

## City Manager Position Available — Apply by: March 31, 2014

Let us introduce you to Ellensburg, one of the most desirable historic communities in Washington State! It was platted in 1875 when John Shoudy and his wife, Mary Ellen wanted to strategically locate a community along the road from Seattle to the Yakima Valley. John Shoudy, a Civil War Veteran, had a vision of changing the area from a trading post to a settlement inviting investment and permanency. Reminiscent of that vision today Ellensburg boasts a vibrant historic downtown that reflects a rich heritage.

Centrally located in the state, Ellensburg is a four season community with 300 days of sun annually. If you enjoy the outdoors, this is the place for you. There is hunting, fishing, hiking, and all kinds of water sports. In the winter, all the

recreational activities associated with snow exist in the nearby mountains. Ellensburg enjoys a moderate climate with about 9 inches of annual precipitation (compared to 37 inches in the Seattle area) and is surrounded by rich farmland in the valley and a high desert environment in the hills.

Do you enjoy a good rodeo? How about a jazz gala, county fair, ballet performance, play, film festival or an opera? Maybe you would like to view artwork or listen to the Central Washington University orchestra and choir? All are available in Ellensburg. Cultural activities include Art Walks, Jazz in the Valley, and the annual PRCA Ellensburg Rodeo, the oldest rodeo in Washington which occurs in conjunction with the County Fair over the



### Vision Statement

Ellensburg is a community where residents recognize and cherish the many unique qualities that have shaped its past and will guide its future. Included among these are Ellensburg's scenic, rural setting, its central location, its compact, walkable nature, its thriving and historic downtown, its university and related civic offerings, the presence of the County Seat, its rich agricultural history and economy, its enterprising commercial sector and retail offerings, its clean environment, numerous and proximate recreational opportunities, and the connectedness and social wealth related to small-town life.

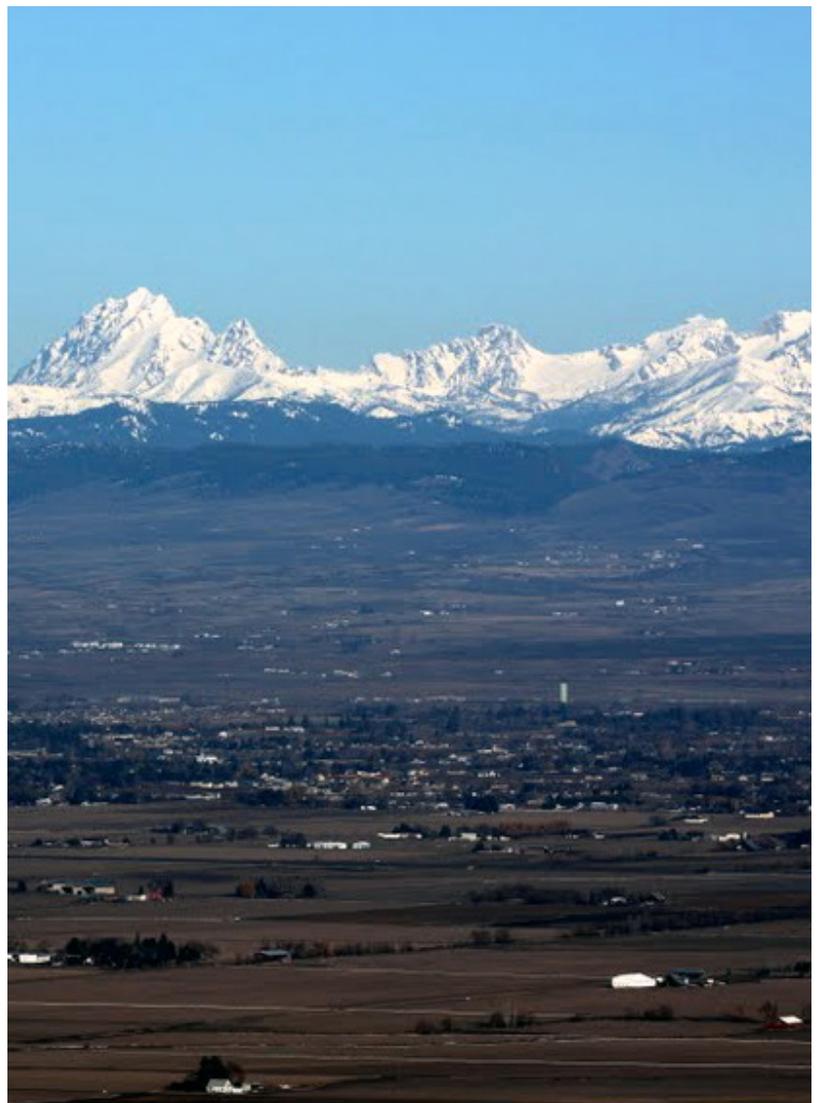
Labor Day weekend. The annual Winter Hop Brewfest is held in January of each year. Over 21 microbreweries from around the Pacific Northwest serve their product at various venues in historic downtown buildings. If dogs are your thing, consider Dachshunds on Parade, an event that draws Dachshund dog owners from all over the Northwest. Activities include a parade, Dachshund races, pet tricks, and a dog costume contest.

Other cultural activities include the Ellensburg Wine Festival, Spirit of the West Cowboy Gathering, the National Western Art Show and Auction, the Whiskey Dick Triathlon, and the Kittitas County Farmers Market every Saturday from May through October.

By now we're sure you have drawn the conclusion that Ellensburg, with just under 20,000 people, is a family-friendly, safe, quiet, and affordable community with a small town feel. It has nice walkable neighborhoods in addition to many of the amenities of a larger community. It is a short commute to City Hall from anywhere in town. Ellensburg enjoys an unbeatable quality of life derived from its agricultural roots and has all the charm, peace, and quiet of a small town.

Central Washington University (CWU), a public school offering undergraduate and graduate programs is the area's largest employer and brings a diverse group of people to the area. CWU provides and enhances many of the cultural and sports amenities not available in other communities of similar size. Teachers in the local school system get high marks for enhancing a child's learning experience and engaging parents in their student's academic achievements. Because of the proximity of CWU, local students have the option of the "running start" program to get a jump on their university education along with the musicals, theater, and the concert hall to enhance their educational experience.

If you need a getaway, you are just 1.5 hours on I-90 from the Seattle metropolitan area for



additional cultural and sports venues and the big City experience. Several professional sports teams including the Mariners (MLB), the Sounders (MLS), the Storm (WNBA) and, of course, the 2014 Super Bowl Champion Seahawks call Seattle their home!

So if you are an exceptional professional looking for an outstanding and welcoming place to be a City Manager, you have found the right position in Ellensburg.

## History

Settler William Bud Wilson had the first claim and built the first log cabin in 1868 where Ellensburg now stands. Cowboys Andrew Jackson "AJ" Splawn and Ben Burch moved a 14' x 18' hewn log house to a spot nearby so they could open it as a store in 1870. John Gillispie, a young settler, made a sign for the store and dubbed it "Robber's Roost."

John Alden Shoudy came to the Kittitas Valley in 1871, and purchased the small trading post from Splawn. Robber's Roost was the first business in the valley along with the early trading that occurred among American Indians, cattle drivers, trappers, and miners. Robber's Roost was located on the present-day 3rd Avenue, just west of Main Street near the alley.

Ellensburg was officially incorporated on November 26, 1883. Shoudy named the town after his wife, Mary Ellen Shoudy, and officially began the city of Ellensburgh around 1872, (later shortened to Ellensburg). Shoudy platted the city of Ellensburg in the 1870s, and named the streets in the downtown district.

Downtown Ellensburg has many historic buildings, a number of which were constructed in the late 19th century after a disastrous fire destroyed most of its wood structures. The reconstructed City made a proposal to be the state capital, but lost to Olympia. The Washington State Normal School (now CWU) was located here by the state legislature as a consolation prize for Ellensburg losing its bid to become the capital city.

Between 1878 and 1883, the town grew dramatically: a bank was established; Hook and Ladder Company Number 1 was organized; and the first newspaper, the Kittitas Localizer, was published on July 12, 1883. With a population of 2,768, Ellensburg became the county seat of Kittitas County when it was formed in 1883.

The first train of the Northern Pacific Railroad reached Ellensburg in 1886, helping to fuel a boom in building and population. 1889 was a big year for Ellensburg; the first telephone was installed connecting two downtown stores; the first water system and City sewer system

was completed; and Ellensburg became the home of the Washington State Normal School, now CWU which opened in 1891. The City purchased the private electric lighting system from John Shoudy in 1890. The public library opened in 1910.

Ellensburg has a long history of community planning, beginning with rebuilding the downtown after the devastating July 4, 1889 fire. The fire destroyed most of the city's commercial core. The community rebuilt, constructing 16 blocks of multi-story brick buildings within six months; many of these buildings remain standing today.

Over the years, some original buildings have been lost, however, most of the downtown core

Population Growth for Ellensburg, WA

Census	Population	% of Increase
1870	150	---
1880	150	0.0 %
1890	2,768	1,745.3%
1900	1,737	-37.2%
1910	4,209	4,142.3%
1920	3,967	-5.7%
1930	4,621	16.5%
1940	5,944	28.6%
1950	8,430	41.8%
1960	8,625	2.3%
1970	13,568	57.3%
1980	11,752	-13.4%
1990	12,361	5.2%
2000	15,414	24.7%
2010	18,174	17.9%
Est. 2011	18,468	1.6%

Source: U.S. Decennial Census

remains as originally constructed, due in no small part to vigilant preservation efforts. In the late 1960's, vacancies and general disrepair undermined the viability of the historic core; this prompted one of the first community-wide efforts to restore and revive downtown. By 1972, many of the improvements seen today were being implemented, including street lamps, diagonal parking, reduced-width pedestrian crossings, benches, street trees, paver-stone sidewalks, and mini-parks downtown. Improvements were paid for by the City and downtown landowners, with the landowners picking up the largest tab. Using the 1970 planning template, the City has made incremental improvements to the downtown core ever since.

Keeping the downtown area as the heart of area financial, service, government and retail activities was made formal policy in the City's first comprehensive plan, adopted in 1975. In 1980, the City registered a specific 16-block portion of its downtown as a historic district on the National Historic Register. That plan's policies were then reviewed and updated 20 years later as part of the community's first Growth Management Act (GMA)-compliant comprehensive plan in 2006.

## Demographics

According to the 2010 census there were 18,174 people, 7,301 households, and 2,889 families residing in the city. The racial makeup of the city was 85.7% White, 1.5% African American, 1.0% Native American, 3.2% Asian, 0.2% Pacific Islander, 4.6% from other races and 3.7% from two or more races. Hispanic or Latino of any race were 9.7% of the population.

The average household size was 2.16 and the average family size was 2.86. The median age in the city was 23.5 years. 14.2% of residents were under the age of 18; 41.2% were between the ages of 18 and 24; 21.8% were from 25 to 44; 13.9% were from 45 to 64; and 8.9% were 65 years of age or older. The gender makeup of the city was 50.1% male and 49.9% female.

## Climate

Ellensburg has a climate that experiences both strong summers and winters. Temperature patterns vary considerably within the seasons. The mountains to the west effectively block much of the rain from the "wet side"

of the state, producing a dry climate with less than ten inches of rainfall a year. There are four definite seasons and a strong breeze in the spring and summer months. The annual mean temperature ranges from 54.9° F to 60° F at the Weather Report Stations north, east, and south of Ellensburg. High summertime temperatures (June through September) average 79.7° F, and low temperatures average around 21° F in January.

## Commerce

Ellensburg is located in the central part of Washington; its major industries include higher education, government, food processing and agriculture.

Central Washington University is Ellensburg's largest employer. More than half the population in the City of Ellensburg revolves around CWU. With more than 2,000 employees, 10,000 students, a \$72 million payroll and an aggressive capital budget for the next five years, the City's economic condition is affected more by the university than any other factor. The 10,000 students, their families, and the faculty and staff of CWU fuel the demand for City utility services. Utility taxes, retail sales, and property taxes make up the majority of the City's General Fund.

Government agencies like Kittitas County, City of Ellensburg, Ellensburg School District, Washington State Department of Natural Resources, and Kittitas Valley Hospital employed more than 1,200 people in 2011, making this group the second largest employer in the valley. Government related employment accounts for more than 41% of the total employment in the county.

Finally, in the private sector, Anderson Hay Grain is a major exporter of timothy hay to Japan and the Middle East with annual exports of over \$2 billion. Twin City Foods employs more than 500 people and has the largest cold storage facility in the western states. On the retail side of the economy, significant employers include Fred Meyer, Safeway, and Super 1 Foods.

## City Government

Ellensburg is governed by a seven member Council. It is a non-charter code city operating under the Council/Manager form of government. The Council has seven members with staggered four-year terms who are elected at large on a non-partisan ballot.

## City Manager

In the November 2013 election, three councilmembers were running for reelection. One was unopposed and the other two won by large margins over their opponents. The political environment in Ellensburg is very stable with no major issues stirring the local electorate. Although Council members do not always agree on major issues, there is a level of civility and comfort in working with each other. They are described as a good political mix, and very cerebral and thoughtful in their decision-making process.

The Mayor and Mayor pro-tem are elected by the City Council from its ranks to serve a two year term. The current mayor and mayor pro tem were elected in January 2014.

The City Manager serves as the chief executive officer and is responsible to carry out the policy directives of the City Council. This includes the enforcement of laws and ordinances, the execution of contracts and agreements, and the maintenance of peace and order in the City. Further, he/she supervises all department directors, and is responsible for their day to day direction. Department directors are talented and capable. They are well-respected in the community and well-regarded by the Council. The average tenure of the department directors is ten years with the City.

The City of Ellensburg provides a full range of municipal services, including police, library, planning and zoning, street maintenance and

construction, parks and recreation, and general administrative services. The City operates full service enterprise funds for gas, electric, water, wastewater, and storm water management. The City is working on a telecommunications utility (Metropolitan Area Network) in conjunction with the electrical utility to serve all the public entities in Ellensburg with a high capacity fiber network. Fire services are provided by the Kittitas Fire District.

There are five collective bargaining units in Ellensburg organized under Washington law. About 80% of regular fulltime and parttime employees are affiliated with one of these unions. The City has two open contracts that the staff is seeking to close before the new manager arrives. Also, it is in the midst of negotiating with another bargaining unit on an agreement that expires December 31, 2014. City relations with the bargaining units have been cordial and respectful. The City employs 147 regular full-time and over 100 part-time or seasonal staff.

The total annual City budget is approximately \$104 million. About \$12 million is General Fund with the remaining resources divided between the five enterprise funds and the capital construction budget.

## Challenges and Opportunities

It was pointed out to CB&A that there are no “hot potato” issues currently with the City; however, there are three major areas that will require the new City Manager’s attention within the first six months. They are:

- Disposition of the historic downtown Geddis Building. An interfund loan used by the City to purchase and upgrade the Geddis Building needs to be refinanced, especially if the building cannot be sold outright before the loan comes due at the end of 2015. Most of the space in the building has been leased, so there are options to consider with this property.



- Central Washington University. The University is in the midst of a major reorganization. The City wants to maintain strong linkages with the area's largest employer and be a part of discussions as CWU examines its future.
- Urban Growth Area (UGA). The City completed an update to the Land Development Code in 2013, which implements the Comprehensive Plan. The UGA is an area in the County that it expected to be within City boundaries in the next 20-40 years. An Interlocal Agreement that outlines the development standards for the UGA has been approved by the City Council and submitted to County officials for adoption.
- Other matters that are on the horizon are: big box retail proposals, long term transportation planning and funding, rebuilding the police station, a community center, a performing arts center, and a comprehensive parks strategic plan.

## The Ideal Candidate

Ellensburg wants someone with staying power. The previous city manager served for 14 years, which was a plus. They want a fully invested, heart and soul commitment to Ellensburg from the next manager. The ability to create and maintain effective long-term working relationships with elected and appointed officials is a requirement for success. This is a place where you can put down roots, and become an integral part of the fabric of the community.

Accessibility to the public and diplomacy in high tension situations are part of the expectations. Also, building relationships with key community leaders and periodically showing up at public events is desirable. The ideal candidate will be honest, ethical, an outstanding communicator, and a creative problem solver. He/she will be an inspiring visionary, possessing strong leadership skills, and extremely well versed in all aspects of local government finance. The successful candidate must have a history of prudent financial stewardship and responsible oversight. He/she will be a confident and persuasive communicator who is sensitive to the communications and information needs of the organization and the community.

This manager will be an experienced professional with proven success; one who can foresee the consequences

of actions, avert crises, and advise the City Council so they can optimize their decisions. He/she needs to have the confidence to tell the Council what it needs to hear, not what it wants to hear. The individual will understand politics but not be politically involved. He/she must have the ability to help the elected officials refine their vision of the City, establish goals, and develop long range strategies to fulfill that vision.

Internally, the City department directors are seasoned and strong. With continued professional leadership, they are eager to move the organization to the next level. Strategic planning, performance assessments and accountability are key ingredients to the future success of the organization. Department directors are poised for a collaborative, innovative thinker open to new ways of doing business who will look at the organization with fresh eyes and see where efficiencies can be realized and services can be streamlined or improved.

In summary, the next City Manager will possess comprehensive knowledge of modern local government management principles and practices, concepts, methods and procedures. In addition, the successful candidate will have proven interpersonal skills, be personable but professional, forthright and charismatic. He/she must have strong organizational and budgeting abilities, have a good working knowledge of economic development, and be an effective steward of the City's finances. The successful candidate shall have the ability to communicate effectively both orally and in writing, along with the ability to analyze complex problems and identify alternative solutions.

A minimum of seven years in a management role as a City Manager, Deputy, Assistant City Manager or Public Sector Department Director is a requirement. A master's degree in a related field is strongly preferred. Graduation from an accredited four-year college/university with a degree in public administration, planning, public affairs or other area related to administration in a government setting or any equivalent combination of education, experience, and training that provides the required knowledge, skills, and abilities will also be considered. Experience in a collective bargaining environment would be a plus.

## Compensation and Benefits

Annual salary range is \$108,700 to \$145,000 plus a generous benefits package including automobile

allowance; excellent medical, dental, and vision benefits; long term disability, and life insurance; option of State of Washington Public Retirement System and three options of 457 deferred compensation plans; nine paid holidays, five employee choice days; up to 40 hours of executive leave per year; 12 days paid vacation (which increases with longevity); and 12 days of paid sick leave per year. The prior city manager had an employment agreement.

## Residency

Residency within the city will be required.

## Confidentiality

Candidates' names will not be released without the candidates' permission. However, it is expected that when the City Council selects the finalists, their names will be released to the public.

## How to Apply

Email your resume to [Recruit33@cb-asso.com](mailto:Recruit33@cb-asso.com) by March 31, 2014. Faxed or hard copy applications will not be considered. Please direct all your questions to John C. Darrington with Colin Baenziger & Associates at (509) 619-0880 or (509) 823-5138.

## The Process

Applicants will be screened from April 1-15 with a preliminary candidate report submitted to the City Council. A comprehensive background review will be completed by April 29th on those candidates that Ellensburg determines best meets the recruitment profile. Finalists will be interviewed in Ellensburg on May 14th and 15th with a selection shortly thereafter.

## Other Information

Ellensburg is an Equal Opportunity Employer and encourages minorities and women to apply. EOE/M/F/D/V.

COLIN BAENZIGER & ASSOCIATES  
EXECUTIVE RECRUITING

City Manager  
Ellensburg, Washington

