



## DIRECTOR OF CITY AND COUNTY VITALITY

**\$113,256 - \$153,296**

*Plus Excellent Benefits*

Apply by  
**September 13, 2020**  
*(First Review, Open Until Filled)*

**PROTHMAN**



## WHY APPLY?



Located equidistant between Denver and Boulder Colorado with a Colorado Rocky Mountain backdrop, the City and County of Broomfield is one of two city and county governments in Colorado,

and only one of 40 in the entire U.S. The area is nestled in one of the nation's strongest metropolitan economies, offers over 300 days of sunshine each year, and is a safe, active community with strong school districts. Broomfield has taken a balanced approach to development and offers residents a careful mix of residential and commercial land use, with generous open space, parks, and natural areas. Residents enjoy world-class shopping and recreation, an abundance of open land, and a multitude of vibrant communities that offer everything from affordable starter homes to million-dollar custom homes.

This is an excellent opportunity for a dynamic economic development professional to play a critical role in enhancing a thriving organization with dedicated employees. If you possess strong interpersonal and leadership skills, have an eye for strategically improving public services, and enjoy taking a collaborative approach, this is the right position for you!

## THE REGION

Home to 66,529 residents, Broomfield is located in the foothills of the Rocky Mountains along U.S. Highway 36, just seventeen miles northwest of Denver and nine miles south of Boulder. Several major highways allow easy access to the City and County from any direction.



Broomfield is an active, diverse, and connected community that has been ranked the 9th best place to live in the USA according to Money Magazine, and 5th out of the 50 largest U.S. metropolitan areas as healthiest places in the country according to a study by NerdWallet. The region offers 70 miles of on-street bike lanes, 90 multi-use (walking and biking) paths, a multimodal transportation network, and high-speed internet. Residents enjoy more than 281 miles of trails, 8,000 acres of open lands, 700 acres of developed parks, 45 playgrounds, and nearby hiking, mountain and road biking, fishing, boating, kayaking, skiing, and golfing opportunities.

For those looking to stay inside, Broomfield residents have access to many shopping amenities ranging from independent retailers to a super-regional shopping mall. The Flatiron Crossing Mall has more than 200 shops and restaurants and is the North Denver Metro's premier shopping, dining, and entertainment destination, featuring award-winning architecture and retail set in a two-level enclosed shopping mall with adjoining outdoor shops, restaurants, and state-of-the-art movie theaters. Arista, located along U.S. 36, is an entertainment district with superior access to multiple transit options. Home to Broomfield's 1STBANK Center, Arista attracts people from all over the Metro Denver region to enjoy shopping, concerts, comedy shows, and more.

Broomfield has one of the Top 10 best housing markets in the USA, and boasts an exceptional school system, with both public and private offerings, that combine the latest in education's creative and innovative teaching methods. Within the Broomfield community, residents are served by the Boulder Valley School District, Adams 12 Five Star School District, Weld County School District, Jefferson County School District, Brighton School District, and St. Vrain School District.

## THE CITY/COUNTY

In the late 1990s, Broomfield made Colorado history by becoming one of two city and county governments in Colorado, and only one of 40 in the entire U.S. Strategic benefits of this change include better service delivery and quality of life opportunities for residents, cost savings of consolidated functions, mixed revenue sources, standardized tax policies, direct representation on the City Council, and an improved competitive environment for businesses looking for streamlined services and a unified policy-making body.

Broomfield features a council-manager form of government. The City Council, which also functions as the County Board of Commissioners, consists of a ten-member board with a mayor. Citizens elect two council members for each of Broomfield's five wards to serve staggered four-year terms. The Mayor is the leader of the board and is elected at-large for a two-year term. The City and County Manager, City and County Attorney, Municipal Judge, and several citizen boards report directly to City Council. The City Council appoints a City and County Manager to lead the organization. The City and County Manager, as the chief executive officer of Broomfield's municipal government, implements the City Council's policy direction and administers City and County operations. The City and County Manager oversees fifteen departments through two deputy/assistant city and county managers.

Services provided by Broomfield include general government, municipal court, public works, parks and open space, recreation, library and cultural services, health and human services, assessor, police services (including detention), community development, housing, economic development, and recreation. Fire and Rescue services are provided by a separate entity - the North Metro Fire and Rescue district.



The current budget calls for 853.80 FTEs along with several hundred seasonal and temporary employees. The City's 2020 budget includes \$152,502,863 for operations, \$58,260,723 in capital improvement plan and \$23,178,537 in debt services.

## THE POSITION

Under the administrative direction of the City and County Manager, the Director of City and County Vitality directs the development and implementation of policies and programs of the department which include developing an overall vision for Broomfield's economy consistent with and supportive of the City Council's economic development goals and Broomfield's Comprehensive Plan, and Long Range Financial Plan. The position identifies opportunities and actions to support the overall vision and other programs to include workforce planning and coordinating the services with other departments/divisions, supports efforts to provide workforce and affordable housing, provides leadership and direction in developing economic development strategies, and develops and implements plans, strategies, and activities to ensure the successful implementation of the overall vision for Broomfield's economy and the successful outcomes of short and long-range economic development goals and plans.

Working with community and other partners, the incumbent designs programs that anticipate and respond to needs and expectations and derives the maximum impact from the expenditure of money appropriated for these purposes. The Director acts as lead on special economic development projects, assists in identifying and prioritizing economic development opportunities for Broomfield, and develops an ongoing process to measure progress on key economic development priorities. This position also establishes Strategic Outcomes, key indicators and annual accomplishments to advance the City and County's mission, goals, and objectives, provides staff with the appropriate tools and guidance in order to reach those goals, conducts planning sessions with appropriate audiences in order to gather ideas and information to effect innovative and cost-effective programs, and is responsible for making changes in organizational structure, methods, and procedures for the department.

For a full job description, please view the attachment found [here](#).

## OPPORTUNITIES & CHALLENGES

**Growth:** As a county, Broomfield's boundaries are essentially fixed, however, since only approximately 60 percent of Broomfield's 33.6 square miles are developed, there is opportunity for Broomfield to continue to grow. The majority of the employment is currently in Broomfield's southwest area in and around Interlocken and Flatiron Crossing Regional Mall. Plans for Broomfield's undeveloped north area project substantial additional economic development and jobs. Broomfield's projected population at build-out is approximately 95,000. The Director of City and County Vitality will have the opportunity to complete Broomfield Town Square and advance North Park neighborhoods. This will include the Director taking the lead in identifying and familiarizing desirable developers with Broomfield opportunities. As well, the community is interested in supporting diversity, and demographics are changing with higher housing cost values and interest in having housing styles/cost options to address lower cost options. The City and County Vitality Director will have a role in strategy and implementation of the approach.

**Continued Positive Growth During COVID-19:** Working to maintain positive growth as the City and County continue to deal with the pandemic is essential, including keeping the correct mix of growth for a healthy City economy in the mix of the pandemic driven economic drop. The Director will also integrate vision and plans moving forward for Workforce Development, economic vitality, urban planning and diversity to include housing and how to keep the mix between the housing stock and job creating, tax paying businesses.



**Supporting Small Businesses:** The Director will work to actively support small business development and retention, especially for creative industries including artist and craftsmen's business. This includes finding the right developments that fit or meets certain targets that the City and County Council has identified.

## IDEAL CANDIDATE PROFILE

### Education and Experience:

Candidates must have a bachelor's degree in business, finance, economics, public administration or a related field from an accredited college or university, and at least seven (7) years of relevant experience in economic vitality/development, and redevelopment that demonstrates success in working with the private sector or business community on economic development/economic vitality programs to include at least three (3) years of executive level experience in economic development. An equivalent combination of education and experience sufficient to perform the job will be considered.

### Necessary Knowledge, Skills and Abilities:

- Considerable knowledge of economic vitality and development principles, strategies and practices; considerable knowledge of federal, state and local policies, procedures, laws, and regulations; and, ability to interpret and apply this knowledge when appropriate.
- Knowledge of the principles of urban and regional planning, public administration, economics, business management and municipal finance. Knowledge of financing methods, real estate development, grant administration, workforce retention efforts, housing, and real estate knowledge to attract businesses into Broomfield, loan underwriting and community marketing.
- Knowledge of the methods utilized in forecasting, monitoring, planning, and developing divisional budget information.
- Ability to exercise considerable initiative and sound judgment; handle and maintain confidential information; work from broad direction with limited supervision; manage, organize, assist with directing and coordinating Economic Vitality functions including the direct supervision of professional, administrative, technical and clerical staff.
- Experience effectively motivating, developing, and disciplining subordinate staff.

- Ability to develop and implement strategic plans including long-range needs for assigned programs; properly handle major programs and projects having political significance or high sensitivity in the community.
- Ability to work well with culturally diverse people; establish and maintain effective working relationships with officials, employees, vendors, the public, and other agencies; work well with varied and demanding people; collaborate effectively with stakeholders and staff; use assessment tools and personal/situational interactive methods to resolve critical situations and take immediate action.

Candidates may possess any combination of relevant education and experience that demonstrates their ability to perform the essential duties and responsibilities. The ideal candidate will be committed to excellent customer service and the continuous improvement of County services.

## COMPENSATION & BENEFITS

- **\$113,256 - \$153,296 DOQ**
- Excellent and comprehensive health, dental, life and long-term disability insurance plans.
- Retirement programs include a Money Purchase Plan with contributions of 6% by the City and County and 6% by employees, and social security. In addition, a Deferred Compensation 457 Plan is available for employees who wish to contribute additional money to retirement on a pre-tax basis.
- A comprehensive leave program including vacation, sick leave, short-term disability leave, car allowance and 11 paid holidays.
- Organizational value on work-life balance, teleworking, flextime, and family.

**Please visit:  
[www.broomfield.org](http://www.broomfield.org)**

The City and County of Broomfield is an Equal Opportunity Employer. All qualified candidates are strongly encouraged to apply by **September 13, 2020** (first review, open until filled). Applications, supplemental questions, resumes and cover letters will only be accepted electronically. To **apply online**, go to **[www.prothman.com](http://www.prothman.com)** and click on "**Open Recruitments**", select "**City and County of Broomfield, CO – Director of City and County Vitality**", and click "**Apply Now**", or click [here](#). Resumes, cover letters and supplemental questions can be uploaded once you have logged in.



**[www.prothman.com](http://www.prothman.com)**

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