

Town Manager Recruitment Profile

# Colonial Beach

Virginia





# TOWN OF COLONIAL BEACH

**The Town of Colonial Beach** 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 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 expectations and professional references, to The Berkley Group via email at [margaret@bgllc.net](mailto:margaret@bgllc.net). While the position is open until filled, **review of candidates will begin March 1, 2021**. Inquiries relating to the Town Manager position may be directed to:

**Margaret M. Schmitt**

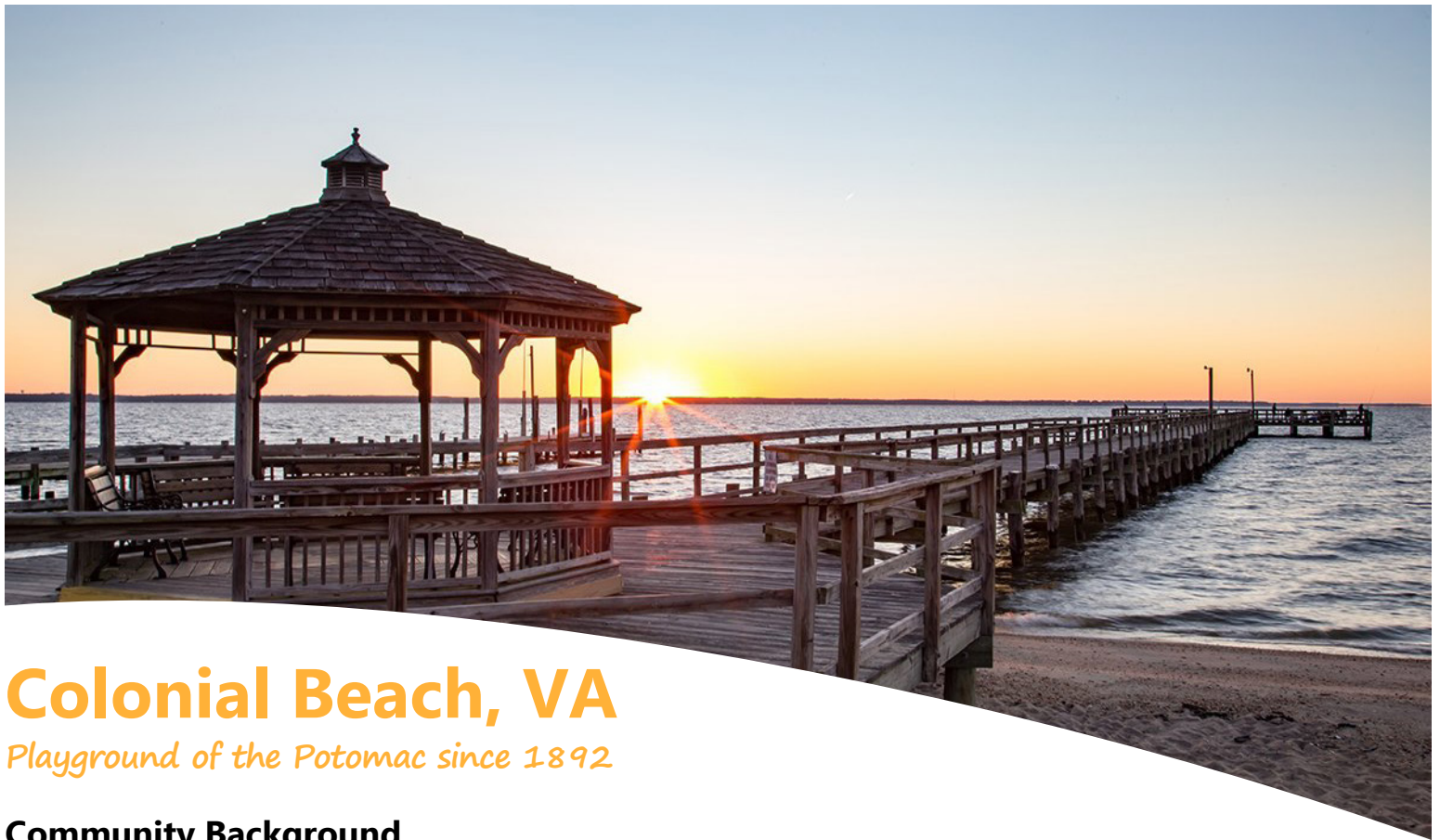
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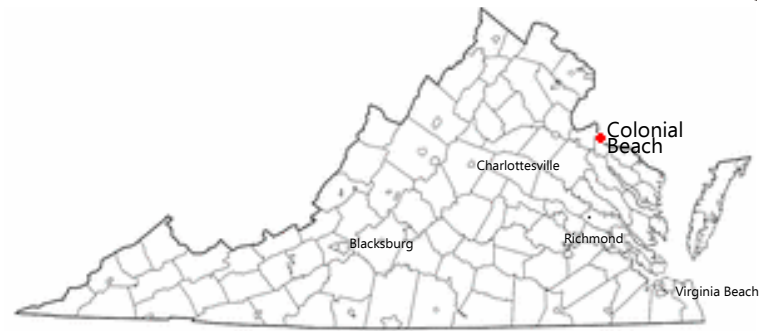
# Colonial Beach, VA

*Playground of the Potomac since 1892*

## Community Background

The Town of Colonial Beach, Virginia is a beach-front community located in the northwestern part of Westmoreland County on Virginia's Northern Neck peninsula. It is bounded by the Potomac River, Monroe Bay and Monroe Creek and is home to the second-largest sandy beachfront in the state. Colonial Beach is located nearly equidistant from the Northern Virginia/Washington D.C. metropolitan area and the Richmond metro area. Easy access to I-95 and four-lane US 301 links travelers to all of Virginia and Maryland with direct access to Baltimore, Annapolis in addition to Washington D.C. Colonial Beach is less than a day's drive from all major mid-Atlantic markets. It is an ideal place for those who want to enjoy big-city access in an engaging, small town setting.

Colonial Beach is proud of its exemplary quality of life with excellent schools; a friendly, "front-porch" community where the people have a strong sense of community, are welcoming and caring. Golf carts traverse the Town's streets carrying residents and visitors waving to all they pass. Volunteerism is a hallmark of the Town with residents actively engaged in its government and working to improve the community. The town thrives on its location, enjoying spectacular sunrises over the Potomac River and breathtaking sunsets across Monroe Bay. Nearly three quarters of the Town is enveloped by large expanses of open water and the peninsula setting offers residents picturesque views and easy access to water recreation. The tidal Potomac River offers some of the finest fishing, crabbing and shellfishing on the Atlantic coast. The Potomac not only serves as a fine "fishing hole" for oysters,



blue crab and more, it also serves as the state boundary line between Maryland and Virginia.

Because of these natural amenities and the appeal of the laid-back lifestyle, continued development is anticipated for Colonial Beach in the years to come. Its natural setting is perfect for those seeking a safe, close-to-home destination.

Natural recreational activities are nearby, and major metropolitan areas amenities are just over a one-hour drive. Colonial Beach seamlessly blends its urban density with its rural surroundings, retaining a Northern Neck charm and creating a beach getaway vibe with a waterman's' work ethic. Colonial Beach was named Best Virginia Beach for 2018 by USA Today. In 2019, Colonial Beach was named The Nicest Place in Virginia and a finalist for Nicest Places in America by Reader's Digest.

While the present pandemic has reduced public events, Colonial Beach offers fun-filled community events from spring until the winter holidays. Music lovers, history buffs, foodies, art lovers, shoppers and adventures seekers will find

something to do in Colonial Beach or nearby. From Virginia Oyster Month, with oyster-centric commemorations to the Colonial Beach Fall Rockfish Tournament and Blue Crab season to runs through the vineyards and cycling trips, there's something for everyone.

The Town of Colonial Beach is rich in history. Native Americans have inhabited the area of modern-day Colonial Beach since at least 500 B.C. The United States' earliest leaders had roots here. During colonial times, the region was dotted with plantations and farms settled by such notables as the families of George Washington, James Monroe and Robert E. Lee. The George Washington Birthplace National Monument and the James Monroe Family Home Site are nearby. Economic activity was primarily related to fishing and farming, which remain important to the local economy. Development began in 1878, and by 1883, the Colonial Beach Improvement Company had been formed for the purpose of creating a summer resort for Washingtonians. By 1906, steamers were transporting thousands of visitors to the thriving boardwalk area, hotels and other amenities. The seasonal influx continues to more than double the size of the community during the summers. The town was incorporated in 1892 and extensive construction followed. Colonial Beach's rich cultural history is evident in the preserved 19th and early 20th century architecture, including Alexander Graham Bell's summer home on Irving Avenue, as well as the beautiful murals on buildings throughout Town.

Today's Colonial Beach offers hometown living and myriad recreational and leisure activities. In addition to the two miles of sandy beach, a fishing pier, camping areas, museums and an active arts scene lure visitors and locals alike. The Colonial Beach Yacht Club offers ample facilities for docking pleasure craft. Westmoreland State Park situated on the Potomac River has an expansive beach, picnic facilities, cabins, camp sites and hiking trails. Tours are also available at the Ingleside Plantation Winery. Nearby Fredericksburg offers additional historical and entertainment attractions.

Residents utilize the medical facilities available at several area hospitals. Riverside Tappahannock Hospital is a 100-bed facility that is located 24 miles south. This hospital offers general surgery, 24-hour emergency care, physical and respiratory therapy, and internal and nuclear medicine. Mary Washington Hospital, located 45 miles north in Fredericksburg, is a 412-bed regional facility equipped with the latest in technology and services, including a 24-hour emergency room, an obstetric unit, a dialysis unit, and surgical and critical care divisions. Rappahannock General Hospital in Kilmarnock, 47 miles east, is a 77-bed facility providing surgery, emergency care, internal medicine, obstetrics, orthopedics and diagnostic services.

The Colonial Beach Public School System, governed by a 5-member, elected Board, was established as an independent school division in 1907. The division includes



two fully accredited schools, Colonial Beach Elementary School for grades PK-7 and Colonial Beach High School for grades 8-12. The schools “create learning experiences for all students that instill 21st - century skills necessary to compete in today’s global society in all areas: academic, physical, vocational and social.” With an enrollment of 620 students, the system benefits from a strong sense of community investment and pride.

The Northern Neck Technical Center and Rappahannock Community College have strong workforce training programs that assist businesses of all types with labor force training. The University of Mary Washington, a four-year public institution has its main campus less than an hour away in Fredericksburg and a campus in Dahlgren, a 30-minute drive. Multiple public and private institutions of higher learning are nearby in Richmond and northern Virginia. The Abraham I. Cooper branch of the Central Rappahannock Regional Library System, with over 179,279 volumes in its collection, is located in Town. Area colleges also open their library facilities to the public. These facilities include the 458,335-volume collection at Mary Washington College in Fredericksburg and the 48,824-volume collection at the Warsaw and Glens campuses of Rappahannock Community College.

The Town of Colonial Beach, the largest incorporated town in Westmoreland County, encompasses 2.8 square miles and has a population of 3,689 (2021 estimate) which is approximately 77% white, 11% Black or African American, 6% Two+ Races, 2% Asian, 2% Native American and 1% other. The median household income is \$48,599 (2017) and the poverty rate is approximately 19%. Westmoreland County’s population, which includes the residents of its towns, is approximately 18,015. Regional employment is focused on retail, public service, professional services and education.



## Town Government

The Town of Colonial Beach provides an array of municipal services complementing the more broadly delivered county services, such as courts and social services. Town services include law enforcement, emergency operations, planning and zoning, water and sewer utilities, stormwater management, and solid waste collection, including seasonal and scheduled special collection for bulk and yard waste. The Town operates a water distribution system and a wastewater treatment plan and maintains three community parks. A new commitment to the Town’s leisure services includes a recently established Parks and Recreation position. Colonial Beach has 54 employees and an annual budget (FY 19-20) of approximately \$7.5 million including the \$2.5 million school budget.

The Town of Colonial Beach is governed by a Mayor and six council members, elected to staggered terms. The Council is the legislative policy-making body for the town government. Council appoints a Town Manager who is responsible for the day-to-day administration and operations of the town government, appoints and supervises employees, implements policies and addresses priorities adopted by the Council. In addition, the Town Manager serves as the Emergency Operations Coordinator and represents Colonial Beach on various local and regional boards and committees.



## Challenges, Issues & Opportunities

One of the biggest challenges facing the new Town Manager will be planning and managing town operations as the community continues to cope with impacts of the COVID-19 pandemic on residents, businesses and potential visitors. In addition, four newly elected Council members and some staff turnover will provide the new Manager with a unique opportunity to work alongside Council, staff and the community to make a long-lasting impact.

Economic development projects are at the forefront of challenges and opportunities as long-expected residential, commercial and retail developments take shape primarily through the \$25M Dodson Group development project: "Development with Purpose in the heart of Colonial Beach". This project includes substantial revitalization of the Boardwalk area with a hotel, condos and retail space. In addition, three historic buildings will be renovated and repurposed and the town has positioned itself to begin a Main Street program. This is an exciting time for the Town and the new Town Manager has the opportunity to see almost immediate impact of the Town's growth while managing development into the future.

Council is currently working with the Planning Commission to update the Comprehensive Plan with meaningful community input and participation. The draft plan's vision statement, "Colonial Beach is an attractive, historical beach town committed to family, business, the arts, and healthy lifestyle", is the cornerstone to future planning.

Within the context of the comprehensive plan, its goals and the current environment, Council has identified the following areas of focus for the next three to five years:

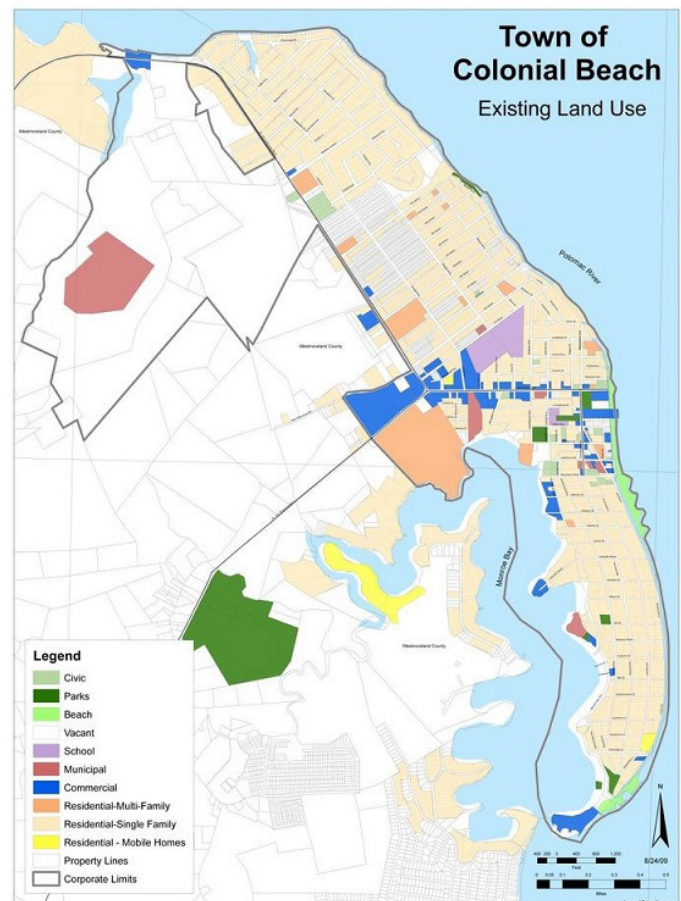
- Infrastructure revitalization and improvements including water and sewer systems to position the Town for upcoming development projects.
- Develop and improve storm water management processes.
- Manage the four-phase Dodson Development project set to begin phase one in April 2021 as well as other significant development projects.
- Continue the RAFT (Resilience Adaptation Feasibility Tool) process leading to shoreline protection and flood management.

The Colonial Beach Town Council recognizes the importance of building transparency and stability in government operations and focusing on governing as it addresses important issues for their community. The Council demonstrates a collaborative spirit and, while expressing individual perspectives, they are committed to working together for the good of the Town.

The new Town Manager will have the opportunity to assist the Council in its development as an effective governing body and lead the implementation of the strategies and decisions approved in the soon to be adopted comprehensive plan.

In addition to the identified responsibilities, the Manager will need to focus on:

- Improving working relationships with Westmoreland County officials and staff,
- Developing and sustaining a team culture among staff, including empowering, delegating and supporting the staff's citizen focus,
- Engaging with volunteer community groups and interested individuals, taking ownership of issues and resolving concerns equitably and efficiently, and
- Participating in Town events, developing relationships with local business owners, community members and regional partners.





# Position Profile

## *Town Manager, Colonial Beach*

### **Qualifications, Education & Experience**

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

- A Bachelor's degree in Public Administration, Business Management, Civil Engineering, Planning or a related field; a master's degree is preferred.
- Three to five years of successful leadership at a senior executive/administrator level in an organization with comparable hands-on responsibilities; possessing a broad skill set appropriate to the breadth of town government operations. Virginia local government experience as a manager, deputy or assistant is highly desirable.
- Demonstrated experience managing complex and multiple economic development and capital projects simultaneously through a variety of funding agencies. Experience in stormwater and emergency management is a plus.
- 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 Council, Town employees and community members.
- Approachable and personable, demonstrating a positive outlook and commitment to inclusive practices.
- Professionally competent, with confidence tempered by humility.
- Excellent communications and interpersonal skills, including the ability to listen effectively to understand and manage differing points of view.
- Strong leadership skills, in the government organization, the community, and the region; visionary, analytical, proactive, decisive and consistent; 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.

## 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/planned infrastructure projects.
- Active and visible participation in community activities, preferably as a resident of the town.
- Responsiveness to citizen concerns and issues; listening, understanding and providing timely follow-up.
- A commitment to open and transparent government; promoting a positive and interactive relationship with individual citizens, community groups and stakeholders; supporting a high level of 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 Manager will be dependent on qualifications and experience within an expected hiring range of \$100,000 – \$125,000 annually. The successful candidate's total compensation package will include a generous benefits package including participation in the Virginia Retirement System (VRS), health insurance coverage, paid time off, group life and disability insurance, professional development support and other benefits as identified in a negotiated employment contract.

## Application Process

**Initial review of candidates will begin on March 1, 2021.** Applications received after that date may be considered until the position is filled. A timely submission ensures the most advantageous review. To be considered, please submit a cover letter and resume with salary expectations and professional references to The Berkley Group, via email at [margaret@bgllc.net](mailto:margaret@bgllc.net). Questions may be directed to:

### **Margaret M. Schmitt**

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## For Additional Information

Visit [www.colonialbeachva.net](http://www.colonialbeachva.net)

The Town of Colonial Beach is an Equal Opportunity Employer