



# Welcome to the city of **Danville, Virginia**

Community Development Director Position Available - Apply by September 8, 2016



*Estimated 2015 Population: 43,000*

Located in the Piedmont region of south-central Virginia along the North Carolina border, Danville offers small-town charm as well as the advantages of a city overflowing with energy. It sits prominently on the banks of the beautiful Dan River and exceeds expectations with a wide variety of activities ranging from festivals, events, concerts, and outdoor activities. This is the Heart of Southern Virginia!

Danville is quickly becoming a hotbed of culture as it plays host to music fans, art enthusiasts, theater buffs, and cinema-goers of all ages. It provides residents and visitors alike with cultural opportunities year-round. Whether you choose to attend the Carrington Pavilion summer concert series, the Danville Symphony Orchestra, an art series at the Danville Museum of Fine Arts, or a theater production for children at the Historic North Theater, your cultural needs have ample opportunities to be filled. The Carrington Pavilion, an amphitheater situated on the banks of the Dan River, is the premier venue for outdoor

concerts, theater productions, and events in the southern region of the state. Seating 1,100 in its covered section and an additional 4,000 lawn seats, it is the home of the Danville Harvest Jubilee Concert Series. It began in 1980 and has evolved into a large-scale venue featuring food events, nationally-known recording artists, and festive family activities.

While Danville boasts a rich and colorful history spanning 250 years, The Riverwalk on the Dan is this City's definition for the 21st century. Historically, the Dan River was used to promote industry – most notably the Dan River Mill that was world renowned for its clothing and home fabrics. Now the river's value is its natural beauty and recreational opportunities. The river takes walkers, bikers, and others through parks, historic sites, and businesses. It is in essence a living history trail along the Dan River linking the City's past to the future. The Riverwalk is one of the truly successful elements of Danville's vision.

The City is committed to recreation and providing opportunities for unstructured play. It is recognized nationally as a "Playful City", which is a program that honors cities and towns across the nation who put their children's well-being first by recognizing and harnessing the power of play. To make it even more enticing, the City hosts one of the longest single-track mountain bike trails in the region and around 30 miles of additional bike trails! The Riverwalk and mountain bike trail system host many functions including bike races, trail runs, charity walks and marathons, as well as special events in the parks. Anglers Park has over 380 acres, and Dan Daniel Memorial has 180 acres on the waterfront with trails and river access. It is also home to minor league baseball's Danville Braves. Danville is a fun place to live and play!

Beyond the City's borders the activities continue. Hunting and fishing are popular. It is an hour and a half to the mountains and three and a



half hours to the ocean. If you like the big city, Greensboro is an hour south, Raleigh-Durham is an hour and a half southeast and Charlotte is a little over two hours to the southwest. All have excellent airports. Washington, DC, and all its attractions are just over four hours northeast.

A vibrant downtown is critical to Danville’s quality of life and the economic well-being of a community, and The River District Association’s vision includes economically successful and unique businesses, attractions, restaurants, and residential areas. Not long ago 200 people lived downtown. Now that number has grown to over 2,000. Along with a revitalized downtown, Danville has a rich diversity of educational institutions, including Averett University, Danville Community College and the Institute for Advanced Learning and Research. These unique community strengths have transformed the region’s economy, and offer opportunities to the global business community. The area is also supported by the Danville Community Foundation (with almost \$30 million in assets and which awarded over \$2 million in grants and scholarships in FY 2013-2014) and the Danville Regional Foundation (with over \$200 million in assets and which gave out over \$6 million in grants to improve the health, education, and well-being of the regions residents in 2013).

While Danville is known for its manufacturing heritage and relaxed lifestyle, the region is also one of the top 25 locations in the country for business. From corporate headquarters, regional distribution centers, and product manufacturing to high-tech research, the City spans a dynamic economic spectrum. Industry Week Magazine placed Danville among the top 25 World Class Communities, which is a testament to the citizen’s work ethic, the business community’s dedication to productivity, and the City’s drive for business expansion. Danville was ranked #9 in Micro Cities of the future 2009/2010. In 2008, the City of Danville and Pittsylvania County received national recognition for innovative strategies.

While Danville thrives and becomes more solid in its economic reputation, the City’s population is on the upswing again. It boasts a low cost of living, nicely priced housing, and safe neighborhoods. ‘Places Rated Almanac’ ranked Danville as the 61st most affordable place to live in the United States, with the 11th lowest housing costs

and the 27th lowest crime rate, out of 351 metropolitan areas. The schools offer an opportunity for a child to get a very good education. It is a community that thrives on its diversity and you will not find a friendlier place. Everyone knows your name, where neighbors help their neighbors and where everyone can get involved.

We invite you to become part of this great community and its bright future!

HISTORY

In 1728, Colonel William Byrd and 19 others were sent to determine the boundary between the colonies of Virginia and North Carolina. The surveying party began marking the line at the mouth of the Currituck River on the coast of Virginia, and went westward toward the mountains. When they reached what is now the Danville area, Colonel Byrd and his party encountered “the South Branch of the Roanoke River” which he called the “Dan” and described the river as “exceedingly beautiful.” Why the “Dan”? Colonel Byrd never explained his choice.

As a tobacco inspection station, Danville began to grow, though slowly at first. While the river was a transportation asset, it had its drawbacks. In 1804 the Danville Navigation Company completed canals in Danville that bypassed the falls and eased water transportation of tobacco and other goods.

Table I: Danville Popluation

Census	Population
1900	16,520
1950	35,066
1960	46,577
1970	46,391
1980	45,642
1990	53,056
2000	48,411
2010	43,055

Source: U.S. Census Bureau

Table II: Climate Data for Danville, VA

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Average High °F	46	50	59	70	77	85	88	86	80	70	60	50	69
Average Low °F	29	32	38	47	55	65	69	68	60	49	38	31	49
Precipitation Inches	3.4	3.0	4.1	3.5	3.9	3.8	4.7	3.9	4.0	3.5	3.4	3.3	44.4

Source: Weatherbase

Over the course of the 19th century, Danville gained fame and wealth because of its ever expanding tobacco market. The City is known as the birthplace of "Bright Leaf" tobacco and innovative sales practices such as the "Danville System" of tobacco auctions and the "Danville Plan" of allotting sales time on a poundage basis rather than by sales days to individual markets. The moniker "World's Best Tobacco Market" refers to the enormous amount of tobacco sold in Danville. Abbreviated "WBTM", these initials remain the call letters of the local radio station.

The presence of a railroad allowed Danville to play a significant role during the Civil War. Not only did the City send its share of men to war, it became a major supply depot because of its railroad connection to Richmond. Danville was isolated from the major fronts and its railway

connections made it the perfect choice as the Confederate capital after the fall of Richmond. After only a week, it was abandoned by the Confederate government when it learned of Lee's surrender at Appomattox. Danville is considered the Last Capital of the Confederacy.

Danville's "Gilded Age" came in the decades after the Civil War. Its tobacco markets continued to grow in prominence and wealth and the leaders in this industry signaled their standing in the community by building magnificent mansions along what is now known as Millionaires Row. In 1882 several of these same men founded the Riverside Cotton Mills on the banks of the Dan River. This new industry thrived right from the start and became known around the country as Dan River Inc., the largest single-unit textile mill in the world. The mill thrived until the late 20th century when overseas competition began to take its toll and Dan River Inc. closed in 2006.

Danville's population grew steadily during the 20th Century peaking in 1990 at approximately 53,000. Since then, as can be seen in Table I, it has slowly declined and is now at about 43,000 or approximately 80% of its peak. One contributing factor was the closure of the Dan River Mill. In 1998 it had \$800 million in sales. In 2007, it had zero. At its peak, it had over 20,000 people employed at the facility and over 100 looms. Another factor was the restructuring of the tobacco industry. The hurly burly of the tobacco auctions (and auction houses that were so prominent in

Table III: Principal Employers Danville, VA

Employer	Field	# of Employees
Goodyear Tire & Rubber	Manufacturer	2,250
Danville Regional Medical Center	Healthcare	1,294
Telvista	Service	780
Nestle	Manufacturer	600
Averett University	Education	550
EBI	Manufacturer	550
IKEA	Manufacturer	375
Roman Eagle Memorial Home	Healthcare	363
Danville Community College	Education	356
CIT Commercial	Financial	280
VIR	Tourism	280

Source: Danville EDC

Danville) has been replaced with direct contracts between the farmers and the tobacco companies.

## DEMOGRAPHICS

According to the 2010 Census, the age distribution is as follows: 31% are under 25 years of age, 22% are between 25 and 45 years old, 28% are between 45 and 65, and the remaining 19% are over 65. The median age is 43. The population is 48% Caucasian, 48% African American and the remainder is composed of “other.” Hispanics of all races make up 3% of the population. 77% of the population over 25 years of age has a high school degree; 17% have bachelor’s degrees. 97% of the city’s population were born in the United States. The average annual household income is \$42,942. Approximately 21% of all families live below the poverty line.

## GEOGRAPHY

Danville is located in the rolling hills of south central Virginia along the Dan River. North Carolina forms its southern border and Pittsylvania County, its northern, eastern and western boundaries. It covers a total of 43.9 square miles. Its mean elevation is 528 feet above sea level.

## CLIMATE

Danville’s climate is considered to be humid, subtropical and is characterized by relatively high temperatures and evenly distributed precipitation throughout the year. There is an average of 75 days of rain annually and 9.5 inches of snow. See Table II.

## COMMERCE

While Danville is renowned throughout the country for its manufacturing heritage and relaxed lifestyle, the region is also one of the top 25 locations in the country for business. From corporate headquarters, regional distribution centers, and product manufacturing to high-tech research, the City of Danville spans a dynamic economic spectrum. Business people from around the world are discovering the vast possibilities of Danville. In addition to being a world class city, the community is a premier business location and home to major corporations, including The Goodyear

Tire and Rubber Company, Nestlé USA, Swedwood, Essel Propack, CIT, Telvista, and EBI.

The City’s principal employers reflect a similar breakdown. Table III (see page 3), reflects the top non-governmental, non-retail employers in the County.

The City has an outstanding relationship with Pittsylvania County, particularly in terms of economic development. The two governments see their interests as common rather than competing such as through the Danville-Pittsylvania Regional Industrial Facility Authority whose general purpose is to enhance the economic base of the City and the County by jointly developing, owning, and operating facilities on a cooperative basis. One example of this is the Institute for Advance Learning and Research. Through the Authority and their combined efforts, they have created the Berry Hill Mega Park, the Dan River Business Center, and the Kane Creek Development Park (where IKEA has a major manufacturing facility). Berry Hill Mega Park is the latest example of their cooperation and covers 3,500 acres (400 of which is permitted). Berry Hill Mega Park has rail and natural gas running through the park, is just off US 58 and is not far from US 29 (the major connector to Greensboro as well as to points north). The Park is expected to host between 2,000 and 12,000 jobs when fully operational. Notably, all three business parks are located in the County, but the parties equally split the tax revenue (real estate and equipment and machine tax).

The most recently reported unemployment rate for the City was 8.3% while the overall rate for the United States was 5.5% (April 2015 – U.S. Bureau of Labor Statistics).

## THE GOVERNMENT

Danville is one of Virginia’s 38 independent cities. As such, it functions in much the same way a county would in Virginia and in other parts of the country. In other words, although it is bounded on the south by North Carolina and Pittsylvania County to the east, west and north, the County has no authority in Danville. The City operates under the council-manager form of government. Policymaking and legislative authority is vested in the City Council, which consists of nine members including a Mayor and Vice-Mayor. Council members are elected at large on a

nonpartisan basis to serve staggered four-year terms. The next election is in May 2018 with four council seats will be on the ballot. The Council elects the Mayor and Vice-Mayor from its membership and they serve two year terms.

The City Council is responsible for passing ordinances, adopting the budget, appointing committee and board members, and hiring the City Manager, City Clerk and City Attorney. The Members of the Council are collegial, work well together, and have a great deal of respect for their staff. They may disagree, and the debate behind closed doors can be vigorous. Still, when the door opens, they are united in the course of action they have determined is best of the City.

The City Manager is the chief executive. He/she is responsible for carrying out the policies and ordinances of the City Council, and overseeing the day-to-day operations of the City.

The individual has direct oversight for eleven departments that include: Community Development, Economic Development, Finance, Fire, Human Resources, Information Technology, Parks and Recreation, Police, Public Works, Transportation, and Utilities. The City's general fund budget is \$101,807,080 and its total budget is \$261,699,220. Overall the City has approximately 1,100 employees. Danville's largest single revenue generator is its Utilities Department which provides electric, water, wastewater, natural gas and telecommunications services to the City and the surrounding area. The Department's total annual revenues are almost \$170 million of which the largest portion comes from power sales (over \$120 million).

As noted, Danville works very well with Pittsylvania County. They have formed numerous partnerships that have been mutually beneficial to both parties. Both the City and the County expect that relationship to continue.

## THE COMMUNITY DEVELOPMENT DEPARTMENT

The Community Development Department is one four departments which currently report to the Deputy City Manager who in turn reports to the City Manager.

The other five departments are: Parks and Recreation, Human Resources, Finance, Information Technology, and Transportation. The Community Development Department presently has 125 positions which are divided among five functions: Director's Office, Housing and Development, Inspections, Planning/Zoning and Social Services. The Department's 2016 budget is \$1,650,000. Overall, the staff is highly competent and well regarded. It should be noted that Social Services was combined with Community Development during the Great Recession and may become its own department depending on the skill set of the individual hired as Community Development Director.

The Office of the Director (three positions and a budget of \$388,670) is responsible for the overseeing the operations of the Department that include the Neighborhood Revitalization / Building Blocks Program, Development Assistance/Commercial Development Review, Code Enforcement (Zoning and Building), Virginia Maintenance Code Enforcement, Economic Development Support, Rental Inspection Program, CDBG Entitlement Program, Home Entitlement Program, Comprehensive Plan Development, and update Capital Project Coordination and Grantsmanship. It also presently oversees Social Services.

The Planning Office (three positions and a budget of \$221,730) is responsible for coordinating the City's current and long-range planning activities. Specifically, (1) it coordinates Zoning Code administration, local enactment and enforcement of community and statewide development regulations, (2) informs prospective developers and builders about development review regulation and processes, (3) consults with other City agencies concerning the Zoning Code, (4) coordinates and executes planning studies, and (5) provides staff support and planning recommendations to the City Manager, Planning Commission, City Council, Board of Zoning Appeals, Commission of Architectural review, and Danville's citizens.

The Inspections Division (13 positions and a budget of \$1,018,900) is responsible for permitting and inspections. The latter include building inspections, code enforcement and inspections within the rental inspection district. Rental inspections are focused on investor owned housing and has led to a general improvement of housing within the City.



Housing and Community Development (six positions and a budget of \$1,034,688) is responsible for overseeing Community Development Block Grant and HOME Grants and other programs intended to assist low to moderate income homeowners.

The Division of Social Services (has 99.8 positions and a budget of \$8,653,870) is responsible for promoting self-reliance and providing protection for Danville's citizens through community-based and customer-oriented services. Major benefit programs include Medicaid and FAMIS, State/Local Hospitalization, Auxiliary Grants, Supplemental Nutrition Assistance Program (SNAP), Temporary Assistance for Needy Families (TANF), General Relief, and Energy Assistance. Major service programs include Adult Services (Adult Protective Services, Adult Services, and EDCD Waivers), Child Services (Child Protective Service, Service Intake, CPS/APS On-Call), Employment Services (VIEW and SNAPET), and Child Welfare (Foster Care, Preventive Foster Care, Adoption, Independent Living, Mediation, Adopt & Foster Care Recruitment and Training, Home Studies, Court Ordered Supervision, and Adult Adoptee Services).

## THE ISSUES

Danville's Community Development Department has been well run and does not have any unusual issues. The City expects the next Director to focus on: (1) maintaining the current high level of service, (2) assessing the current land use tools (the zoning plan was enacted in 2004 and the comprehensive plan was recently updated) to determine if they are completely aligned with the City's vision, (3) reviewing processing and procedures to insure they are up to date and as efficient and effective as possible, and (4) continuing to develop programs, and activities to eliminate blighted conditions throughout the City. Further, the

City is extremely focused on customer service so the next Director should plan on constantly monitoring that aspect of the operation. He/she will need to insure the staff has a strongly positive customer orientation as well as all the right tools and training.

## THE IDEAL CANDIDATE

Danville is seeking an individual with a demonstrated track record of success to be its next Community Development Director. The Department has an excellent staff so while subject matter expertise is important, management, leadership and vision is much more important. The City wants a field general who can look at the landscape and develop strategies and approaches that further the City's vision of its future. In other words, this job is not just technical but one where the individual will need to be an accomplished manager and leader.

The culture within the City of Danville is participatory where everyone's opinion is respected. Hence, the incoming Director will need to be open, honest and transparent. He/she will mentor and value the opinions of others while realizing and being comfortable with the fact that the final decision rests with the Deputy City Manager, the City Manager or one of the boards the Department deals with. That said, he/she will have high expectations and expect them to be met while not being unreasonable. Accountability will be very important. He/she will be comfortable delegating and trusting while also expecting to regularly informed. The ideal candidate will be detail oriented but also realize it is important to have fun in the workplace.

The new Director's approach will be positive and supportive. He/she should be outgoing, confident, positive, proactive, responsive and involved. It will also be important for the person to be laidback, approachable and easy to talk to. The individual will understand the importance of the day-to-day but will not let it consume his/her attention and preclude preparation for the future and the Department's long term success.

The City's management team is innovative, forward thinking, and believes in transparency. It strongly believes in working together and is extremely averse to silos. It wants to hear what it needs to hear and not what it might

otherwise want to hear. Consequently, the next Director needs to be a straight shooter, not a "yes" man or woman, but also someone who will rally enthusiastically behind the program after all the options are presented and management has determined the course of action. He/she will be humble and realize being willing to admit a mistake is an important element of credibility.

The next Director must have outstanding communication skills, listen carefully and be as comfortable talking to a company president as well to a fellow mowing lawns. Danville is a small town at heart so being friendly and very customer service oriented will be very important. The selected candidate should not expect to spend a great deal of time behind a desk but will be out in the community, the region and the state. The outgoing Director is involved in a number of local and state boards and committees. The next Director will be expected to fulfill that role as well.

Skill in management, budget preparation, and customer service is an absolute necessity. Since the City obtains a considerable amount of money from third parties, knowledge of the obtaining and administering of grants is extremely important. The ideal candidate will have at least seven years of progressively responsible experience one or more of the fields this position oversees. A Bachelor's degree from an accredited college or university, in planning, management or a related field, is required. An important note is that annexation is prohibited except through an act of the state legislature and hence experience in that area is not deemed to be important.

## THE PREVIOUS DIRECTOR OF COMMUNITY DEVELOPMENT

The position has been very stable. The current director has been promoted to Deputy City Manager.

## COMPENSATION

The salary range is \$83,158 to \$106,858. Benefits are excellent and the City has its own defined benefit pension plan. A candidate, when evaluating the salary, should be aware that the cost of living is quite a bit lower in Southern Virginia than in many other parts of the state and the country.

## RESIDENCY

Residency within the city limits is required.

## CONFIDENTIALITY

Under Virginia law, the recruitment process may be kept confidential. As such, if a candidate so requests, the City may keep the individual's application confidential. No candidate names will be released without the candidate's prior permission.

## HOW TO APPLY

E-mail your resume to [Recruit39@cb-asso.com](mailto:Recruit39@cb-asso.com) by September 8th. Submissions by regular mail or facsimile will not be considered.

Questions should be directed to Colin Baenziger at (561) 707-3537 or Lynelle Klein at (425) 658-7025.

## THE PROCESS

Applications will be screened between September 9th and October 17th. Finalists will then be selected and interviews held on October 26th with a selection shortly thereafter.

## OTHER IMPORTANT INFORMATION

Danville is an Equal Opportunity Employer and encourages minorities and women to apply. The City is committed to serving its residents, visitors, and businesses at a high level.

## FOR ADDITIONAL INFORMATION

Visit: [www.danvilleva.gov](http://www.danvilleva.gov) and [www.dpchamber.org](http://www.dpchamber.org).

