy Lou Boutique, and enjoying local pours at 2 Witches Winery & Brewing Company—Danville, Virginia offers a vibrant, experience-driven destination to gather, shop, and unwind.

The Successful Candidate:

- Manages time effectively and follows through, responding quickly to City leadership, including the City Manager, elected officials, internal and external customers, and other stakeholders;
- Delegates effectively, building trusting relationships with staff, defining roles clearly, and allowing room for creativity while maintaining accountability for results;
- Communicates clearly and confidently, offering informed opinions, saying no when needed, and engaging effectively with diverse audiences—from CEOs to local residents—while keeping key stakeholders in the loop;
- Aligns work with adopted plans, City priorities, and (once developed) the economic development strategic plan, ensuring consistency in decision-making and execution;
- Applies structured, strategic thinking to complex issues, developing clear recommendations that outline options, trade-offs, and pros and cons, while establishing effective processes and systems to support delivery;
- Effectively prioritizes competing demands, remains highly adaptable, and brings an assertive yet collaborative approach to advancing work;
- Demonstrates strong financial and business acumen, including experience with incentives, financing tools, real estate, and risk assessment;
- Balances a wide range of initiatives, from Main Street and downtown redevelopment to large-scale industrial projects, tourism, and emerging opportunities such as a recently approved 1,000-acre industrial park project in Pittsylvania County;
- Navigates complex and sometimes high-profile or complex, multi-stakeholder projects with sound judgment and political awareness;
- Leads with humility, self-awareness, and empathy, fostering a supportive team culture and valuing both staff and community perspectives; and
- Thinks strategically and acts with flexibility, maintaining a long-term view while adapting to changing priorities and representing the City with professionalism and presence.



Dining in Danville's Schoolfield District reflects the area's growing appeal, anchored by Caesars Virginia and its expanding mix of culinary, entertainment, and destination experiences—highlighting the role of the next Director of Economic Development and Tourism in attracting new businesses to the city.

Salary and Benefits:

The hiring range is \$128,198 - \$185,000 Midpoint (Full range: \$128,198 - \$256,397). Beginning salary will be commensurate with experience. The City of Danville provides an excellent benefits package. Learn more by [visiting the City's website](#). Residency within City limits is required within a negotiated timeframe.

To **apply**, please visit <https://www.governmentjobs.com/careers/developmentalassociates> and click on the title of **Director of Economic Development & Tourism – City of Danville, VA..**

Please note the following:

- All applications must be submitted online via the Developmental Associates application portal (link above) – NOT the city's employment application portal or any other external website.
- Resumes and cover letters must be uploaded with the application.
- Applicants should apply by **May 15, 2026**.
- The hiring team will invite successful semi-finalists to participate in virtual interviews and skill evaluations on **June 16-17, 2026**. Candidates are encouraged to reserve these dates for virtual meetings should they be invited to participate.
- Direct inquiries to hire@developmentalassociates.com.

The City of Danville, VA is an Equal Opportunity Employer.



Riverfront Park in Danville offers scenic views, outdoor recreation, and gathering spaces along the Dan River, enhancing the city's appeal as a welcoming place to live and visit.



Developmental Associates, LLC manages the recruitment and selection process for this position. To learn more about our selection process, visit <https://developmentalassociates.com/client-openings/>, select "Client Openings," and scroll down to "Important Information for Applicants."