



POSITION ANNOUNCEMENT

DIRECTOR OF ECONOMIC DEVELOPMENT AND TOURISM

The City of Fredericksburg is seeking an experienced and highly motivated professional to be the City's next Director of Economic Development and Tourism.

Located 47 miles south of the Nation's capital and 53 miles north of the State capital, the City of Fredericksburg is a growing community – in the fastest growing region in the Commonwealth of Virginia. Working for the City of Fredericksburg is an opportunity to make a meaningful difference in the lives of others. It is also an opportunity to have a hand in the development of a city that maintains its community values, while meeting community needs as it grows. The City team is committed to facilitating Fredericksburg's continued progress in building an exceptional place to live, work and raise a family.

Position Description: The City's Director of Economic Development and Tourism leads the City's Department of Economic Development and Tourism and reports directly to the City Manager. The Director also serves as key staff support to the City's Economic Development Authority, which is an independent authority that helps promote economic development activity in the City. The Department's adopted budget for FY 2024 is \$1.3 million, and there are four full-time positions in the Department, in addition to the Director.

The Director serves as the City's chief economic development officer, serving as a key liaison between City officials and the local business community. The Director of Economic Development must assess project proposals and assist as necessary in the encouragement of investments by both existing businesses and potential new business. A key focus for the new Director will be the redevelopment of existing older commercial centers, consistent with the City's Comprehensive Plan and Small Area Plans. Ultimately, the Director is charged with increasing quality jobs and tax revenue in the City of Fredericksburg.

The City is also the new home of Minor League Baseball's Fredericksburg Nationals (*FredNats*), which opened their \$40 million 5,000 seat stadium in 2020. The Washington Capitals also sponsored the buildout of an outdoor inline skate rink in 2019. Additionally, the City is increasingly collaborating with University of Mary Washington Athletics to promote increased tournament draw to the City. The next Director will have an excellent foundation in which to pursue opportunities in sports tourism, conventions and event business.

The City is also the home of the National Park Service's Fredericksburg Battlefield Visitor Center, and multiple nationally significant properties to include Mary Washington's home

(George Washington's Mother), President James Monroe's law office, and Revolutionary War General Hugh Mercer's Apothecary Shop. A certified Virginia Main Street organization is also established in the City's important historic district, supporting a thriving regional arts and food scene. All of these organizations work well together, and the new Director will foster even greater collaboration so the City will continue to reach towards its unlimited potential.

The City organization works to live "One team for a great community," as a guiding principle. The next Director of Economic Development will join the Executive Leadership Team of the City, and will be charged with working with Planning, Public Safety leadership, Public Works, Transportation/Transit and other Departments to advance the City. It is also worth noting that both the Department and City Management have decades of combined experience, and stable tenure with the City.

The Department is also currently undergoing an exciting transition to new offices. Department offices will be moving to a new office space located on the third floor the City's Executive Plaza building, 601 Caroline Street in May 2024. The new Visitor Center will be moving to the first floor by the end of the calendar year.

Ideal Candidate Profile: The new Director will have comprehensive knowledge of the principles and practices of economic development and marketing, tourism attraction strategies, small business development, comprehensive knowledge of the principles of public and business administration, and the ability to attract industry and business to the City. The Director must also demonstrate the ability to establish and maintain effective working relationships with City officials, employees, the media and the general public, and have proficiency in primary Microsoft Office suite applications.

Education, Experience and Credentials: Applicants should have any combination of education and experience equivalent to a four-year degree from an accredited college or university with major course work in Marketing, Business, Economic Development, or related field. A minimum five years of leadership in local, regional or state government economic development experience is also required.

A Master's Degree in a related field, and experience within the Commonwealth of Virginia is a definite plus. Designation as a Certified Economic Developer (CEcD) by the International Economic Development Council is also a plus.

Invitation: Come be part of a knowledgeable and amazing work team committed to excellence in serving a thriving and growing community and the commitment to [City's Core Values](#). The City's hiring range for this position is expected in the \$125,000 to \$135,000 range depending upon qualifications and experience. The City also has a competitive benefits package, featuring generous annual and sick leave, health insurance and membership in the Virginia Retirement System.

Please complete a City employment application, attaching a cover letter and a resume, on the City's website at www.fredericksburgva.gov/employment.

First review will occur on June 3, 2024, and the position will remain open until filled.

The City of Fredericksburg provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

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