



TOWN MANAGER

TOWN OF DAYTON, VA



The Town of Dayton 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 history and professional references, to The Berkley Group via email at frank.principi@bgllc.net. While the position is open until filled, **review of candidates will begin August 7, 2023**. Inquiries relating to the Town Manager position may be directed to:

Frank Principi

The Berkley Group

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Bridgewater, Virginia 22812

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*Discover Historic Dayton:
Small Town, Hometown, Downtown*

COMMUNITY BACKGROUND

The Town of Dayton, Virginia is a small town nestled in the heart of the Shenandoah Valley, bounded by two magnificent mountain ranges (the Alleghany and the Blue Ridge) and the impressive Shenandoah River. Dayton is one of the oldest settled communities in Rockingham County.

Dayton enjoys an exemplary quality of life with excellent schools, and is a safe, walkable community that is a great place to raise a family. The Town enjoys a sense of community with an engaged and welcoming citizenry. Natural recreational activities are nearby, and major metropolitan areas amenities are within a 2-hour drive. The George Washington National Forest, Shenandoah National Park, and Skyline Drive, as well as numerous wildlife refuges, national recreational areas, streams, rivers, and lakes, are easily accessible from the town.

Dayton is surrounded by prime agricultural land with working farms and generous open spaces. Although Dayton has grown to the west and north, the central part of town is largely unchanged. Dayton and the surrounding area feature must-see destinations that boast diverse outdoor recreation, thriving cultural attractions, vibrant and inviting small towns, numerous historical attractions, and farm-to-table dining opportunities.

The Town of Dayton is 1.3 square miles and has a population of just over 1,700 which is approximately 79.5% White, 5.58% Asian, 5.32% Multiracial (Hispanic), 5% White (Hispanic) 2.08% Black or African American and 1% Multiracial (Non-Hispanic). Median household income is \$60,150 (2020) and the poverty rate is approximately 7.73%. Rockingham County's population, which includes the population of its seven incorporated towns, is approximately 81,138. Dayton is part of the Harrisonburg, Virginia Metropolitan Statistical Area. Regional employment is focused on education, production, and health care. Cargill, Inc. maintains a 327,000 square foot production facility in town and is a proud partner in the Dayton community. There are numerous higher education institutions, all within a 15-minute drive, including James Madison University, Eastern Mennonite University, Bridgewater College, and Blue Ridge Community College.

Dayton is rich in history and tradition. Throughout the quiet streets and quaint downtown, some very picturesque and richly decorated buildings can be found. The Dayton Historical Triangle is comprised of the Rocktown History Museum, the Cromer-Trumbo House, Fort Harrison, and the Silver Lake Mill. A walking tour of Dayton begins at the Rocktown History Museum, the official Historic Dayton Welcome Center.

The Rocktown History Museum offers galleries, rotating exhibits, an extensive permanent exhibit on the Civil War in the Valley, exhibits on the Valley through the ages, local folk art, a gift shop, lecture hall and an extensive genealogy library. Other buildings of interest in Dayton include those that were once part of the Shenandoah College campus. Founded in 1875 by A. P. Funkhouser and J. N. Fries, the school was first known as Shenandoah Seminary. In 1960, the college moved to Winchester and later changed its name to Shenandoah University.

Shopping in Dayton is a unique experience as you browse through the Dayton Market, a place where you can feel welcome with several specialty shops featuring a wide variety of merchandise, including items made with local, skilled hands. The shopping experience extends along the John Wayland Highway/Corridor. There are other unique shops throughout Dayton's Historical District (a Main Street Virginia Exploring Community) where you will find glass art, gifts, crafts, primitives, modern furniture, antiques, and collectibles, and all your sewing and quilting needs. Also, nearby is Silver Lake Mill, also known as Rife's Mill. The Mill is an historic landmark that now houses a store offering mill-themed products, gifts, and commemorative collectibles. The mill celebrated its 200th anniversary in 2022 and is the focal point of the 104-acre Silver Lake Historic District.

Dayton is home to a national historic registered landmark, The Daniel Harrison House, also known as Fort Harrison, the oldest house in Dayton and one of the oldest in Rockingham County. The two-story stone house was built around 1749 by Daniel Harrison, the first settler of Dayton, and is open to visitors every weekend from May through October, and for groups by appointment.

The Town of Dayton offers fun-filled community events from spring until the winter holidays. Dayton's oldest and most popular event is the "Dayton Days" Autumn Celebration, an arts and crafts festival held annually on the first Saturday in October. The festival attracts about 20,000 attendees annually to indulge in the culture, arts, and handmade crafts of over 300 vendors from numerous states, and a wide variety of delicious foods. Other events include the Dayton Redbud Arts & Crafts Festival held in the spring and live music during the summer, and the annual Dayton Christmas Parade. Downtown Dayton offers history, charm, and small business ventures.

For adventurous spirits, spring finds Dayton hosting the Dayton Muddler, a tough, 4-mile, muddy adventure course through historic Dayton, which supports police and local nonprofits.





TOWN GOVERNMENT

The Town of Dayton provides an array of municipal services complementing the more broadly delivered services, such as public education and social services, provided by Rockingham County. Services include law enforcement, planning and zoning, water and sewer, stormwater management, and solid waste collection, including seasonal and scheduled special collection such as bulk and yard waste. It also has active programs promoting economic development and tourism.

The Town operates a water treatment plant, upgraded in 2023, and its distribution system serves approximately 650 residential, commercial, and industrial customers. It also maintains approximately 15.5 miles of sanitary sewer lines. The Harrisonburg Rockingham Regional Service Authority (HRRSA), of which the Town is a member, is responsible for wastewater treatment.

The Town maintains three community parks, which contain handicap accessible equipment for both children and adults. The first phase of the Dayton Greenway project broke ground in 2018 and connects Cooks Creek Park to the Silver Lake Mill Historic Area with access points at either end of the greenway. The landscaped greenway includes an asphalt trail appropriate for biking or walking and access to the creek for fishing and provides benches for enjoying scenic spots.

The Dayton Police Department offers 24/7 public safety coverage and is currently in the process of seeking accreditation. The Police Department is supported by the Harrisonburg-Rockingham Emergency Communications Center, which provides E911 call answering and dispatch services. Rockingham County and the Town of Bridgewater provide mutual aid for law enforcement and emergency management. Rockingham County Department of Fire & Rescue, the Bridgewater Volunteer Fire Company and Bridgewater Volunteer Rescue Squad provide fire and emergency medical response in the Town. As the town's population is less than 3,500 persons, the Virginia Department of Transportation is required to maintain streets in the Town, with the Town working closely with VDOT for street-related maintenance activities.

Dayton has approximately 16 employees, with an annual Town budget (FY2022-2023) of approximately \$6 million, \$4.5 million of which is for operations.

The Town of Dayton is governed by the Mayor and six council members. Elections are held every two years. Council members are elected in staggered terms with four elected in one election cycle and two in the other cycle. The Mayor's term of office is two years, with Council Members serving four years. The Council is the legislative policy making body for the town government. The popularly elected Mayor presides at meetings of the Council and is established by charter as the chief executive officer for the Town government.

The Town Council is committed to following the principles of the Council/Manager form of government. A recent charter change established the position of Town Manager and outlines that position's responsibilities. The Town Manager 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. The Manager serves as the Clerk to Council, human resources manager, purchasing agent and FOIA Officer. The Manager represents the Town on the Harrisonburg Rockingham Regional Sewer Authority (HRRSA) and the Policy Board for the Harrisonburg Rockingham Metropolitan Planning Organization (HRMPO). The Manager is also responsible for ensuring that all laws, ordinances and resolutions of the Council are faithfully enforced.

CHALLENGES, ISSUES & OPPORTUNITIES

The Council adopted a revised Comprehensive Plan for the Town in February 2023. The goals and objectives of the plan, which give added focus to infrastructure and economic development, will guide the Town into the future. A key goal established by Council is to encourage and support growth within the Town while maintaining and protecting its rural, small-town character and charm. Other goals include:

- Encourage orderly growth in adherence to the Comprehensive Plan, town codes and zoning ordinances.
- Preserve, enhance, and promote Dayton's historic, rural, small-town atmosphere while seeking limited planned residential growth.
- Seek opportunities to encourage business growth that will provide a range of services to meet residents' needs and to build a strong and diverse economic base.
- Maintain a safe coexistence between motorized and non-motorized vehicles with pedestrian-friendly access to historical and cultural sites, parks, and businesses.
- Work closely with the Harrisonburg Rockingham Metropolitan Planning Organization's 2040 Long Range Transportation Plan.
- Maintain water treatment systems to assure safe, high quality, drinking water.
- Develop and maintain high quality, safe, and accessible recreational areas.

Within the context of the comprehensive plan and the current environment, the Council has identified the following areas of focus for the next 3-5 (three to five) years:

- Addressing infrastructure maintenance and improvement needs.
- Developing a new drinking water source and expanded storage capacity.
- Continue moving forward with the Dayton Greenway project.
- Downtown revitalization.
- Completing important transportation improvement projects.
- Accessing housing needs of present and future residents of the Town to ensure the needs are met through a variety of housing options.
- Diversifying the Town's financial and economic base. The Town currently relies on significant transfers from the water fund to the general fund to support operations.



The Dayton Town Council recognizes the importance of building stability in government operations, and focusing on governing as it addresses important issues for the community. The Council anticipates scheduling a strategic planning session following the hiring of the new Manager, providing that person a unique opportunity to work closely together with Council to develop a long-range plan for 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 planning session. In addition to the identified responsibilities, the Manager will also focus on:

- Learning and managing Town needs, allowing Council to focus on governing.
- Initiating and completing projects identified in the Capital Improvements Plan.
- Creating and maintaining an effective, responsive organizational structure capable of meeting the needs of the Town within its fiscal constraints.
- Balancing workloads and workflow to meet operational needs.
- Identifying and presenting proposals to the Council for maintaining an aging infrastructure.
- Working with the staff to promptly resolve citizen inquiries.
- Engaging in Town events, developing relationships with local business owners, community members and regional partners.





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 as a senior executive/administrator in an organization with comparable hands-on responsibilities; possess a broad skill set appropriate to the breadth of Town government operations.
- Local government experience in Virginia. A Manager or deputy position is highly desirable.
- Demonstrated experience managing multiple complex capital projects simultaneously through a variety of funding/granting agencies.
- Experience in Economic and Community Development, Human Resources management, and Tourism.
- 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 is preferred.
- A combination of education and experience that qualifies an applicant for this position may be considered in lieu of the more specific criteria listed above.

PERSONAL TRAITS AND DESIRED CHARACTERISTICS

- The following personal traits and desired characteristics are the elements for successful performance:
- Absolute integrity, ensuring ethical, equitable, honest, fair, open, and personable interactions with Council, Town employees, partners, and community members.
- 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 complementary roles of the Town Council and the Town Manager.
- Role model, coach, and mentor for town employees, dedicated to the professional development of staff and able to empower employees with a focus on performance, collaboration, and accountability.

PERFORMANCE EXPECTATIONS

The following performance expectations are the elements for successful performance:

- Short-term, immediate actions will be to engage with staff and council, review town policies and procedures, budget, and active/planned infrastructure projects.
- Active and visible participation in community activities as a resident of the town or nearby county.
- Responsive 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 citizens, partners, 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 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 (VRS), health insurance coverage, paid time off, disability insurance (short-term and long-term), professional development support and other benefits as identified in a negotiated employment contract.

APPLICATION PROCESS

Initial review of candidates will begin on August 7, 2023. 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 frank.principi@bgllc.net. A town application, physical, and drug test is required of the final candidate offered the position. Questions may be directed to:

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The Berkley Group

P.O. Box 181

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Please visit www.daytonva.us.

The Town of Dayton is an Equal Opportunity Employer.