

Executive Director

Industrial Development Authority

Halifax County, Virginia





INDUSTRIAL DEVELOPMENT AUTHORITY HALIFAX COUNTY, VIRGINIA

The Industrial Development Authority of Halifax County, Virginia (Halifax IDA) is seeking an experienced professional to serve as **Executive Director**, the chief administrative officer responsible for directing operations, programs and projects of the Halifax IDA.

This recruitment profile provides background information on the community, the Halifax IDA's operations and its aspirations. It also outlines the qualifications, experience and characteristics determined to be necessary and desirable for the position of Executive Director.

Qualified candidates are encouraged to submit a cover letter and resume, with salary history and professional references, to The Berkley Group via email at kimball@bgllc.net. While the position is open until filled, **review of candidates will begin May 20, 2019**. Inquiries relating to the Executive Director position may be directed to:

Kimball Payne

The Berkley Group

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Halifax IDA

BRIGHTER BOLDER BUSINESS

Community Background

Halifax County was created by an act of the Assembly of Virginia in 1752. At that time, the county stretched to the western frontier of the colony, including what are now the counties of Pittsylvania, Franklin, Henry, Patrick, and a part of Bedford. Today, it remains one of the largest counties in Virginia, encompassing 830 square miles of southern Virginia Piedmont. In 1733, Colonel William Byrd, who surveyed and mapped the region along what is now the Virginia-North Carolina boundary, commented that, "The Dan River flows through the land of Eden," referring to what is now southern Halifax County.

The county is located approximately 100 miles southwest of Richmond at the intersections of Routes 58, 360 and 501. Interstate 85 is less than an hour's drive to the east. International airports at Richmond and Raleigh-Durham and the Port of Virginia are within a two-hour drive.

Halifax County residents enjoy a relaxed rural lifestyle with easy access to the Lynchburg, Richmond, Greensboro, and Raleigh-Durham metropolitan areas. Numerous goods and services are available in the Central Business District of and around the town of South Boston. The towns of South Boston and Halifax, the county seat, provide arts and cultural amenities, with dining and retail establishments serving the wider region.

Professional music, dance, and dramatic performances are offered through the Halifax County Fine Arts Series and the Prizery's Summer Theatre series. Local residents also participate in the dramatic, comedy and musical productions of the Halifax County Little Theatre. The Prizery, located in South Boston, includes a Welcome Center, performing arts theatre, art gallery, classrooms, and space for community functions. The annual Cantaloupe Festival and the Halifax



County Fair, held in July and October respectively, are major events attracting thousands from throughout Virginia and North Carolina.

VIRginia International Raceway in Halifax County is one of the world's finest road courses. VIR hosts pro and club car and motorcycle races, racing and riding schools, and other services and events. VIR is also the site of the National Tire Research Center and the Southern Virginia Vehicle Motion Laboratory. The South Boston Motor Speedway, a leader among NASCAR Whelen All-American Series tracks, is in its 62nd year of operation. It is recognized as the world's fastest short track and home to Winston Cup drivers Ward and Jeff Burton.

Outdoor recreational opportunities abound in Halifax County. Four rivers, the Dan, the Banister, the Hyco, and the Staunton, provide excellent venues for floating, fishing and sightseeing. The Tobacco Heritage Trail runs along the banks of the Dan River and behind the historic Berry Hill Plantation, now a resort and conference center. A regional trail for hikers, bicyclists and horseback riders, the Tobacco Heritage Trail is being constructed primarily

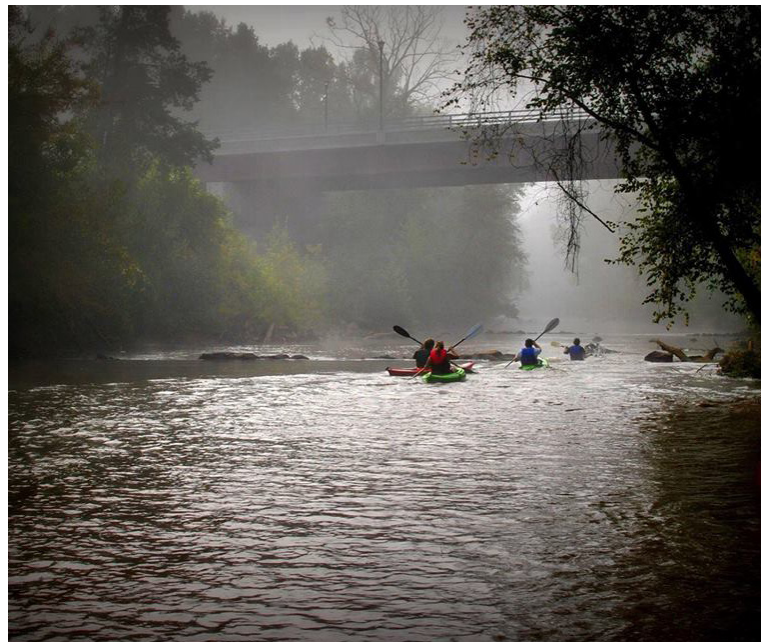
in abandoned railroad corridors and, when complete, will span 170 miles connecting five counties in Southside Virginia. Staunton River State Park contains over 1500 acres along the shoreline of the John H. Kerr Reservoir (also known as Buggs Island Lake) and the Dan and Staunton rivers. Its attractions include a swimming pool, camping spots, cabins, picnic shelters, and nature trails.

Halifax County students are served by the county's public schools system which operates seven elementary schools, a middle school and high school; all are currently accredited. A STEM Academy is located in the Halifax County Career Center. A Career Tech Academy, in partnership with the Southern Virginia Higher Education Center (SVHEC), offers high school students career tracks in information technology and mechatronics. Students can also take advantage of dual enrollment and early college opportunities at SVHEC.

The Southern Virginia Higher Education Center (SVHEC), a community initiative that started in 1986 in a 500 square-foot mobile unit on the high school grounds, provides convenient, affordable access to a wide range of college and career training opportunities in partnership with community colleges and state universities. It now operates out of two re-purposed tobacco warehouses with 100,000 square feet of technically sophisticated space including high-tech classrooms and labs featuring advanced machining and simulation technology focused on science, technology, engineering, math and healthcare. "From GED to PhD," including credential-based training, you can get it at the SVHEC.

Halifax County's population of 34,563 (2017) is approximately 61% white, 36% African American, 2% Hispanic and 1% Asian. The Median Household Income is \$39,233 (2017) and the poverty rate is 17.9%.

Regional employment is focused on manufacturing, transportation and warehousing, health care and government services. Among the manufacturers are ABB Inc. (small power transformers), Annin & Co. (flags and banners), Aquatic Industries, Inc. (fiberglass bath fixtures), BHK of America (vinyl/wood drawer systems), Presto Products Co. (plastic wrap and bags), Huber Engineered Woods (engineered materials), and TMI Autotech (Ariel Atom Car). Dollar General Corporation operates a 1.2 million square foot east coast distribution center, employing approximately 600 workers. Mid Atlantic Broadband is a non-profit operator of high-speed data networks in the county and throughout southern and southwest Virginia. Sentara Halifax Regional Hospital, located in South Boston and with 192 beds, provides healthcare to residents of the region. In 2018 the Virginia General Assembly established the Henrietta Lacks Commission to work towards the establishment of a biotechnology and cancer treatment facility in Halifax County.



Halifax IDA

The Halifax IDA was created as a political subdivision of the Commonwealth of Virginia by ordinance of the Halifax County Board of Supervisors on March 1, 1971. Its powers are enumerated in the Industrial Development and Revenue Bond Act, Title 15.2-4900, Et Seq. of the Code of Virginia. The mission of the Halifax IDA is to improve Halifax County through increased employment and economic growth. It will advance its mission by retaining and expanding existing businesses and attracting new business through the expansion and improvement of business-critical location factors and the community at large.

The Halifax IDA has approximately \$42 million in assets, including over \$31 million in real property (land and buildings). It owns ten buildings and 250 acres of land in two industrial parks. The Southern Virginia Technology Park, located within a Technology Zone and a Virginia Enterprise Zone, has eight pad-ready sites, combinable from 6 to 25 acres, on 165 acres of land. The sites are completely served by utilities, including telecommunications and broadband. The Halifax IDA and the South Boston IDA jointly own the county Tourism Center and cooperate on other initiatives.

The Halifax IDA is governed by a seven-member Board of Directors, appointed to four-year terms by the Halifax County Board of Supervisors. The IDA Board elects a Chair and Vice-chair from its membership, and from its membership or not, as it may desire, a Secretary and Treasurer or Secretary/Treasurer. In addition to the Executive Director, the Halifax IDA has three other employees, a Deputy Director, Facilities Manager, and an Administrative Assistant. The annual budget of the IDA is approximately \$2.4 million. In the past, Halifax County supported the IDA with an annual contribution of approximately \$250,000. Going forward, the IDA will be self-supporting, primarily through lease revenue, and the County will set aside funding previously provided to support IDA initiatives.

The Executive Director's first priority is to manage and deploy a comprehensive plan for economic development, including business recruitment, retention and expansion programs. He or she is responsible for the day-to-day affairs of the organization, appoints and supervises employees, keeps records of all the financial transactions of the IDA, and implements strategic initiatives adopted by the Board. He or she is also responsible for overseeing the management of the IDA's physical assets, developing and deploying marketing strategies and tactics, negotiating agreements and contracts with prospects and current clients, and maintaining productive relationships with local, regional, state and federal economic development and community partners and allies. The Executive Director also serves on various local and regional boards, committees or commissions. The current job description and list of roles and responsibilities is available upon request.



Challenges, Issues & Opportunities

Halifax County has experienced many of the challenges facing other rural communities across the nation as economic activity and population has either disappeared or moved into metropolitan and micropolitan regions. Economic shocks as legacy industries such as tobacco, textiles, and furniture collapsed took their tolls on southside Virginia. Between 1999 and 2002 Halifax County lost approximately 2000 jobs in the textile industry, and although the manufacturing sector has stabilized and even shown some growth, area residents remained concerned about attracting and retaining younger generations through the provision of high-quality jobs.

Nevertheless, local leaders characterize themselves as “a community of true grit” that comes together to accomplish good things for the locality and its residents. These leaders have a high level of awareness of the issues, challenges and opportunities facing Halifax County and are determined to address them proactively. The Southern Virginia Higher Education Center is one example of a grassroots initiative that has grown into a significant community asset.

A steering committee of public, private, and non-profit sector representatives, through an engagement with Market Street Services, Inc., has recently completed a community assessment and is developing a community strategic plan in response. The Halifax IDA will play a critical role in plan implementation and the new Executive Director will have the opportunity to join with a committed group of individuals to promote community and economic development. The director will find himself or herself working on at least two fronts; fostering business growth and development for investment and jobs and, promoting an overall community environment that offers a quality of place and a quality of life making Halifax County an attractive place to live and work.

The Halifax County community is addressing challenges on a number of fronts. Among the most exciting opportunities are:

- The Southern Virginia Regional Transportation Project, a regional fixed-route public transit system, intended to reduce barriers to education and employment. The initiative is supported by funding from the Virginia Department of Rail and Public Transit and the Virginia Tobacco Region Revitalization Commission.
- GO TEC (Greater Opportunities in Technology and Engineering Careers), a workforce development program across multiple southside communities, funded by nearly \$5 million from Go Virginia, that will provide training in precision machinery, welding, IT/cybersecurity, advanced materials and robotics, automation and mechatronics, and, will introduce middle school students to these in-demand occupations and provide a path forward to training opportunities in high school and higher education.

- The Longwood Small Business Development Center, located at the SVHEC, providing education, consulting, and economic research to support potential and existing small businesses throughout southern Virginia.
- The initiation of plans to significantly renovate or replace Halifax County High School, at a cost of as much as \$100 million, with potential funding support from a proposed 1% increase in the local sales tax, authorized by the General Assembly, upon approval by local referendum.
- The Henrietta Lacks Commission, created to sustain the legacy of the life-changing contribution of Henrietta Lacks to medical science by advancing cancer research and treatment through the creation of a biomedical research and data center. The duty of the Commission is to establish a public-private partnership to create the Henrietta Lacks Life Science and Cancer Treatment Center as a cancer research and treatment center located in Halifax County.

In its efforts to increase employment and economic growth, the Halifax IDA focuses on the industry clusters of advanced manufacturing (automotive, marine, aerospace), bio-data, agribusiness, and wood products. Market Street's community assessment suggests that there is a strong value proposition in Halifax County for smaller manufacturers that are less sensitive to market access and more sensitive to both labor cost and workforce development resources. The assessment also suggests that the community should consider building around assets at the VIRginia International Raceway, the South Boston Speedway and the VIRginia Motorsport Technology Park to promote the motorsports industry, automotive research and public events. Growth in regional health care is another opportunity where the Henrietta Lacks Commission will be focusing.

In its most recent Five-Year Strategic Plan, updated in December 2016, the Halifax IDA identified four broad goals:

1. Attractive and optimized portfolio of sites, buildings, and physical assets.
2. Financial stability and security.
3. Strong and effective relationships with stakeholder groups.
4. Strong and effective staff and board.

While progress has been made in each goal area, the new Executive Director will be expected to continue to implement strategies designed to achieve the goals and to work with the IDA Board to update the Five-Year Strategic Plan. The Board desires to update the strategic plan as an early task of the new IDA Executive Director. The update of the Halifax IDA's strategic plan will provide an opportunity to coordinate and collaborate with other community partners to address the issues and challenges facing the county.



Position Profile

Executive Director, Halifax IDA

Qualifications, Education & Experience

The following education and experience factors are the expected qualifications for successful performance:

- A Master's degree in Business Administration, Business Management, Public Administration, Planning or a related field; experience equivalent to a master's degree may be considered.
- Three to five years of successful leadership at a senior executive level in an economic development organization with comparable responsibilities; possessing a broad skill set appropriate to the breadth of IDA operations. Experience in Virginia as an economic development director, deputy, assistant, or senior project manager is desirable.
- A demonstrated commitment to ongoing professional development through participation in organizations such as the International Economic Development Council (IEDC) and the Virginia Economic Developers Association (VEDA); designation or progress toward designation as Certified Economic Developer (CEdD) is desirable.
- A record of being an active member of the community, through participation in local service organizations and volunteer activities.
- Any combination of education and experience that qualifies an applicant may be considered in lieu of the more specific criteria listed above.

Personal Traits & Desired Characteristics

- Absolute integrity, ensuring ethical, equitable, honest, fair, open and personable interactions with all community stakeholders.
- Professionally competent, with confidence tempered by humility.
- Excellent communications and interpersonal skills, including the ability to listen effectively and understand differing views.
- Strong leadership skills, in the IDA, the community, and the region; visionary, proactive, and decisive; able to facilitate the blending of differing points of view into a consensus for action to improve the community.
- A promoter of teamwork and collaboration; a connector and coordinator among the various stakeholders; able to build and maintain productive relationships with a diverse population and those in the government, business, and education sectors.
- Possessing an understanding of the motivations, challenges and needs of the private business sector and able to work with others to address them.
- A record of successful business recruitment, retention and expansion, demonstrating the ability to retain and cater to existing businesses regardless of size, as well as to attract economic development prospects that are the "right fit," not always the largest opportunity; able to "close the deal."

Performance Expectations

- Build and strengthen relationships with the various economic development partners and community stakeholders.
- Provide leadership and encourage coordination, cooperation, and collaboration among community partners for the various initiatives addressing strategic priorities.
- Take an active leadership role in developing and implementing strategies to address the challenges and opportunities identified in the Market Street community assessment.
- Oversee the process to update the Halifax IDA's Five-Year Strategic Plan.
- Manage and improve IDA properties; oversee the completion of a new shell building; conduct an inventory of potential economic development sites and evaluate if the IDA should attempt to acquire any.
- Be an active and visible participant in community activities as a resident of Halifax County.
- Be a champion for Halifax County and an advocate for its betterment, fostering a good public image for the community.

Compensation & Benefits

Compensation for the Executive Director will be competitive, depending on qualifications and experience. The successful candidate will be offered a generous benefits package including participation in the Virginia Retirement System (VRS), health insurance coverage, paid time off, deferred compensation, a vehicle allowance, professional development support and other benefits as identified in a negotiated employment contract.

Application Process

Initial review of candidates will begin on May 20, 2019. Applications received after that date may be considered until the position is filled. Timely submittal will ensure the most advantageous review. To be considered, please **submit a cover letter and resume with salary history and professional references to The Berkley Group, via email at kimball@bgllc.net.**

Finalists will be expected to complete a professional assessment and profile prior to interview with the IDA Board. The successful candidate will be required to successfully complete a drug test as a condition of employment. Questions may be directed to:

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For Additional Information

Visit <http://www.halifaxvirginia.com/>

The Halifax IDA is an Equal Opportunity Employer