



# Director of Economic and Housing Development

## CITY OF SAN BERNARDINO, CALIFORNIA



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## THE COMMUNITY

Nestled south of the San Bernardino Mountains and west of the lower desert, the City of San Bernardino is a community rich in history and cultural diversity, long recognized for its scenic beauty and strategic location. The city is the county seat, largest city in San Bernardino County and the 17th largest city in California. Located approximately 60 miles east of Los Angeles, 120 miles northeast of San Diego and 55 miles northwest of Palm Springs, San Bernardino is very well connected via air, rail and road. Incorporated in 1854, the city's boundary currently totals 60 square miles and encompasses a population of 213,000.

Residents find excellent employment, education, health and recreational opportunities, as well as easy transportation access throughout the Southland and beyond provided by the San Bernardino and nearby Ontario International Airports, I-10, I-210, I-215 and SR91 highways, a new Downtown Transit Center, and the Santa Fe/MetroLink Rail Station. Light rail is also in development between San Bernardino and Redlands, which will further enhance commuter options and business opportunities. The BNSF Intermodal Facility makes the city one of the most important rail hubs in the state.

San Bernardino offers a wide variety of housing options including the new Arrowhead Grove development and offers some of the most affordable housing in Southern California. The city boasts San Bernardino Valley College, a regional leader in career and technical education; California State University, San Bernardino, serving more than 20,000 students a year; and, San Manuel Gateway College & Loma Linda University Health – San Bernardino, an innovative new higher education resource that integrates training programs in health careers with clinical experience. San Bernardino is a regional health care center with San Bernardino Community Hospital and St. Bernardine Medical Center in addition to the Loma Linda facility. The University Corridor is also a major catalyst for economic development.

With 35 parks, 11 community centers, 4 libraries, 3 golf courses, and a premier soccer complex, San Bernardino provides outstanding recreational and educational opportunities to support healthy lifestyles for all ages. The city is also centrally located for outdoor recreation in the adjacent mountain and desert regions. The Inland Empire 66ers minor league baseball team calls San Manuel Stadium home and other professional sports franchises are located in nearby counties. Residents also enjoy special events including the annual Return to Route 66 Rendezvous and the SBC Fest.

The visual and performing arts are also well represented in San Bernardino. The city is home to multiple venues including the historic California Theater, Sturges Center for the Arts, Roosevelt Bowl, National Orange Show Events Center, San Manuel Amphitheater, and the Garcia Center for the Arts. The California Theatre is home to Broadway plays as well as the San Bernardino Symphony Orchestra, one of the oldest in the region.

“San Bernardino is Open for Business” with opportunities provided by the city's link to national markets, Mexico and the Pacific Rim through its transportation resources and proximity to the Port of Los Angeles (within just over one hour). In addition to a low cost of doing business, friendly

attitude and access to a skilled workforce, San Bernardino offers many new quality commercial developments including the JC Penney new concept store, Theater Square Downtown Revitalization Project, Carousel Mall Reuse, and numerous projects within its University, Waterman, and Hospitality corridors, at the Inland Center Mall, airport industrial area and Cajon Pass Light Industrial District. Opportunities are also provided by major regional partnerships such as the Inland Empire Small Business Development Center and Inland Valley Development Authority. Major businesses calling San Bernardino home include BNSF Railway, Amazon, Kohl's, Pep Boys, CSU San Bernardino, Caltrans, Mattel, and Stater Brothers.

With opportunities for first-time homebuyers, entrepreneurs, investors and employers, San Bernardino is truly a “City on the Move.” To learn more about San Bernardino, please visit [www.sbcity.org](http://www.sbcity.org).

## THE ORGANIZATION

San Bernardino is operating under the Council/Manager form of government since the adoption of a new city charter in 2016. The seven-member City Council is elected to four-year staggered terms by ward and the Mayor is elected citywide. The City Council appoints the City Manager, City Attorney and City Clerk. The Economic and Housing Development Department is the newest of 13 City departments including the City Manager's Office, City Attorney's Office, City Clerk, Finance, Police, Parks, Recreation & Community Services, Community Development, Information Technology, Human Resources, Public Works, Library, and Water. The city receives fire protection services from the San Bernardino County Fire District. The city's total operating budget for fiscal year (FY) 2017/18 is \$160 million with a General Fund operating budget of nearly \$120 million. Current approved staffing totals 746 full time city employees.

The city filed for bankruptcy in 2012 and has now successfully emerged from that process with a Bankruptcy Plan of Adjustment and Long-term Recovery Plan. The current focus is on rebuilding public safety, economic development and improving the quality of life for stakeholders. The city has also received its Finding of Completion from the State Department of Finance relative to the dissolution of its redevelopment agency and continues to work through the dissolution process, including its Long Range Property Management Plan. Looking ahead, the next few years will see significant accomplishments of important projects such as the reuse of the Carousel Mall and the continued revitalization of Theatre Square.

The organization prides itself in its shared values of Integrity, Accountability, Respect for Human Dignity, Honesty and Fairness. The new director position underscores the city's effort to hire the right talent to fill a relatively small management staff and to lead that staff in creating efficient, reliable service delivery processes and systems.

## THE POSITION

The Director of Economic and Housing Development is a new entrepreneurial position responsible for overseeing the city's economic development, property management and housing functions in a newly consolidated department. The Department is planned to have a staff of 8.

The Director is responsible for a wide variety of operations and programs in the housing, property management and economic development areas. As the head of a new department, the Director will work with the City Manager, City Council and community to create an economic development vision and strategic and specific plans necessary

to bring that vision to reality. The position must work effectively and stay connected with a variety of stakeholders, especially the existing business community. The successful candidate will also oversee a large inventory of property and ensure these resources are managed for maximum benefit to the community by promoting a diverse housing stock, business growth, economic vitality, community health, and employment opportunities. In addition to acting as a principle internal consultant in these areas, the Director of Economic and Housing Development serves as part of the city's executive management team.

The city has a number of assets to tap in reaching its goals including its many properties acquired over time by the city, former Community Development Commission and Housing Authority. Additionally, the city provides business tax credits, low-interest financing programs, Cal Recycle RMDZ Recycling Market Development Zone, SBA Hub Zone and Foreign Trade Zone resources to businesses and Neighborhood Stabilization Program (NSP), CDBG and HOME resources for residential development.

Some of the exciting priorities for the new Director include:

- Connect with local businesses and employers;
- Build an effective team within the new department;
- Work with regional partners to attract and retain businesses;
- Evaluate city-owned properties and determine the most effective disposition or use;
- Develop affordable and market rate housing; and,
- Maximize local resources in combination with existing county, state, and federal programs to spur investment and economic growth.

To be successful, the new Director should exemplify the following:

- Maintain the highest standards of professional ethics and integrity;
- Capitalize on existing city and community assets;
- Effectively manage a significant workload and maintain a results-orientation;
- Develop and manage budgets and evaluate the use of financial resources to achieve results;
- Attract and retain businesses through effective outreach and marketing, including social media;
- Analyze impacts of projects to determine those with greatest impact on community health and economic vitality;
- Value and contribute to the congenial culture of the organization with strong people skills;
- Supervise, motivate, coach, and develop assigned staff and act as a peer mentor;
- Possess broad experience and knowledge of the economic development, housing, and property management functions, especially in a municipal environment;
- Be passionate about the assignments and about contributing to an outstanding leadership team;
- Both see the big picture and be able to roll-up her/his sleeves to function as a working director;
- Act as a nimble problem solver;
- Take the initiative and go the extra mile;
- Evaluate programs and services for improvement;
- Communicate effectively with diverse audiences;
- Effectively represent the city in difficult, complex, sensitive and confidential negotiations;
- Deal constructively with conflict and develop effective resolutions;

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- Stay abreast of developments and legal changes impacting the profession and organization;
- Analyze contracts and manage their associated risks;
- Share credit with the team, no ego; and,
- Share the core values of San Bernardino and be energized by this exciting opportunity.

The successful candidate will possess solid knowledge of theory and practices in the three functional areas as well as in effective executive management (budgeting, personnel management, risk management, technology, hearing processes, and public records); laws, regulations and court decisions relative to the assignment; real estate transactions and documents; financial procedures; marketing and communications, including social media; and, contract negotiations. This is an “at-will” position with minimum requirements of at least ten years experience in economic development, municipal planning, housing, property management, or land development, including five years of management experience. California governmental experience is desired but not required. A Bachelor’s degree in public administration, business administration, finance, economics, housing, planning, urban studies, real estate, marketing or a related field is a typical way of obtaining the knowledge, skills and abilities required for the position.

## THE COMPENSATION

The annual salary range for this position is \$142,536 - \$173,244 and appointment will be made commensurate with experience and education. In addition, the city offers the following benefits.

**AUTO ALLOWANCE** – \$725 per month.

**CELL PHONE ALLOWANCE** – \$65 per month.

**RETIREMENT** – Classic Members with less than 6 months separation: CalPERS 2% at 55,

single highest year plan; 9.304% employee contribution. New Members: CalPERS 2% at 62, three highest year average plan; 50% of normal costs employee contribution. City does not participate in Social Security, but there is a 1.45% mandatory employee contribution to Medicare.

**MEDICAL, DENTAL & VISION INSURANCE** – City provides \$990 per month for employee only coverage or \$1,115 per month towards family coverage.

**LIFE AND ACCIDENTAL DEATH AND DISMEMBERMENT (AD&D) INSURANCE** – City provides a term policy in the amount of the annual salary.

**DEFERRED COMPENSATION** – City offers an optional deferred compensation plan.

**LEAVES** – Vacation beginning at 80 hours after one year, 96 hours of sick leave annually, 12 holidays, plus 18 hours of floating holiday time, and administrative leave of 80 hours per fiscal year. Up to a maximum of 20 additional hours may be granted for a total of 100 hours per year.

In addition, the city provides a flexible benefits plan, pre-tax childcare plan, and employee assistance plan.



## SEARCH SCHEDULE

Resume filing deadline ..... October 9, 2017  
 Preliminary Interviews ..... October 23, 2017  
 Recommendation of Candidates ..... November 2, 2017  
 Panel Interview Process ..... November 16, 2017  
 Finalist Interview w/City Manager..... November 28, 2017  
 These dates have been confirmed, and it is recommended that you plan your calendar accordingly.

## THE RECRUITMENT PROCESS

To apply for this exciting career opportunity, please send your resume and cover letter electronically to:

**Peckham & McKenney**

[apply@peckhamandmckenney.com](mailto:apply@peckhamandmckenney.com)

Resumes are acknowledged within two business days. Please do not hesitate to contact Ellen Volmert toll-free at (866) 912-1919 if you have any questions regarding this position or recruitment process.



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