



CITY MANAGER POSITION AVAILABLE

Apply soonest as we are already screening candidates but not later than August 31, 2018

## Welcome to the city of Sunnyside, Washington

If you are up for a challenging city manager position in a beautiful, sunny river valley in south central Washington, this opportunity is for you! It is simply a fantastic opportunity!

First, consider that Sunnyside has a great council/manager tradition! In 1948, it became the first city in Washington to adopt the council/manager form of government. Further, it achieved the coveted distinction of All American City in 1979.

Look at its location! Sunnyside is equidistant from Spokane, Seattle, and Portland. Sitting on I-82, the city is midway between the Tri-Cities on the east and the City of Yakima on the west. Now that you know where Sunnyside is, think about its amenities. It has 300 sun-filled days each year with very low precipitation.





The year-round temperatures are mild and it is surrounded by a large and diverse agricultural valley where fresh fruit, vegetables, mint, grapes, asparagus, and hops are produced. The dairy industry also has a large presence in the community. The city is very proud of its agricultural past and present. Every year, it hosts the Lighted Farm Implement Parade, and it is no small event. The A&E Network once named it as one of the top 10 such parades in the United States.

The city is culturally diverse and very accepting of newcomers. Neighborhoods are cozy and everyone is friendly and helpful. You will quickly get to know the people next door. An enclave of Dutch, who were initially involved in agriculture, make up part of the social and political fabric of Sunnyside. More recently, the city has incorporated a significant Hispanic population and its annual Cinco de Mayo celebration is one of the largest in Washington bringing in visitors from all over the state.

Even better, the cost of living is low and the lifestyle is characterized as attractive and rural. Housing prices are quite reasonable here. Although in short supply, a three bedroom, two bath home can be purchased for between \$180,000 and \$250,000. Education is important to Sunnyside residents. School facilities are well-maintained and plentiful with one elementary school devoted entirely to kindergarteners! Post-secondary educational opportunities are



available nearby. Health care is very good and getting better as a new hospital is being constructed on the east side of the city.

Sunnyside also has much to offer the outdoor enthusiast. Exercise buffs appreciate the walking, jogging, and biking trails. For example, the Lower Yakima Valley Pathway goes northeast 15 miles to Prosser, Washington. The nearby Yakima River is a place where people enjoy tubing, floating, fishing, and other water activities. Snow skiing, hiking, and hunting are available in the nearby mountains. If you are a hunter, Sunnyside is a great place to be. Elk, deer, water fowl, forest grouse, doves, pheasants, quail, partridges, and turkeys are all found in the area.

If you are into winery tourism, Sunnyside sits in the heart of the burgeoning wine industry of the state, and is part of the second largest grape growing area in the nation. Given the Yakima Valley American Viticultural Area (AVA) produces 40% of the wine made in Washington, the region has much to visit and taste.

So, if you are tired of the fast paced lifestyle, traffic, and congestion of a major urban setting, you'll enjoy the laidback, easy going tempo of Sunnyside where you can go from one side of town to the other in less than ten minutes!

HISTORY

The settlement was originally founded in the late 1800s by Walter Grainger. His idea was to bring water from the Yakima River via the Sunnyside Canal to irrigate local farmland. The financial Panic of 1893 slowed progress but by the end of 1901, the population had doubled to over

300, the legal minimum to incorporate. On September 16, 1902, residents voted 42 to one to incorporate as the town of Sunnyside.

Sunnyside's population increase at this time was stimulated by the immigration of the Dunkards (members of the German Baptist Progressive Brethren and so named because of their practice of baptizing their members in irrigation canals and ditches). They formed a Christian Cooperative Colony in Sunnyside and purchased the entire town site. They were the developers of its first bank, and a telephone system. Notably, they enforced clauses prohibiting alcohol,

Table 1: Sunnyside Demographics

Estimated Population: 16,407			
Distribution by Race		Distribution by Age	
Caucasian	86.9%	0 to 15	32.4%
African American	0.1%	15 to 25	16.6%
Asian	1.0%	25 to 45	26.8%
Native American	0.5%	45 to 65	16.2%
Two or More Races	11.5%	65 to 85	6.5%
Total	100%	Over 85	1.5%
Hispanic (all races)	83.5%		

Educational Achievement (over age 25)	
High School or Higher	51.6%
Bachelor's Degree or Higher	8.1%

Other Statistics	
Median Age-Highland Beach	25.3
Median Age-U.S.	37.4
Poverty Rate	24.5%

Source: U.S. Census Bureau



dancing, and gambling as a condition on every parcel of land sold. As a result, the old maps of the state identified the town with a cross or halo symbol.

In 1917, Sunnyside initiated a project to pave its dirt streets. This project was necessary because years of irrigation had raised the water table to the point that the streets had become unbearably muddy. The cost of the entire project was approximately \$63,000. In the 1930s, refugees from the Dust Bowl moved to Sunnyside because of abundant water and opportunities.

## DEMOGRAPHICS

See Table 1 on page 3 for Sunnyside Demographics.

## COMMERCE

The entire Yakima Valley region has a population of 286,000 and can be described as rural. Agriculture is an economic mainstay (over \$1 billion sold locally, nationally and internationally each year) and local businesses largely support and/or compliment that industry. Other significant industries in the region include healthcare, warehouse/distribution, manufacturing, alternative energy and tourism. Locally, the top ten taxpayers in Sunnyside are the cheese plant, utilities, steel fabrication, retail, dairy, fruit processor, hop processor and PVC pipe manufacturer.

## CLIMATE

Sunnyside area has four distinct seasons. Its climate is characterized by some as semi-arid, and cold desert by others. The average high temperature in the summers is



in the high 80s F and in the 40s F in the winters. Summer lows are average in the low 50s and in the 20s in the winter. Precipitation is minimal, averaging only 12.4 inches per year. By comparison, the continental United States, as a whole, averages 30.2 inches and the state with the lowest average is Nevada at 9.5 inches annually.

## GEOGRAPHY

Sunnyside lies in south central Washington, approximately 40 miles north of the Washington-Oregon border and 180 miles east of Seattle, 180 miles southeast of Spokane, and 180 miles northeast of Portland, OR. The city covers 6.63 square miles, all of which is land and lies an average of 745 feet above sea level.

## GOVERNMENT

The Revised Code of Washington classifies Sunnyside as an "optional code city" with a council/manager form of government. As such, it is overseen by seven elected Councilmembers. One of the members is selected from the body to be mayor and another to be the deputy mayor. Both serve two year terms in those offices. All are elected

at large and serve staggered four-year terms. Four Councilmembers represent geographic districts and three serve at large. The City does not have term limits. Elections are held in November of odd numbered years, with the next one being in 2019 when three seats could be contested. Historically, the composition of the city council has been relatively stable. Two members are in the fourth term, three are in their second and two are in their first. As a body, the council is collegial, has a great deal of respect for city staff, and is supportive. The City Council has two regular meetings and a scheduled workshop each month.

The City provides a full range of traditional city services to its residents. The City Manager is responsible for overseeing the city's day-to-day operations and supervises the following city departments: Police (including the city jail), Fire, Public Works (which includes the airport, community development, parks, sewer, streets and water), City Clerk, and Finance and Administration. The recreation programs and community center are operated by volunteers through a local non-profit, Sunnyside Arts and Sports Association (SASA). Electricity is provided in Sunnyside by Pacific Power and natural gas by Cascade Natural Gas.

The City's general fund budget for 2018 is \$13.7 million and its total budget is \$28.1 million. General Fund's largest sources of revenue are: utilities taxes, sales and use taxes, and property taxes. About \$5.7 million (62.5%) of the General Fund is devoted to Fire and Police.

The City has 107 full-time equivalent employees. The City has six labor groups with bargaining rights.

## CHALLENGES

In the past five years, the city has made amazing progress, and the challenges it faces are very different.

The first challenge is economic development. The Port of Sunnyside has helped bring quite a few new businesses to the area including a mushroom grower, a fertilizer manufacturer, and numerous restaurants and other businesses. Still much remains to be done. The city has 140-acre business park that is more than half empty at the moment. Another 500 or so unoccupied acres lie within the city limits and the downtown has a considerable amount of vacant space in its core downtown. The city needs to market itself better and establish a brand.

A related challenge is housing. The city simply does not have a great deal of housing available at any one time that would attract middle income people and professionals. The land is available. Developers need to be given a reason to build here. Also, some concern exists that the city's building permit process is not as friendly as it could be.

A third challenge is to evaluate the efficiency and effectiveness of city operations. Public safety is an area that should be addressed early in the assessment. Over the past seven or eight years, the police department has done an excellent job of curbing crime but it has been costly. It is hoped that the next manager will find ways to reduce costs while maintaining or improving services.

Finally, there are long term concerns that need to be planned for and addressed before they become issues. As one council member put it metaphorically, "We should be

planting trees we will never sit under.” For example, the Bureau of Reclamation brought water to the valley for 100 years. Unfortunately, that was 110 years ago. Another example is one of the local cities (Granger, Prosser, Grandview or Sunnyside) will become a hub for the region. Sunnyside needs to be thinking about how to become that hub, develop a plan to do so, and then make it happen.

## THE IDEAL CANDIDATE

This position is a great opportunity for the right person. The ideal candidate will be an accomplished leader and manager. The individual will be an effective communicator with Council, staff and the public. He/she will be upbeat, positive, logical, calm, innovative, approachable, open, transparent, proactive, flexible, responsive, cheerful and persistent. The manager will also have a strong work ethic, be fiscally conservative (but not a penny pincher), and be operationally astute.

The ideal candidate will be a partner to the elected officials, providing them all with the same information and respect, and to achieve what is best for the city as a whole rather than any particular group. He/she will have a vision but more importantly possess the ability to help the elected officials refine their vision of the City, establish goals, and develop long range strategies to fulfill that vision.

The individual will understand politics without becoming involved. He/she will be able to warn the city council diplomatically when it is pursuing a course the manager feels is unwise. At the same time the individual will be fully supportive of any decision the elected body makes, even if he/she personally disagrees with it. A thick skin

and a resilient personality along with a sense of humor are definite pluses.

The individual will be an outstanding team leader, someone who will mentor and develop staff. The manager will provide direction and resources while relying primarily on the staff to get the job done. Since the professional staff is small, however, the ideal candidate should plan on being a working supervisor, rolling up his/her sleeves and working shoulder to shoulder with the staff on occasion. At the same time, he/she will hold people accountable for their performance and expect projects to be completed on time and within budget. Personally, the manager will be results-oriented, ethical, and decisive.

This manager will be an experienced professional with proven success who can foresee the consequences of actions, avert crises, and advise the members of the City Council so they can optimize their decisions. The City is looking for someone who has “done it,” not a novice, but an established and seasoned professional. The Council expects the new city manager to look at the City with fresh eyes and assist the City Council in charting the best course. He/she will like a challenge and have strong analytical and problem solving skills. The individual will always be looking for ways to make the City’s operations more efficient and effective. He/she will ask many questions about why. “We have always done it this way,” will not be an acceptable answer. It may be the best way but the underlying rationale should be understood. Familiarity with the appropriate application of information technologies will be a plus.

The manager will be someone who is comfortable in the community and someone whom the community

will grow to admire and respect. He/she will be able to communicate equally well with millennials and those with more life experience, as well as with the corporate CEO and the day laborer. The individual will always be listening and looking for ways to make the municipality more responsive. Customer service and integrity will be part of the manager's core principles and he/she will insist they run throughout the organization. Sunnyside is a small town that values human dignity and treating everyone with respect. Residents are not always right but they deserve an honest effort to solve their problems. When that cannot be done, they should be given an explanation of why the city cannot help.

The next Manager must be business friendly and have a demonstrably successful track record in economic development and redevelopment. Expertise in labor relations and intergovernmental relations are critical. Experience with obtaining grants and other outside funding is important. Having worked in a culturally diverse community is a plus as is being bilingual in English and Spanish.

The position requires graduation from an accredited four-year college or university with major coursework in public or business administration or related field. Related business and/or nongovernmental experience at the executive level will be considered in lieu of the college or university requirements. A Masters in Public or Business Administration is preferred but not necessary. Candidates should have at least seven years of experience as a city manager or assistant city manager or comparable public or private sector work experience.

## COMPENSATION

The salary range is \$115,000 to \$135,000 per year plus benefits. The city manager will have an employment agreement and be part of the Washington Public Retirement System.

## RESIDENCY

Residency within the city limits is required.

## THE CURRENT CITY MANAGER

The current city manager will retire later this year after five years with the city.

## CONFIDENTIALITY

No candidates' names will be released without the candidates' permission. It is, however, expected that when the City Council selects finalists, the names will be released to the public. It is also likely the public will be able to meet the candidates at a reception.

## HOW TO APPLY

Email your cover letter and resume to [Recruit45@cb-asso.com](mailto:Recruit45@cb-asso.com) as soon as possible but not later than August 31, 2018. We are screening candidates as they arrive. Faxed and mailed resumes will not be considered. Please direct all of your questions to Lynelle Klein at (425) 658-7025 or Colin Baenziger at (561) 707-3537.



## THE PROCESS

Applicants will be screened between August 18th and September 24th. Interviews are scheduled for October 4th and 5th with a selection shortly thereafter.

## OTHER IMPORTANT INFORMATION

Sunnyside is an Equal Opportunity Employer and encourages minorities and women to apply. For more information concerning Sunnyside and the region, visit:

<http://www.ci.sunnyside.wa.us/>

<http://portal.sao.wa.gov/ReportSearch/Home/ViewReportFile?isFinding=false&arn=1021365>

<https://www.yakima.org/index.html>

