



Town Manager Recruitment Profile

Rocky Mount

Virginia





TOWN OF ROCKY MOUNT

The **Town of Rocky Mount** 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 planned retirement of the Town Manager in April 2020 after nearly fourteen years of service as the manager.

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 29, 2021**. 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



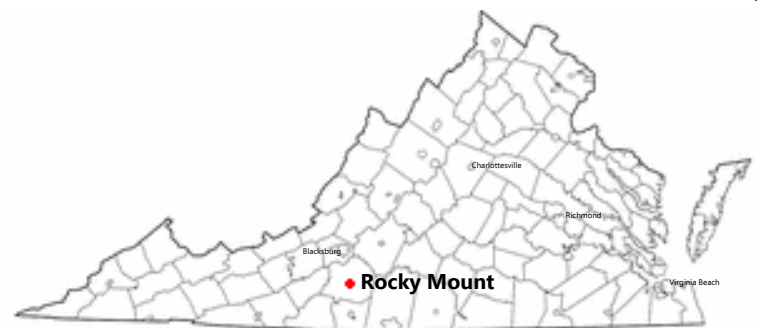
Rocky Mount, VA

Community Background

The Town of Rocky Mount is located in the center of Franklin County along Virginia's southwestern Piedmont Plateau and consists of approximately 6.5 square miles with a population of approximately 5,000 citizens. The town is situated 20 miles south of Roanoke, Virginia, 25 miles north of Martinsville, Virginia, and 46 miles southwest of Lynchburg, Virginia. This location, between Interstate 81 and Interstate 40, places Rocky Mount within an easy day's drive of all major mid-Atlantic markets.

Set in the beautiful rolling hills of the western Blue Ridge Mountains, the Town of Rocky Mount has been the seat of Franklin County since its formation in 1786. Bordered by serene farmlands and majestic forested ridges, Rocky Mount is a thriving small town that serves as the county's government, service, business, and cultural center. Rocky Mount enjoys a rich heritage of industry and music, with quiet, peaceful neighborhoods, a low crime rate and small-town charm with easy access to urban conveniences. A Virginia Main Street community, with an active Arts and Culture District, Rocky Mount's downtown provides an attractive environment for commerce and business. As the eastern gateway to the "Crooked Road," Virginia's Heritage Music Trail, and "Round the Mountain," Southwest Virginia's Artisan Network, Rocky Mount offers unique shopping, dining and recreation opportunities.

Rocky Mount's lively energy makes it better every day. From great national and international artists playing the downtown Harvester Performance Center, to the paddlers running the Pigg and Blackwater Rivers, from historic tours to delicious food at local restaurants, to community parks, Rocky Mount's residents and visitors always have



something to do. These activities draw people from across the region, making Rocky Mount a destination community. They also provide for the engagement of its citizens who take pride in and enjoy their town for its diverse amenities, as well as its exceptional hometown attributes.

Selected as the "Best Local Government for Business" by Valley Business Front Magazine, the town has a strong desire to balance its quality of life with opportunity for business and economic development. The town supports a robust mix of commercial, industrial, and residential opportunities, and works hard to attract economic development partners with the same sense of community.

The Town of Rocky Mount sits in a region that provides outstanding recreational opportunities for the outdoor enthusiast. The Blue Ridge Mountains offer nature trails, camping, fishing, hunting, horseback riding and the Blue Ridge Parkway. Paddlers enjoy easy access to the Pigg and Blackwater Rivers. Smith Mountain Lake, on Franklin County's eastern border, is a 20,000-acre man-made lake offering a variety of recreational activities including

tournament fishing, sailing, boating, and windsurfing, championship golf, tennis, and exceptional dining and lodging at lakeside establishments. Philpott Lake, to the south, is considered Virginia's best smallmouth bass and trout reservoir. Approximately 20,000 acres of public recreational and open space lands surround Philpott Lake, consisting of the Philpott Lake Management Area, Fairystone State Park, and the Fairystone Farms Wildlife Management Area. For hunters, local game includes bear, deer, dove, squirrel, rabbit, quail, and turkey.

Rocky Mount students attend the highly rated Franklin County public schools. The single county high school, the middle school and two elementary schools are in town. Franklin County High School offers advanced placement classes and dual enrollment at Virginia Western Community College. The Gereau Center for Applied Technology and Career Exploration allows all Eighth Graders and select Ninth Graders to combine challenging academic standards and integrate critical thinking skills with technological skills in preparing for the workforce of the 21st century. There are also two private schools within the community.

The Franklin Center for Advanced Learning and Enterprise, in Rocky Mount, offers partnerships with several colleges, community colleges, and universities, making access to higher education more affordable for residents and employers and creating a well-educated workforce. Ferrum College, a four-year liberal arts institution with over 1,500 students, is located ten miles southwest of Rocky Mount and offers a variety of baccalaureate and master's degrees in areas of study ranging from business and environmental science to teacher education and criminal justice. In addition, Virginia Tech and other private institutions of higher education are within about an hour's drive of Rocky Mount.

Rocky Mount's population of 4,747 (2018) is approximately 72% white, 18% African American, and 7% Hispanic. The Median Household Income is \$34,205 (2018) and the poverty rate is 28%. Franklin County has a population, including town residents, of approximately 56,195 (2018). Rocky Mount's census count is not a good indicator of its size. Because it is the county center for manufacturing, business, government, and public education it has the infrastructure of a larger community; one serving over 15,000 residents, visitors, employees, and students during the day. Regional employment is focused on manufacturing, higher education, public administration, health care, and lodging, food, and retail services. With the nearest four-lane road to Smith Mt. Lake, Rocky Mount has attracted a cluster of larger retail enterprises to serve that community.

The town is also the location of regional health care. Carilion Franklin Memorial Hospital is a modern, 37-bed facility offering 24-hour emergency care, MRI, CT and ultrasound diagnostics, intensive care services, nephrology and dialysis care, physical, occupational and speech therapies, respiratory and cardiac care, home health and



hospice care, inpatient and outpatient surgeries including endoscopy and advanced laparoscopy, and vascular lab services.

Situated between two magnificent lakes, enjoying a rural lifestyle and low taxes, but with municipal services, multiple broadband options, and quick access to Roanoke and the interstate system, the Town of Rocky Mount, Virginia is a great place to live, work, and play.

Town Services & Government

The Town of Rocky Mount provides selected municipal services complementing the more broadly delivered services, such as public education, libraries, and social services, provided by Franklin County. Services include general government administration, public safety, public works, water and wastewater treatment, and cultural and community development. Town staff manage community and economic development activities, including planning and zoning services. The Public Works Department is responsible for maintaining streets, traffic signals and signs, water distribution, wastewater collection, meter reading, sidewalks, storm water management, building and grounds maintenance, cemetery and parks groundskeeping, public right-of-way maintenance, street cleaning and refuse collection. The Rocky Mount Police Department is responsible for law enforcement and investigations with a commitment to community policing and officer involvement. The Rocky Mount Volunteer Fire Department provides fire and emergency services within the corporate limits of the town and within a designated first due area in Franklin County. Volunteers are provided a stipend by the town. Emergency medical services are provided by paid County staff.

While enjoying access to the facilities and programs offered by the Franklin County Parks & Recreation Department, the Town of Rocky Mount manages other cultural and open space amenities that attract residents and visitors. The town's historic freight train depot serves as a Community and Hospitality Center to welcome visitors and provide event space. Five public parks provide playgrounds, picnic shelters, walking trails, water access, and recreational activities such as tennis and roller skating. Rocky Mount's Farmers Market at Citizen Square gives area residents a popular gathering place for events and offers local produce growers the opportunity to sell their goods in a central location. The Harvester Performance Center, owned and operated by the town, attracts visitors from a wide area to enjoy world-class talent as well as the rich heritage of regional music.

The Franklin County Public Library holds more than 90,000 volumes. Its main library is in Rocky Mount and it also offers bookmobile services. In addition to public library facilities, the Stanley Library at Ferrum College, with 115,000 volumes, is open for public use by local residents.



The Town of Rocky Mount has 66 full-time and 16 part-time employees who are dedicated to and appreciated by the community that they serve. The annual budget of approximately \$10.9 million, includes a General Fund budget of \$6.5 million, a Utility Fund budget of \$3.3 million, a Utility Capital Projects Fund budget of \$700,000, and a Performance Venue budget of \$405,000. The town's finances are stable, its tax rates are steady, and its reserves are healthy.

Rocky Mount adheres to the Council-Manager form of government, with the Town Council being the legislative policy-making body for the town government. The Council is composed of seven members, including a mayor, elected at-large to four-year staggered terms. The mayor is the chief presiding officer of the Town Council and has the same powers and duties as other members of the Council, with a vote, but no veto. In addition, the mayor is recognized as head of the town government for all ceremonial purposes, for purposes of military law, and for the service of civil processes but has no administrative duties. A vice mayor is elected by the Council to preside in the absence of the mayor. Town Council appoints the Town Manager, the Town Attorney, and a Town Clerk.

Serving as the chief administrative officer of the Town, 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. In addition, the Town Manager represents Rocky Mount to federal and state agencies and serves on various local and regional boards representing the Town.

Challenges, Issues & Opportunities

Perhaps the biggest challenge facing the new Town Manager will be planning and managing town operations as the community continues to cope with the impacts of the COVID-19 virus on residents, businesses, and institutions. When the pandemic recedes, with time and an effective vaccine, there will be an opportunity to consider what modifications to policies and practices enacted in response to the coronavirus might continue to be beneficial moving forward. Ensuring that town services and operations are adapted to a post-pandemic environment and continue to be of high quality will be an important activity. Bringing the Harvester Performance Center back online with appropriate protocols will be of special importance.

Pandemic aside, the retirement of a long-tenured manager gives his successor an opportunity, after learning how the town operates and its culture and tradition, to explore with the governing body potential changes to organizational structure and processes in response to a changing

environment and Council's priorities and expectations. The potential turnover of key staff positions could also provide an opportunity for further evaluation.

On a broader scale, the Town Council has identified several priority issues to engage the new manager. Community and economic development remain a major goal. How to leverage the town's enterprise zone and the role of the Economic Development Authority in business and industry recruitment and retention will be areas for the manager to explore. A related objective is to increase the occupancy of downtown buildings with residences and businesses.

The town's capital improvement plan was put on hold until the economic impacts of the pandemic can be better understood. Although there are no critical needs, utility infrastructure is aging and improvements to the water treatment plant are envisioned in the future. A number of desirable community improvements were also postponed. Getting the capital plan back on track for the maintenance and enhancement of community facilities will be an important task.

The town's comprehensive plan, last adopted in 2015, is up for review. Housing, especially "middle housing" for employees wishing to reside in the town, is an issue that should be explored during the plan's review and revision. In addition, the review of the comprehensive plan will provide the opportunity to revisit downtown revitalization, road improvements and community amenities such as gateways and trails; all of which could impact future capital planning.

Finally, an ongoing issue is relations between the town and Franklin County. Economic growth in the town benefits the county as well and town residents pay taxes for services provided by the county. Overall, the residents of both localities, who are all county citizens, benefit from a cooperative and coordinated delivery of services by the two governments. Nevertheless, points of friction do arise from time to time; public safety and solid waste management are recent examples. Strengthening or optimizing existing collaborations and exploring new opportunities to work together is a goal. The new manager will have an opportunity to build a relationship with the County Administrator as both work with their governing bodies to serve the residents of the community.

A photograph of a wooden signpost in a park-like setting. The signpost is made of weathered wood and has a white rectangular sign with a black border that reads "ROCKY MOUNT" in bold, black, serif capital letters. In the background, there are green park benches, a person in a red shirt, and other people, all slightly out of focus.

ROCKY MOUNT

Position Profile

Town Manager, Rocky Mount

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. Past service in a smaller community would be a plus.
- 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, community members, and the Town Council.
- Professionally competent, with confidence tempered by humility.
- Excellent communications and interpersonal skills, including the ability to listen effectively and understand differing views; empathetic. A confident public speaker.
- 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 Franklin County, and across the region.

Performance Expectations

- Short-term, immediate actions will be to engage with staff and council, review town policies and procedures, understand the budget, and get up to speed on active issues and 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.
- Proactive in reaching out to town businesses, listening to their concerns, and being responsive when issues arise.
- 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.
- Accessible to Council members and committed to keeping them all equally informed. Providing a weekly report of significant activities and future events.
- Fair and equitable treatment of town employees and departments.

Compensation & Benefits

Compensation for the Town Manager 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, 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 29, 2021. 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 during the second week of 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

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For Additional Information

Visit <https://www.rockymountva.org/>

The Town of Rocky Mount is an Equal Opportunity Employer