



TOWN MANAGER POSITION AVAILABLE
Apply by May 17, 2019

Welcome to Mooresville, North Carolina!

Located in the heart of the Carolinas, Mooresville is perfectly situated on Lake Norman. Presenting a stunning panorama with more than 520 miles of shoreline, it is the largest man-made lake in the state of North Carolina. Mooresville's placement in the Piedmont Region (the plateau between coast & mountain), is reason to boast of its ideal trifecta location. Drive a half-hour south and you can enjoy the big city flavor of Charlotte; two hours west and you are in The Appalachian, Blue Ridge and Great Smoky Mountains; and 5½ hours east puts you in the renowned Outer Banks. Residing in Mooresville means being able to live in one of the most beautiful places on earth—in fact, Thrillist.com recently named it one of the 12 Most Luxurious Lake Towns in the world!



Together with the amenities the area provides and the Town's warm and friendly residents, Mooresville has become a destination for residents and businesses. Among others, Lowe's (home improvement) has its headquarters here. Corvid Technologies LLC (which provides computational physics analysis support to the defense and automotive industries.) will open its new headquarters building in Mooresville in September of this year and bring 367 high paying jobs (average pay of over \$110,000 annually) to the Town. An additional 6,600 homes have been approved for construction and will soon be underway. Since the year 2000, the Town's population has increased from 19,048 to 39,000+, and is still growing.

Even with the growth, Mooresville has retained a wonderful home town feel that is safe and welcoming. You'll be hard pressed to find a friendlier, more gracious group of people anywhere. Neighbors help their neighbors and watch out for their children. There are many great traditions the community enjoys, such as the annual Christmas parade which brings an estimated 10,000-12,000 people. It is a very giving community—a small town with a big heart!

Also known as Race City, USA, Mooresville is the home to more than 60 NASCAR teams and racing related businesses with the Charlotte Motor Speedway only 20 miles south. Mooresville is where Days of Thunder was filmed, where two automotive museums are housed (The Memory Lane Motorsports and Historical Automotive Museum and the North Carolina Auto Racing Hall of Fame), and where Dale Earnhardt Inc. and Kyle Busch Motorsports call home.

Mooresville, however, is not just fantastic scenery and cars. Choose from all types of adventures such as exotic

animal encounters at Zootastic Park, or experience a drive-through safari at The Lazy Five Ranch, with 700+ animals from six continents in natural habitats! Delight in the outdoors with hiking, bike riding, bird watching, hunting and/or fishing nearby. Or enjoy the waters of Lake Norman with swimming at Lake Norman State Park, cruising on a river boat, canoeing, or paddle boarding. If you want to speed things up, rent your own motor boat or Jet Ski, or whip around the go-kart track at a world-class Motorplex!

Nearby, the sports fan will find the Charlotte Panthers and Hornets. Of course, college sports are phenomenal here with four highly regarded Atlantic Coast Conference universities within about a two hour drive.

If you like to travel, Charlotte offers an excellent international airport, and Piedmont Triad International Airport in Greensboro is a little more than hour away. Interstate 77 passes through middle the Town and I-40 and I-85 are both nearby.

You will feel the southern hospitality of the Town, as you walk the Historic Downtown and visit the Mooresville Depot Fine Arts Gallery, a repurposed train depot-turned-art gallery featuring many local artists. Or visit the Welcome Home Veterans Living Military Museum, honoring America's veterans and active duty military. You'll catch yourself toe-tapping to lively music each Saturday at the Veteran's Museum where veterans and professional musicians play bluegrass, country, and traditional tunes. Finally, you can catch various musical performances in facilities around town. It is easy to satisfy your appetite at one of the many food trucks lined up downtown, or at one of the many fine restaurants in Mooresville and nearby.



Mooresville offers top-notch sporting facilities for the active, including four grass and two turf soccer fields, 12 baseball and softball fields, a professional 18-hole Disc Golf Course, six tennis courts, an indoor facility for basketball, volleyball, gymnastics, and martial arts tournaments. The emphasis here is on family and it shows. All the parks have cameras. Why? So grandparents in California or just around the corner can go to the Town's website and watch their favorite player in action for any game!

The school systems are excellent. The graduation rate for Mooresville High School has been 90% for the last five years and Mooresville Graded School District is known for innovation. In 2010, the District began providing a MacBook laptop to every student (grades 4 through 12). It and the community are supportive of extracurricular activities with three quarters of students involved. Finally, bond issues pass here, generally with 70% or so voting affirmatively.

While North Carolina may be full of charming small towns, Mooresville stands apart as one with top notch southern hospitality. It offers great housing opportunities—old and new, lakefront and landlocked, single family or condominiums—and most (excluding lakefront) are priced from \$200,000-\$400,000. The current actual average sale price is \$335,000. Taxes are low and services are great. Healthcare is excellent. The local hospital has 100 acute care beds and 300 physicians on staff representing

40 specialties. Employment opportunities are plentiful. All these factors together, with a low commute time for those who work in Charlotte, have made Mooresville a popular place to live. In fact, until 2014 when the U.S. Census changed the definition of micropolitan area and Mooresville-Statesville was no longer eligible, Site Selection Magazine consistently rated it as the #1 micropolitan area in the U.S.

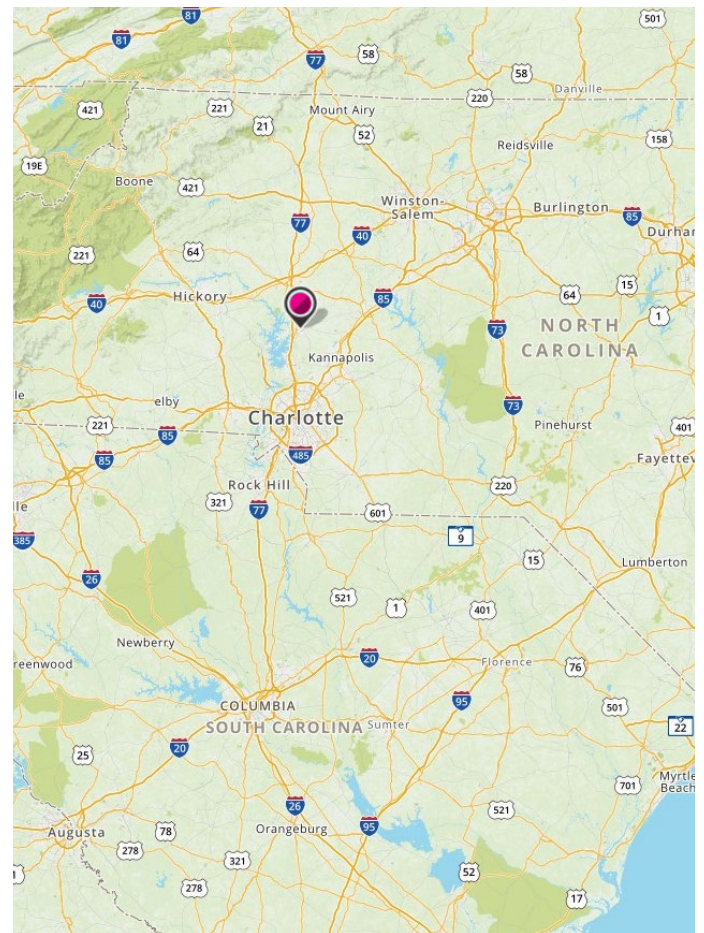
All these reasons and more make the Town of Mooresville an ideal choice for professionals, families and retirees alike. We hope you'll choose to look into Mooresville, and discover why its residents think it is the greatest place on earth to live, work, and play.

HISTORY

The area that would become the Town of Mooresville was originally settled by English, German, and Scot-Irish families. Most of the settlers wanted new land to establish their farms, and they formed small communities. They primarily grew cotton and their farms flourished turning into small plantations by the 1850s.

In 1856, a railroad was built that ran through the farm of John Franklin Moore. He established a Depot on his land, known as Moore's Siding, and encouraged others to help establish a small village there. The Civil War stalled the development but once the war was over, Moore incorporated the little village into a town. Mooresville was officially created in 1873.

While the railroad brought growth to the area, the 1890s brought the first water plant, a library and a phone company.



The first of many textile mills started in 1900. From textile mills to NASCAR, over the years many businesses and industries have called Mooresville home. Now, the next wave is coming in the form of companies specializing in technology.

In short, Mooresville has become a bustling commercial and residential hub with as many people driving into Mooresville for work as driving out.

CLIMATE

Mooreville enjoys the beauty of all four seasons. The weather starts to heat up in March. By July, the average high temperature is 89° F degrees, and humidity between 60-

90%. The warm days stretch into fall and early November, with the humidity holding around 50%. Winter brings the occasional freeze, with the average temperature in January at 40° F. The area generally receives less than 5 inches of snow annually. Mooresville stays lush and green due to the humidity and with the 43 inches of rain it receives each year – the number of days with any measurable precipitation is around 107.

DEMOGRAPHICS

Table 1: Mooresville Demographics

Estimated Population: 41,995			
Distribution by Race		Distribution by Age	
White	79.1%	0 to 15	23.6%
Black	10.1%	15 to 25	13.8%
Asian	4.5%	25 to 45	30.2%
Some Other Race	3.4%	45 to 65	22.6%
Two or More Races	2.9%	65 to 85	8.4%
Total	100%	Over 85	1.4%
Hispanic (all races)	7.4%		

Educational Achievement (over age 25)	
High School or Higher	92.2%
Bachelor’s Degree or Higher	33.6%

Other Statistics	
Median Age–Mooresville	36.4
Median Age–U.S.	37.4
Poverty Rate	9.0%

Source: U.S. Census Bureau & ERSI Mooresville Community Profile 2019

GEOGRAPHY

Geographically speaking, North Carolina is one of the few places where you can start your day in the mountains and end it enjoying a sunset stroll along the beach. The Town covers 14.7 sq. miles of land on the southwestern edge of the Piedmont Region. Located in southern Iredell County, Mooresville is approximately 25 miles north of the Charlotte metropolitan area. It is also about 90 miles northwest to the mountains, and 220 miles east to the beach. Proximity to the interstate, highways and major roadways is a boost for Mooresville, as it allows locals and tourists easy access to and from this small southern Town.

COMMERCE

Mooresville has enjoyed significant commercial and residential growth recently. Between 2002 and 2018, the tax base grew from \$1.992 billion to \$6.201 billion. A number of regional and national companies including Lowes, NGK Ceramics USA Inc., Cardinal FG, and Corvid Technologies call Mooresville home. Large well-known retailers like Lowes, Target, Walmart, Costco, Best Buy, Pet Smart, and Dick’s Sporting Goods are also present in Mooresville.

A number of commercial/office parks (Lakeside Business Park, Talbert Pointe, South Iredell Industrial Park, and Mooresville Business Park) provide commercial office space to many companies, including Amex Packaging LTD, Roush & Yates Racing Engines, Hybrid Technologies Inc., Corvid Technologies, Carolina Distributors, Carolina Beverage Group LLC, Southern Container, and Prairie Packaging. See Table 2 on page 6 for more information.

Table 2: Principal Employers

Employer	Industry	Employees
Lowe's Companies Inc.	Home Improvement	4,200
Lake Norman Regional Medical Center	Hospital/Medical	950
Mooresville Graded School System	Local School System	850
NGK Ceramics USA, Inc.	Automotive Parts	800
Town of Mooresville	Local Government	516
BestCo Inc.	Health Aids	450
Team Penske	Motorsports	425
Randy Marion	Car Dealership	320
Practiv Corporation	Food Service Products	298
Carolina Beverage Group	Beverage Mfg.	277

Source: Source: 2018 Mooreville CAFR

Downtown Mooresville boasts a pleasant choice of shopping and dining venues as well as offering a variety of goods and services.

GOVERNMENT

Mooresville operates under a Council-Manager form of government. The citizens elect a Mayor and six Commissioners as the Town's governing body. The Mayor and two Commissioners are elected at-large. The other four Commissioners represent wards and must live in the ward they represent.

The Mayor serves a two-year term, while the Commissioners serve staggered four-year terms. The Mayor, two ward commissioners and one commissioner-at-large run in November of odd numbered years. All elections are non-partisan.

The Town government tends to be very stable. The Mayor and Commissioners typically serve multiple terms and the Mayor won re-election in 2017 with 80.6% of the vote. The Commissioners have the best interests of the Town at heart and value the staff. Benefits are very good in Mooresville because the elected officials and staff hold the department directors and employees in high regard. The elected officials provide the resources the staff needs

to do their jobs well, whether it is equipment, vehicles, technology resources and so on. Overall, staff turnover is very low.

The Board of Commissioners appoints a Town Manager to serve as the chief operating officer administering all municipal affairs. The Town offers all the traditional services (planning, engineering, , fire/rescue, library, parks and recreation, police, public works, stormwater, water, and wastewater). It also has a golf course and three cemeteries.

Financially, the Board is fiscally conservative and expects to get good value for the money it spends. The result is Mooresville is financially sound with excellent bond ratings. Tax rates have not been increased in 11 years, and the Board hopes to keep it that way for the foreseeable future. The Town's General Fund Expenditure Budget is \$69.2 million and the Total Budget is \$99.2 million. The Town presently has a total of 472 budgeted positions and

520 total employees, almost half are in Public Safety. None of the Town's employees are unionized and unions are not legal in North Carolina.

The Town government is extremely well regarded by its residents. A Citizen Satisfaction Survey produced by a third party, ETC Institute, was completed in April of this year (See Figure 1 for some of the results). For the most part, town services were ranked at least in the 70th percentile.

OPPORTUNITIES AND CHALLENGES

The challenges Mooresville faces are good challenges.

Mooresville has grown and continues to grow steadily. This leads to debates regarding how much growth is good, and how to manage the growth to preserve the reasons people move here. The key will be charting a path that maintains Mooresville's current outstanding quality of life.

While the Town is extremely strong financially, it's becoming increasingly difficult to retain employees in the local area's booming economy. Succession planning will play a role in solving this problem.

Housing in the Town is desirable and in demand, making it expensive for many professionals including teachers, police officers, and fire fighters. Identifying how to ensure affordable housing options are available is highly desirable.

The staff is excellent but a few key positions are vacant. While that is largely coincidental to the manager's position being vacant, the new manager will be tasked with filling these vacancies and have the benefit of re-building the

leadership team. Diversity among the senior level positions can be improved.

The Town of Mooresville owns the local cable company which has not produced the hoped for profits when it was purchased approximately a decade ago. As a result, the Town is soliciting bids from potential buyers, and will hold a referendum in November to obtain voter approval to sell the operation provided an acceptable bid is received. Ideally the cable company will no longer be part of the Town government provided services shortly after the first of the year.

Looking again at Figure 1, the resident's largest concern is traffic flow followed by maintenance of the traffic infrastructure. While more can be done at the local level, unfortunately, the primary thoroughfares are owned by the State. Even the anticipated \$300 million the State plans to spend in the area may not be enough.

THE IDEAL CANDIDATE

The Town Board is seeking a partner, a supporter and a trusted advisor—someone who will quickly establish a rapport with them and someone they are comfortable working with and help them make Mooresville the best it can be. The ideal candidate will be upbeat, friendly, outgoing, organized, and positive with a "can do" attitude, and a sense of humor. This is a fast paced government so while he/she will be visionary, the individual will be high energy and a leader, not a bureaucrat. He/she will be strong and consistent while being collaborative and flexible. The ideal candidate will work with the elected officials to learn the Board's priorities and act as a liaison to (and a buffer

for) staff. Together they will develop strategies and tactical actions to carry out the Board's goals. These strategies and actions will be developed thoughtfully and with milestones/targets so progress can be easily monitored. He/she will be able to think outside the box while keeping the train on the rails.

The next manager will help the Board move the Town forward. The quality of life is excellent here but the Board hopes to make it even better. It wants a manager who will help make that happen. The individual will have excellent communication skills and ensure all the Board Members have the same information at the same time. The elected officials want to be provided with the options with appropriate analysis and support along with recommendations. They also want someone who will be strong and tell them what they need to hear (not what they might want to hear), but diplomatically in the proper venue. Communication with the Board will be timely and complete with "no surprises" as the goal. The manager will be concise and recognize the quality of information provided is far more important than the quantity. The individual will strongly believe in transparency but also realize its limits. Being decisive and not letting problems and issues fester will be a key to success.

The Board expects the manager to be a face of the government without overshadowing it. He/she will be approachable, and in the community—



always listening and always looking for ways to make the government more responsive. The best candidate will be someone who can make everyone feel their views are being heard. He/she will realize that giving the credit to others is often the best way to get things done.

Outstanding customer service is very important here, and the Town Manager will be expected to lead the way. Doing that, while exhibiting integrity, will be a core principle and a way of life. He/she will be someone who works with the Board, the community, local businesses and regional partners to find solutions to problems, as opposed to someone who tends to find reasons to say no.

The Town Manager will foster a climate of good government and be respectful of others. Being inclusive and encouraging diversity will be important. The individual will delegate and encourage an environment where creativity will flourish. Staff should be comfortable bringing forth ideas knowing they will be carefully considered. The ideal candidate will give assignments and set broad performance parameters, monitor progress, expect results and hold employees accountable.

He/she will recognize talent, mentor that talent, and be confident enough to then step back and let the staff member do his/her job. There is much to do in Mooresville and the new Town Manager will need to trust the staff to execute the tasks that make Mooresville the great place it is. The manager can then focus on Mooresville's future and on raising the quality of life for all the Town's residents. Fortunately, Mooresville's staff is excellent and simply needs a leader to show them the way forward, and guide them in implementing the Board's priorities.

When asked the characteristics of the ideal candidate, one Board Member suggested the best candidate will be able to read people's minds and print money in the basement. While he was smiling as he said it, his point was, and it is reflective of the Board's philosophy, they want someone who will carefully husband the Town's resources, and spend them wisely. Ideally, the individual will know where and how to secure outside resources to help resolve Mooresville's issues, particularly traffic.

In terms of specific skills, the individual will have a demonstrated track record of achievement in management, finance, and infrastructure. He/she will have experience in rapidly growing communities and in negotiating with developers. The Town wants and expects future growth, but expects responsible growth. Knowledge of economic development is important and experience with intergovernmental relations is a plus. Awareness of North Carolina law and what it means to be a Dillon Rule state is important.

The selected candidate will be expected to make a commitment to Mooresville. This position should not be viewed as a stepping stone but as a gem in its own right.

The position requires a bachelor's degree in business administration, public administration, public policy or related field and 7 to 10 years of increasingly responsible experience as a senior-level government executive. A master's degree is preferred.

COMPENSATION

The starting salary will be in the range of \$150,000 to \$225,000. The Town prefers to pay mid-range but will pay at or near the top for the right candidate. Benefits are excellent.

PRIOR MANAGERS & INTERNAL CANDIDATES

Mooreville's two most recent managers retired. The first was with the Town for 29 years, first as the zoning administrator and then as planning director, assistant town manager and finally as the Town Manager for the last 5 ½ years. The more recent manager came out of retirement to serve just over two years as Town Manager before leaving. There are no internal candidates

RESIDENCY

Residency within the Town limits is required. A wide variety of housing opportunities (in terms of cost, structure, and location) exist within the town limits, and it is such a great community that there is no reason to want to live anywhere else.

HOW TO APPLY

To be considered, please email your cover letter and resume to Recruit35@cb-asso.com by May 17. Faxed and mailed resumes will not be considered. Questions should be directed to Lynelle Klein at (425) 658-7025 or Colin Baenziger at (561) 707-3537.

CONFIDENTIALITY

Under North Carolina law, this process will be entirely confidential. The only candidate whose name will be released is that of the person who will serve as Mooreville's next Town Manager.

THE PROCESS

Applicants will be screened between April 26 and June 18. Finalists will be selected on June 19th and interviews will be held on July 11 and 12 with the selection of the Town Manager occurring shortly thereafter.

OTHER INFORMATION

The Town of Mooreville is an Equal Opportunity Employer and encourages women, minorities and veterans to apply.

ADDITIONAL INFORMATION

The following websites have additional, useful information you may wish to consider.

<http://www.racecityusa.org/>

<http://www.moorevillenc.gov/>

<http://www.visitnc.com/charlotte-region/>

<http://www.onemooreville.org/>

COLIN BAENZIGER  ASSOCIATES

EXECUTIVE RECRUITING