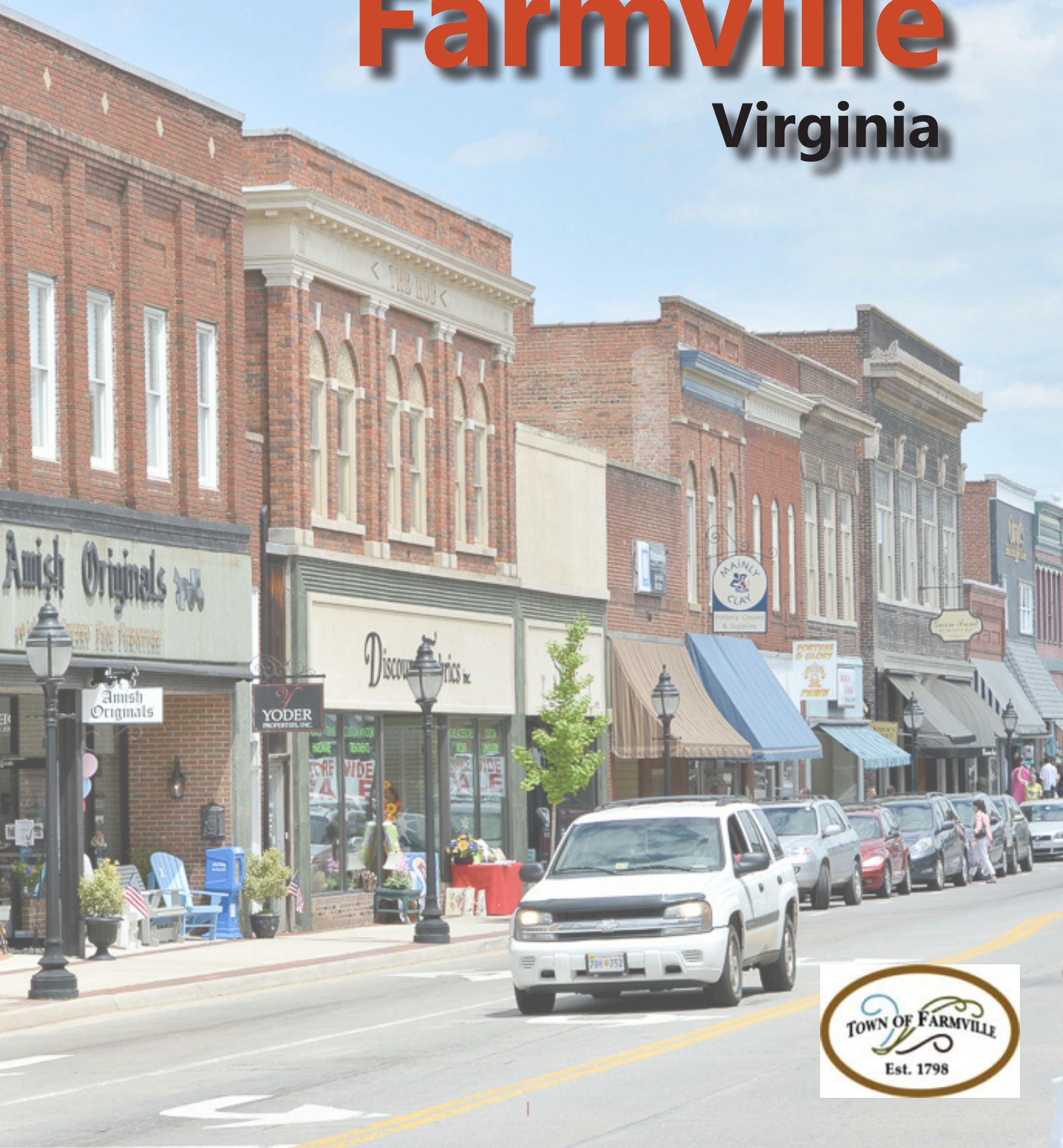


Town Manager Recruitment Profile

Farmville

Virginia





TOWN OF FARMVILLE

The **Town of Farmville** is seeking an experienced professional to serve as **Town Manager**, the chief administrative officer responsible for directing programs and operations of the Town government.

This opportunity is created by the departure of the former Town Manager after forty-four years of service.

This recruitment profile provides background information on the community, its government operations and its aspirations. It also outlines the qualifications, experience and characteristics determined to be necessary and desirable for the position of Town Manager.

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.payne@bgllc.net. While the position is open until filled, **review of candidates will begin January 20, 2020**. Inquiries relating to the Town Manager position may be directed to:

Kimball Payne

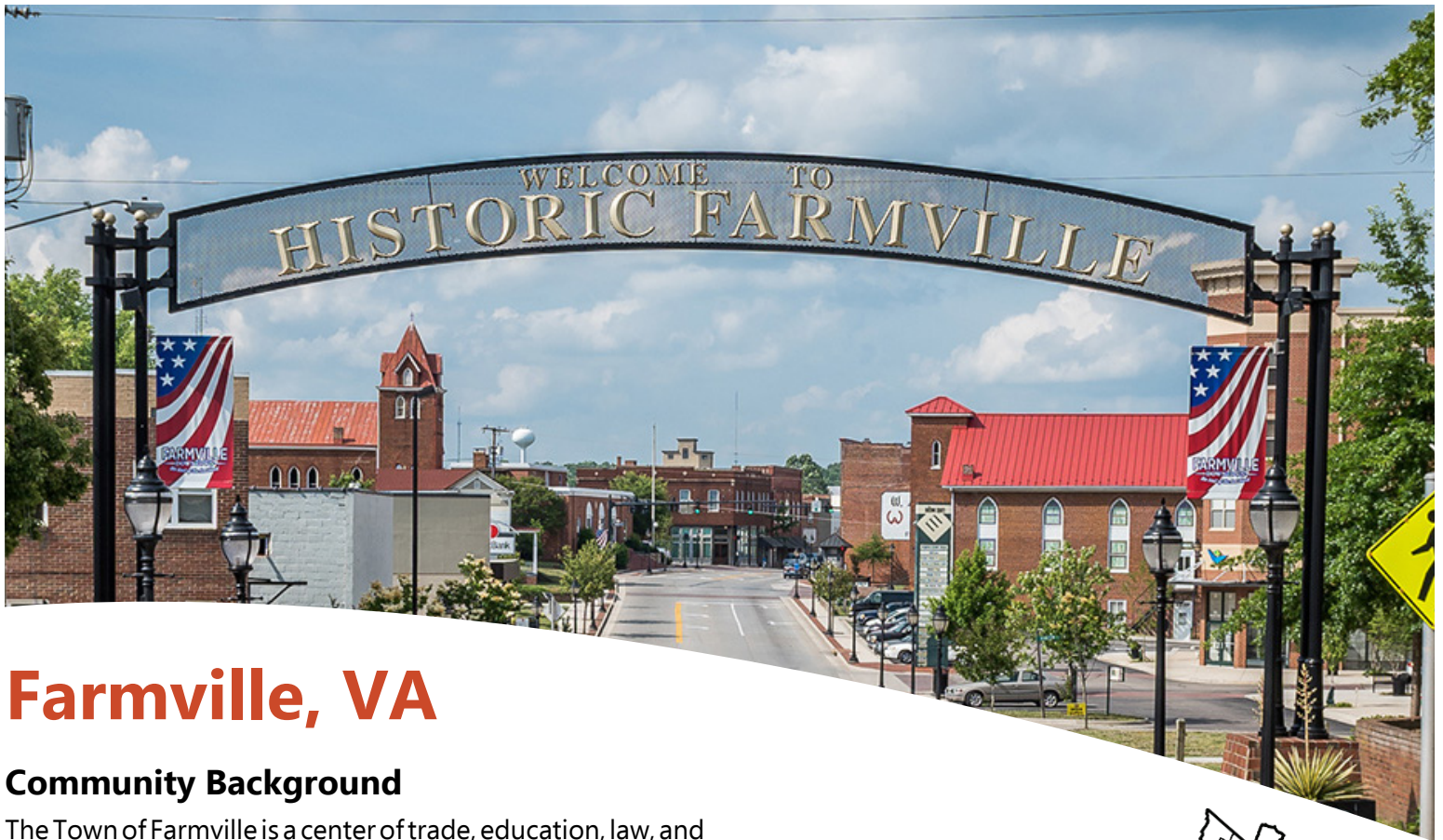
The Berkley Group

P.O. Box 181

Bridgewater, Virginia 22812

Email: kimball.payne@bgllc.net

Mobile: (434) 444-3662

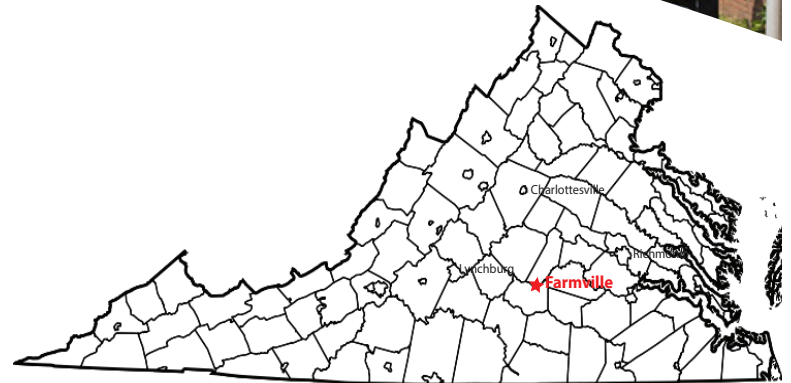


Farmville, VA

Community Background

The Town of Farmville is a center of trade, education, law, and finance for a seven-county area that makes up "Virginia's Heartland." Its residents describe it as "unique, vibrant, successful, and friendly;" "charming, yet progressive;" and, "possessing a sense of excitement and high expectations." The Town is located in both Cumberland and Prince Edward Counties, at the intersection of Routes 15 and 460, in the Piedmont area of South-Central Virginia. The largest municipality between Richmond and Lynchburg, Farmville is within an hour of both, as well as an hour from the Charlottesville metropolitan area. The Town, formed in 1798 and incorporated in 1912, serves as the county seat of Prince Edward County. In addition to serving as the hub of economic activity for a regional population of approximately 120,000 people, Farmville attracts many visitors who come to enjoy its shopping, history, and cultural, educational and outdoor activities. In recent years, in partnership with its two institutions of higher education, Farmville's downtown area has flourished, with the opening of a new boutique hotel and several restaurants, creating a strong sense of college-town vibrancy and momentum.

Farmville is one of the oldest two-college towns in the country. It is home to both Hampden-Sydney College and Longwood University. Founded in 1775, Hampden-Sydney is the 10th-oldest college in America. It is an all-male private institution located six (6) miles southwest of the center of town and has an enrollment of 1,200 students. Longwood University is in the heart of Farmville with an enrollment of about 5,000. Established in 1839, Longwood University is the third-oldest public university in Virginia. It was founded as a female seminary, was once called State



Female Normal School, became Longwood College in 1949, turned fully co-educational in 1976 and became Longwood University in 2002. The first state teacher training college, Longwood is still known as a teachers' school, and is steadily expanding as a university, with a 4500-seat convocation center scheduled for opening in 2022. In 2016 national attention was focused on the school when it hosted the Vice-Presidential Debate.

The Town of Farmville can justifiably claim to be, "Where the Civil War ended, and Civil Rights began." It sits along "Lee's Retreat," a 100-mile, self-driving tour that traces the path of the opposing armies from Petersburg to Appomattox. High Bridge Trail State Park and Sailor's Creek Battlefield Historical State Park commemorate two of the final battles of the Civil War. The town is also a part of the Civil Rights in Education Heritage Trail with the Robert Russa Moton Museum telling the story of a 1951 student strike that became a part of the Supreme Court's historic ruling for desegregation in Brown v. Board of Education and helped

to ignite the Civil Rights era. The former Moton High School is a National Historic Site and Virginia's only civil rights museum, a thriving entity that honors and shares the community's important civil rights history to a steadily increasing stream of visitors from around the region and nation.

Farmville's vibrant and inviting downtown is characterized by historic buildings and unique shopping and dining experiences. A wide variety of shops, many offering locally crafted products, cater to residents and tourists alike. Green Front Furniture and the Appomattox River Company bring visitors from across the Commonwealth to shop in downtown Farmville. The Farmville Farmers' Market is a popular destination to enjoy locally grown fruits and vegetables, meats, home-baked goods and handcrafted items. The Town is a Virginia Main Street community, administered by "Farmville Downtown," a non-profit organization of local stakeholders with the mission of bringing together the residents, merchants, and students of Farmville to preserve downtown's role as the center of the historic community, and to plan for the future of Farmville as an exciting and profitable place to live, learn, open a business, and visit.

Opportunities for outdoor adventure abound in the Farmville area. The High Bridge Trail State Park, a thirty-one-mile trail for hiking, biking or horseback riding goes right through the town and offers a dramatic view from its bridge 125 feet above the Appomattox River. Wilck's Lake, a 150-acre natural area, including a 55-acre lake, is the head of the 4.5 mile Farmville Blueway, a protected stream corridor maintained for recreational canoeing and kayaking, that traces a path across the lake, into Buffalo Creek, and down to the Appomattox River with a take-out at Riverside Park. Local outfitters can provide bike, canoe and kayak rentals. Three other nearby state parks and three state forests are also available for outdoor enthusiasts of all interests.

Farmville students attend Prince Edward County public schools, located just south of town. Fuqua School, a private, pre-kindergarten – 12th grade college preparatory school with a student population of more than 500 students from 13 countries, is also located in Farmville. Southside Virginia Community College offers post-secondary educational opportunities through a wide range of technical, vocational, and community service programs. In addition to Longwood University and Hampden-Sydney College, prominent state universities, The University of Virginia and Virginia Commonwealth University, and other private institutions are within an hour's drive of Farmville.

Farmville's population of 8,452 (2017) is approximately 67% white, 24% African American, 7% Hispanic and 1% Asian. Its demographics are heavily influenced by the presence of the students of Longwood University. The Median Household Income is \$36,703 (2017) and the



poverty rate is 35.9%, both reflecting a high proportion of students. Prince Edward County has a population, including town residents, of approximately 22,800 and the population of Cumberland County is approximately 9,800. Regional employment is focused on higher education, public administration, health care, and lodging, food and retail services. Southside Community Hospital, an 86-bed, not-for-profit facility operated by Centra Health, provides healthcare to residents of the region.

Town Services and Government

The Town of Farmville provides an array of municipal services complementing the more broadly delivered services, such as public education and social services, provided by Prince Edward County. Services include general government administration, public safety, public works, parks, recreation, and cultural and community development. The Town also owns and operates a municipal golf course and regional airport. Town staff provide planning and zoning, building inspection, and erosion and sediment control services. The Public Works Department manages streets maintenance and snow removal, drinking water production and distribution, wastewater collection and treatment, and solid waste collection. The Farmville Police Department is responsible for law enforcement and emergency response is provided by the Farmville Volunteer Fire Department and the Prince Edward Volunteer Rescue Squad. The Farmville Emergency Communications Center provides centralized 911 call answering and dispatch services.

Cultural and recreational activities are provided by a robust Parks and Recreation Department. In 2018 the town drafted a Parks and Recreation Needs Master Plan that will help guide the parks and recreation department for the next 10 years and beyond through improved customer service and efficiency. The plan looks at all aspects of operations, from utilization of existing facilities to review of existing programs, and makes recommendations for operational, programmatic, and capital improvements.

The Farmville Municipal Golf Course is in Cumberland County, just northwest of the town limits and next to the Farmville Regional Airport. The golf course facility, includes an outdoor pool and banquet room, is open to the public, and offers a wide variety of activities for people of all ages. The challenging 9-hole, par 70 golf course also has a complete practice facility with driving range, putting green, chipping area & sand bunker.

The Barbara Rose Johns Farmville-Prince Edward Community Library, located in the Town, is the local branch and headquarters of the Central Virginia Regional Library.

The Town of Farmville has an active tourism program. Its website, <https://visitfarmville.com/>, provides a wealth of information about local historic attractions, shopping, and outdoor adventures. The town has established a Tourism



Zone to promote the tourism industry by providing incentives to eligible businesses within the zone that will attract visitors, create new employment opportunities and/or promote education opportunities while increasing travel-related revenue in the area.

The Town of Farmville, in conjunction with the Virginia Department of Rail and Public Transportation and Longwood University, provides a fixed-route transit service seven days a week. The Farmville Area Bus serves two (2) in-town routes that provide access to various businesses, senior citizen complexes, medical facilities and Longwood University. The Farmville Area Bus also operates the Prince Edward County Transit (PERT) serving designated areas of the county. The Farmville Area Bus Paratransit Service is available to anyone who, because of a disability, is unable to use the fixed route transit system.

The Farmville Regional Airport (FVX), a general aviation facility, is located five miles northwest of the Town. The airport contributes quality-of-life benefits to the community through support of public events, emergency medical operations, law enforcement, agricultural spraying, and search and rescue activities. The airport has a runway length of 4,400 feet. Services offered at the airport include aviation fuel (100LL Avgas and Jet A), aircraft parking, flight instruction, courtesy transportation, pilots lounge, public telephone, computerized weather, internet access, conference room and restrooms.

The Town of Farmville has 155 employees, with an annual budget of approximately \$29 million, including a General Fund budget of \$16.3 million, a Streets Maintenance Fund budget of \$2.2 million, a Water Fund of \$2.3 million, a Sewer Fund of \$2.5 million, an Airport Fund of \$4.8 million and a Transportation Fund of approximately \$800,000.

The Town is governed by a seven-member Town Council and a popularly elected Mayor. Five Council members are elected from wards, with two members elected at-large, to four-year, staggered terms. The Council is the legislative policy making body for the town government. The Mayor is recognized as the chief elected official of the Town government for ceremonial and certain statutory purposes and presides at meetings of the Council. The Mayor has no power to vote except in the case of a tie and has the right of veto on any matter voted upon by the Council, subject to override by a two-thirds vote. City Council appoints the Town Manager, the Town Attorney, a Clerk of Council, the Chief of Police, and a Town Treasurer.

The Town Charter designates the Mayor as "the chief executive officer of the town unless otherwise provided by the council," and stipulates that the Town Manager shall "exercise general supervision" over town operations. Nevertheless, the Farmville Town Council is committed to the principles of the Council/Manager form of government as represented by the International City/County Management Association (ICMA) and attempts to govern

and manage Town operations under those principles.

Accordingly, the Town Manager is responsible for the day-to-day operations of the town government, appoints and supervises employees, implements policies and addresses priorities adopted by the Council. The manager is also responsible for ensuring that all laws, ordinances, resolutions and bylaws of the Council are faithfully enforced. The Town Code of Ordinances specifically assigns the supervision and control of the Police Department to the Town Manager. In addition, the Town Manager represents Farmville to federal and state agencies and serves on various local and regional boards representing the town.



Challenges, Issues & Opportunities

Perhaps the greatest challenge and opportunity for the successful candidate will be filling a position where the previous incumbent served for forty-four years. The new manager will have the opportunity to become acquainted with the community, to review town operations, policies and procedures, to gain an understanding of the organizational culture, and to suggest and implement positive changes to enhance a tradition of service to the citizens of Farmville. The Town Council understands that such change is inevitable and will expect and support the new manager's initiatives in guiding the organization forward while respecting its culture and tradition. The Town staff takes great pride in its work and is dedicated to the betterment of the community. Nevertheless, Council has acknowledged that a new organizational structure may be appropriate as there are currently no department director positions for planning, finance, or human resources. The Assistant Town Manager has assumed some oversight for these areas. The Town Council has also recently commissioned a classification and compensation study of town positions and the new manager will implement recommendations adopted by the Council. A new financial management system is also being introduced in the town government.

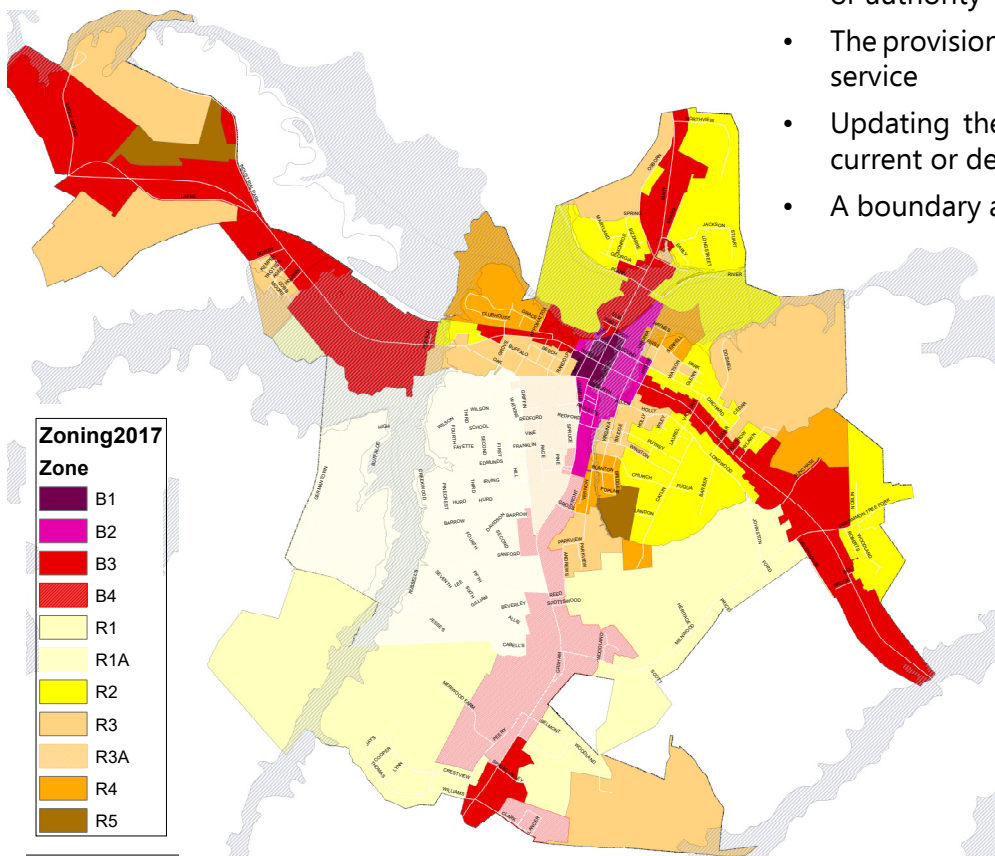
The Town of Farmville is currently in the process of updating its Comprehensive Plan. The draft plan includes a vision with the following aspects:

- A beautiful and historic community in Central Virginia.
- A leader in regional economic development.
- A crossroads for recreation and tourism opportunities.
- An open resourceful government.
- Guardians of our natural resources.
- A partner in progressive transportation solutions.

This plan, along with the Parks & Recreation Master Plan can provide a guide for future development and capital projects in the community. Citizen input to the comprehensive plan included a desire for more housing opportunities at all cost levels and strong interest in additional grocery establishments. Among the capital projects being contemplated in the plans are a roundabout at a major intersection on High Street, westbound access to Route 460 on the east side of town, a new public works building, and a multipurpose recreation building.

The Town Manager will be involved in a discussion with the Town Council of its goals and priorities. In the meantime, Council has identified several areas for further exploration:

- Strengthening town/county relations
- Improvements to the school system
- Promoting additional housing options
- The future of the regional airport under a commission or authority
- The provision of paid EMS staff to supplement volunteer service
- Updating the town charter and ordinances to reflect current or desirable practices
- A boundary adjustment





Position Profile

Town Manager, Farmville

Qualifications, Education & Experience

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

- A Master's degree in Public Administration, Business Management, 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/administrator level in an organization with comparable responsibilities; possessing a broad skill set appropriate to the breadth of town government operations. Local government experience in Virginia as a manager, deputy or assistant is desirable.
- A record of being an active member of one's community, through participation in local service organizations and volunteer activities.
- A demonstrated commitment to ongoing professional development through participation in organizations such as the International City/County Management Association (ICMA) and the Virginia Local Government Management Association (VLGMA); designation or progress toward designation as ICMA Credentialed Manager would be a plus.
- 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 town employees and community members.
- Professionally competent, with confidence tempered by humility.
- Excellent communications and interpersonal skills, including the ability to listen effectively and understand differing views; empathetic.
- Strong leadership skills, in the government organization, the community, and the region; visionary, proactive, and decisive; able to facilitate the blending of differing points of view into a reasonable approach for community betterment.
- Knowledgeable and supportive of the principles of the council-manager form of government and respectful of the different and complementary roles of the Town Council and the Town Manager.
- A role model, coach, and mentor for town employees; dedicated to the professional development of staff; able to empower employees with a focus on performance, collaboration and accountability.
- A promoter of teamwork and collaboration among town departments, with Prince Edward and Cumberland Counties, and across the region.

Performance Expectations

- Short-term, immediate actions will be to engage with staff and council, review town policies and procedures, master the budget process, and get up to speed on active capital projects.
- Facilitating innovation and positive change while demonstrating an appreciation for the community's culture and history.
- Active and visible participation in community activities as a resident of the town.
- Accessible and responsive to citizen concerns and issues; listening, understanding, providing timely follow-up, and facilitating creative solutions.
- A commitment to open and transparent government; promoting a positive and interactive relationship with town citizens and stakeholders; encouraging citizen engagement.
- Effective communications with all stakeholders; presenting information in a form understandable to various audiences.
- Fair and equitable treatment of town employees and departments.

Compensation & Benefits

Compensation for the Town Manager will be competitive, depending on qualifications and experience, within a range of \$115,000 to \$149,000. The successful candidate will be offered a generous benefits package including participation in a 401 (a) defined contribution retirement plan (the town is not a member of the Virginia Retirement System), health insurance coverage, paid time off, deferred compensation, professional development support and other benefits as identified in a negotiated employment agreement.

Application Process

Initial review of candidates will begin on January 20, 2020. Applications received after that date may be considered until the position is filled, however, it is anticipated that telephone interviews with selected candidates will be conducted in early February. 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.payne@bgllc.net. Questions may be directed to:

Kimball Payne

The Berkley Group

P.O. Box 181

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Mobile: (434) 444-3662

For Additional Information

farmvilleva.com

The Town of Farmville is an Equal Opportunity Employer