

City of Sedona



Invites your interest for the position of
Economic Development Director



THE ORGANIZATION

The City of Sedona operates under the Manager-Council form of government with six Council Members and one elected Mayor. The Council appoints the City Manager, who is responsible for carrying out policy enacted by the Council, overseeing administration of the City, and maintaining inter-governmental relationships.



Sedona currently has a staff of about one-hundred full-time equivalent employees. The staff are a cohesive and close team. City staff members enjoy an ambitious, yet gratifying working environment that is built on teamwork, initiative, goals, and unification.

The 2016 budget ranges from \$25 to \$40 million. City departments include the City Manager, City Attorney, City Clerk, Community Development including engineering and public works services, Finance, Human Resources, Information Technology, GIS, Magistrate Court, Parks and Recreation, Police, and Wastewater (special districts provide fire services and water). The City has an “A” underlying rating from Standard and Poor’s Rating Services on its most recent bond issuance.

The City has no property tax and relies on sales tax and lodging tax revenues to support its operations. The City has come out of the recession with a reduced workforce, smaller budget, and excellent reserves.

The 2016 Budget reflects a commitment to maintaining core services and a continuing mindset, developed out of necessity as the City navigated the recession, of identifying cost-saving efficiencies and adding resources only in the most critical areas.

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COMMUNITY

Numerous cultural events are hosted annually in the Sedona area. These events are varied and have something for everyone.

- Sedona International Film Festival
- Sedona Marathon
- International Sedona Yoga Festival
- Sedona Bluegrass Festival
- Chamber Music Sedona sponsors a chamber music program annually from October to May
- The Sedona Arts Center, founded in 1958, is the oldest arts center in northern Arizona
- GumptionFest is one of the largest free music and arts festivals in Northern Arizona
- Sedona is also home to several notable arts organizations in Northern Arizona



The perfect destination should seem exotic yet feel like coming home. That is the very definition of Sedona. A small town blessed with an abundance of scenic beauty.

UNIQUE OPPORTUNITY

The steadily growing and dynamic community of Sedona, Arizona seeks an experienced, collaborative, service oriented professional to serve as the Economic Development Director.

With guidance from the Sedona Community Plan, the Director will be afforded the opportunity to independently, and with the integration of other staff, build a robust, dynamic, and diverse economic program from the ground up. This unique opportunity will afford a seasoned professional the chance to join the City's executive leadership team with a focus on helping shape the best possible economic future for one of Arizona's most visited and beautiful cities.

LOCATION

Sedona is approximately one and a half hours north of Phoenix in the heart of Arizona known as the Verde Valley. It serves as a premier international tourist center with millions of visitors each year.

Sedona was named after Sedona Miller Schnebly (1877-1950), who was celebrated for her hospitality and industriousness. Sedona's main attraction is its array of red sandstone formations. Originally founded in 1902, the City was incorporated in 1988 and is one of the premier tourism, recreation, retirement, viticulture, and art centers in the world.

Sedona's history is that of a rural community with such beauty it became known worldwide through the motion picture industry. A multitude of classic and current films, commercials, and television shows have been filmed in and around Sedona.



The Verde Valley is widely becoming known as the new viticulture location with a variety of established wineries. The wine trail, located just outside of Sedona, invites wine enthusiasts to experience a variety of unique cellars rich in history, beauty, and the production of exquisite Arizona wines.



Located in the high southwestern desert under the rim of the Colorado Plateau at an elevation of 4,500 feet, Sedona is fortunate to have four mild seasons, plenty of sunshine and clean air.

The year round population of Sedona is approximately 10,000 residents, while the seasonal and/or visitor population often doubles that number on a regular basis. The city is almost nineteen square miles in size, with fifty-one percent of the area owned by private landowners and the rest belonging to the Coconino National Forest.

Sedona has something for everyone: world class resorts to small family-run motels, multitudes of spectacular hiking trails, fine restaurants, excellent schools, film festivals, concerts, outstanding shops and diverse art galleries.

The forests, canyons and mountains around Sedona have more maintained trails than anywhere else in Arizona.

The beauty and climate of the area makes sightseeing and hiking, golf, tennis, Jeep-touring, atving, film and other festivals, horseback riding, available year-round.



**The City of Sedona is the
9th safest city in the state of Arizona.**

— FBI 2015 Crime Reports

THE POSITION

The Economic Development Director represents an exciting opportunity to create a new economic development program from the ground up. Reporting directly to the City Manager, the position will be a foundational component of the City's Leadership Team. The position is responsible for creating and implementing an economic development program aimed at diversifying Sedona's economy.

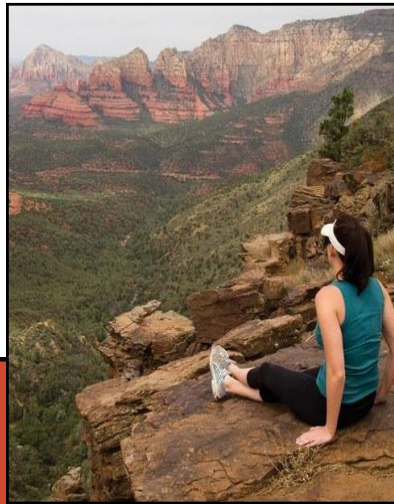
The position will primarily focus on developing "economic gardening" programs aimed at creating and expanding quality businesses in Sedona.

The Director will be responsible for assessing and integrating external resources at the local, regional and state level while developing internal programs to address service gaps. The Director will be responsible for building relationships with local businesses and business prospects, evaluating the existing business climate and making policy recommendations to improve business viability.

Duties will include creating and overseeing a local Economic Development Council, communicating and strategizing with business owners to assess needs and provide support, acting as a business advocate to new or expanding businesses and providing assistance with regulatory processes.

Additionally, the Director will conduct research and analyze data required to create economic development initiatives, develop tools to incent business development, and represent economic development interests in other areas of city operations. The position will also contribute to land use code revisions and other policy considerations in order to assess economic development impact and examine ways to encourage business development.

The position is a unique opportunity for someone with the expertise to build foundational economic development programs while also integrating into a strong and supportive team. The ideal candidate will be expert at building strong relationships with local and regional partners, formulating viable strategic plans and executing programs.



The ideal candidate will compliment current community assets including outdoor recreation, arts and tourism. The Director must thrive in a fast-paced environment, where multi-tasking is required, while maintaining a focus on important strategic economic goals.

The ideal candidate will be an effective communicator and have a clear understanding of current economic development practices, a track record of setting a positive example of competence, professionalism, trust, energy, and work ethic.

EDUCATION AND EXPERIENCE

A minimum of a Bachelor's degree from an accredited college or university with a major in economic development or a closely related field (or equivalent experience). Four to five years of highly responsible experience in professional economic development, community development, or planning. The possession of a Certified Economic Developer (CEcD) Certification is desired. Strong candidates will possess significant financial reporting, budgeting and management experience with a clear understanding of modern economic development.

PERSONALITY AND MANAGEMENT STYLE

- High integrity and solid character; honest and direct; highly integrated and organized
- Ability to foster and promote strong and positive relationships with diverse constituents for positive outcomes
- Displays a leadership presence and a high degree of political sophistication
- Excellent customer service, both internal and external, and ability to successfully work with a variety of personalities
- Superior communicator who can quickly cultivate and maintain trust and confidence with a variety of audiences, including the City Manager, City Council, peers, subordinates and citizens
- Ability to present complex information and subject matter in a format that is concise and understandable to the lay audience; can focus discussions on economic stability and growth

Sedona provides the perfect location to live, work, and relax.

COMPENSATION AND BENEFITS

The full salary range for the Economic Development Director position is \$78,300 — \$110,925.

The City of Sedona offers a competitive benefit package that includes:

- Arizona State Retirement System
- 100% City-paid health, dental and vision coverage for employee
- Substantial City contributions to health, dental and vision coverage for dependents
- City provided \$50,000 group term life insurance
- Short-term disability
- Ninety-six hours of PTO time
- Generous amount of vacation time
- Eleven paid holidays
- Deferred compensation with optional IRS 457 plans
- Wellness programs
- Relocation assistance
- 4-10 schedule, Monday - Thursday
- Small, family-oriented staff
- Diverse and vigorous community

APPLICATION AND SELECTION

To be considered for this exceptional career opportunity, submit your résumé, cover letter, a list of six work-related references (who will not be contacted without prior notice) and current salary by March 31, 2016.

Your résumé should reflect years and months of employment, beginning/ending dates as well as any economic planning and programs you have managed.

Please submit your materials electronically as one file to HumanResources@SedonaAZ.gov.

The City will invite selected candidates to participate in an interview process in Sedona within weeks of the closing date. An offer of appointment is expected shortly thereafter following extensive reference and background checks. This recruitment is open until filled.

Submit your materials electronically to:

HumanResources@SedonaAZ.gov



Tel: 928-203-5189 • **Fax:** 928-282-1394

E-mail: HumanResources@SedonaAZ.gov

Website: www.SedonaAZ.gov

