

# CITY MANAGER RENO, NV



Recruitment Services Provided By Ralph Andersen & Associates



# WELCOME TO RENO THE BIGGEST LITTLE CITY IN THE WORLD

The City of Reno, Nevada offers an outstanding opportunity for an experienced City Manager who can execute the Mayor and Council's vision. Reno is a university city with a flourishing tech industry, abundant natural resources, a strong appreciation for the arts and festivals, and a city that is reinventing its core. The next City Manager will enjoy a quality of life defined by natural beauty, a splendid climate, along with abundant recreation, and cultural amenities. Reno has a growing economy and is nearing completion of significant long-term plans that will be primed for execution.

Reno also enjoys over 260 days of sunshine per year with four gentle seasons, no state income tax, and is ideally located near world famous Lake Tahoe, Yosemite, wine country, the San Francisco Bay Area, and historic gold mining communities.

Reno began as the preferred crossing point of the Truckee



## HOME MEANS NEVADA THE RENO COMMUNITY

River, an inland river that flows west to east from Lake Tahoe to Pyramid Lake, for travelers on their way to the California gold rush of the late 1840's and 50's. With the discovery of the Comstock Lode in the nearby Virginia City foothills in 1859, the river crossing became increasingly important for the growing trade in mining and agriculture. Reno was officially established in 1868, the same year that the transcontinental railroad, which paralleled the Truckee River, reached the town.

Today, with a population of 241,455, Reno is the 90th largest city in the United States, is the largest city in northern Nevada, and is the center of the Reno-Sparks metropolitan area, which has a population of 426,000. Reno is home to the University of Nevada, Reno (UNR), a Tier 1 university with a student enrollment of 21,000. The UNR campus is home to the Reno School of Medicine and the Donald W. Reynolds School of Journalism, which has produced six Pulitzer Prize winners. The Truckee Meadows Community College serves

13,000 additional students across multiple locations, and is a key player in preparing Reno's new skilled labor workforce.

Reno's economy once was heavily dependent on gaming, drawing visitors from the nearby San Francisco Bay Area and nationally. In recent years, Reno has diversified its economy with a strong emphasis on the technology sector. Microsoft, Apple, and eBay have located in or near Reno, and the world's largest industrial park lies just east of Reno, attracting the famous Tesla Motors' Gigafactory and Switch's SuperNAP – the world's largest data center. This massive influx of industry is fueling a hot economy and a housing boom. It was the resilient and pragmatic nature of Reno that allowed its rebound from a devastating recession to its current success.

Reno is set apart from other cities in its natural beauty. The majestic snow-capped Sierra Nevada mountains lie on its western border, with Lake Tahoe only minutes away. Considered the "Crown Jewel of the West," Lake Tahoe is home to the highest concentration of skiing and snowboard resorts in North America, and receives over 500 inches of snow annually. From Lake Tahoe the Truckee River flows through Downtown Reno and to nearby Pyramid Lake.

Home to the only nationally accredited art museum in the state, Reno has a strong appreciation for the arts. It is a city of festivals and events which draw visitors from across the world. Burning Man, Artown, the Reno Air Races, Hot August Nights, and the Reno Jazz Festivals are among the many festivals that bring thousands of visitors to "the Biggest Little City in the World" – a slogan that defines Reno as a city that retains its small-town friendliness regardless of how much it has grown.



# THE UNIVERSITY OF NEVADA

University of Nevada-Reno is a public institution that was founded in 1864. The University of Nevada-Reno is located on the border between the Great Basin and the Sierra Nevada on the western edge of the state. Nevada offers dozens of undergraduate degrees and master's programs, including business, education, medicine and engineering. The university also specializes in earthquake research and is home to one of the largest earthquake-simulation laboratories in the country.

Outside the classroom and lab, Nevada students can explore more than 200 student organizations, pledge with about 20 fraternities and sororities and participate in the school's many traditions. Each fall, students paint a big Nevada "N" on Peavine Peak, which overlooks campus, and during basketball season, fans cheer on the team as part of the "Blue Crew." Student athletes can play at the intramural level or try out for one of the many Nevada Wolf Pack varsity sports teams, which compete in the NCAA Division I Mountain West Conference. Off campus, Nevada students can visit nearby Lake Tahoe, check out the museums and festivals of Reno and drive just a few hours to California's capital, Sacramento, or the San Francisco Bay Area.



**ONE COMMUNITY. ONE PACK.**



## WOLF PACK FACTS

- UNR is recognized as a National Tier 1 University by U.S. News & World Report.
- The University invested \$35 million in the Student Achievement Center, which is scheduled to open this year.
- UNR's Mascot, Wolfie Jr., was named Mascot of the Year in 2012. Wolfie's older brother Alphie is also one of the Top 20 College Basketball Mascots, according to Bleacher report.
- UNR is the original University of Nevada, founded 80 years before its rival UNLV.
- The University boasts an extraordinary campus -featuring 100 year old elm trees, as well as state-of-the-art facilities such as the Mathewson-IGT Knowledge Center.

# CITY GOVERNMENT

The City of Reno is governed by a seven-member Council consisting of five members elected from wards, one at-large member, and the Mayor. All members are elected to four-year staggered terms. The City Council employs two employees, the City Manager and the City Clerk.

Of particular interest to prospective City Managers is that Reno is in the midst of a significant reinvention. Politically, the entire City Council turned over beginning in 2012. The new Council has a fresh vision for Reno, one that is progressive, modern, inclusive, and agile. Greater emphasis has been placed on a new vision for Reno – one that is focused on its status as a university city, its flourishing technological economy, its natural beauty, its dynamic arts and festivals, and its transforming City core. The Reno City Council places high value on inclusiveness, diversity, and transparency – qualities that are appreciated by its heavily engaged citizenry.

Nevada is a Dillon's Rule state, which balances power between the State of Nevada and the counties. This ruling, which dates back to 1868, established a common-law rule of statutory interpretation that limits the powers of local governments to those powers expressly granted by the Nevada Legislature.

With 1,200 FTE positions, the City of Reno provides a full slate of municipal services across 14 departments. The FY 2017 budget was recently adopted with a General Fund budget of \$191.7 million and an all funds budget of \$453 million.

Additional information about the City of Reno, including the City's budget, organizational chart, and staffing levels is available on Ralph Andersen & Associates' website.



## A MESSAGE FROM THE MAYOR



“ I am proud to say that the City of Reno has proven to be resilient. Reno has revived itself to become a mecca for entrepreneurs, young professionals, progressive businesses, and an arts and culture community that I believe can stand up to any major metropolitan city any day. ”



# THE POSITION

The City Manager of Reno is an at-will, executive position that serves at the pleasure of the City Council. The prior City Manager served five years in this role.

Key strategic executive leadership responsibilities of the City Manager include:

- Direct the implementation of the City Council's goals, objectives, policies, and priorities through leadership;
- Provide options and alternatives on a variety of complex topics and programs so that the Council may consider an array of choices, inclusive of staff recommendations and fiscal impacts, in order to set future policy direction based on sound and professional advice and counsel;
- Assume full management responsibility for assigned staff and departments; recommend and administer policies and procedures;
- Promote effective and efficient delivery of programs and services through the application of strategic management tools;
- Ensure the overall fiscal health of the organization, including development of the budget, approving the forecast of funds, and providing oversight over expenditures;
- Guide and facilitate discussions and establish strategies to address capital improvement projects and deferred maintenance across the full spectrum of the organization;
- Lead efforts of strategic planning and performance measurements that are tied to the budget and are both achievable and capable of being implemented;
- Engage in intergovernmental activities in the local, state, university, and regional arenas that promote the mutual interests of those jurisdictions; and
- Create a culture of effective communication throughout all levels of the organization as well as throughout the community.

# OPPORTUNITIES & CHALLENGES

The next City Manager will be presented with a number of known challenges and opportunities in which to excel including:

- The City of Reno ended its relationship with its prior City Manager of five years in October, 2016 amid allegations of misconduct. The recent circumstances have created issues within the executive staff that will need to be addressed through team building, organizational development, and possibly reorganization.
- While Reno is enjoying a robust economy, the property tax structure in Nevada impedes revenues during periods of growth. This creates difficulties in scaling City services to meet increasing demands. Deferred maintenance of infrastructure and facilities needs to be addressed and, at the same time, the next City Manager must ensure that Reno's services continue to align with the Council's priorities. Reno also knows it needs to grow responsibly and not simply sprawl. However, leadership is needed to guide this growth.
- Reno can do better in leveraging regional relationships and partnerships to bring mutual gains to the region for the benefit of all.
- The City of Reno is committed to addressing issues of social equity and justice, such as homelessness and affordable housing in a comprehensive and thoughtful approach in the context of sometimes competing interests.
- Located in an area of immense natural beauty, but affected by climate change, Reno places a high value on environmental responsibility and sustainability. As a recent testament of this commitment, Reno is one of ten new cities to join the City Energy Project.
- As Reno's workforce grows, especially in the technology sector, it will continue to diversify. Reno values economic and social diversity and efforts must continue to ensure its workforce is reflective of the community as the community demographic changes.
- It is a great asset to have a well-educated and highly engaged community. It yields better decisions, with broad support, but it is not without challenges. The City Manager must create opportunities for citizen involvement and reach meaningful consensus on issues.
- As Reno nears completion of a new Master Plan (see [ReimagineReno.us](http://ReimagineReno.us) for details), the new City Manager will need to lead the effort to execute the plan, which addresses land use, infrastructure, and regional assets, among others.
- A key priority of the City Council is the revitalization of Reno's downtown. A Downtown Action Plan is being developed to shape the process. A component of Reno's revitalization will be to return housing to the City's core in an environment that is more walkable and bikeable.

# UNRIValed NATURAL BEAUTY



# IS NEVER FAR FROM HOME

## THE IDEAL CANDIDATE

In addition to being ethical, well qualified, and experienced, the next City Manager in Reno must possess certain traits that will be essential for success:

- The next City Manager must be **courageous** and be willing to say what needs to be said, even if it is unpopular, and even if it threatens his/her standing. This **strong voice** must come from **experience**, wisdom, and vision.
- Reno is a city with a very open and inclusive government. The City Manager must not only be accessible, people-centric, and **communicate well**, but enjoy close communication with the Council, staff, citizens, developers, and other units of government.
- The ideal candidate will be **decisive** and possess an orientation for **action, results, and accountability**. The Council strongly desires a proactive manager that will push ideas and initiatives to the governing body for consideration.
- Reno's next City Manager must be a **diplomat and consensus builder** that represents the City well and in a business-friendly manner.
- Ideally, the next City Manager will have **experience in university communities** and understand the importance of productive "town and gown" relationships.
- A successful track record in **collective bargaining** is important, as city employees are represented in mature labor-management relationships.
- **Experience with social issues**, such as homelessness and mental health, is an asset.
- With Reno's emergent **downtown revitalization**, prior experience with executing similar projects with available tools, such as Business Improvement Districts, would be an asset.
- The ideal candidate will be an **authentic, humble, and kind leader** that can form effective teams that produce powerful results. He/she should be committed to developing staff through mentoring, professional development, and creating a culture of accountability. The ideal candidate will be seen actively engaging employees in their workplaces.

Reno's next City Manager should understand the Council-Manager form of government not only in the context of the Charter, but also protecting the Council's image, and be skilled in managing the relationship. The Council desires to stay true to their role of setting vision and policy, and provide the manager with the discretion in how to carry it out.

## EDUCATION AND EXPERIENCE

Minimum qualifications for the position of City Manager include:

**Education:** A Bachelor's degree in a related field from an accredited university. A Master's degree is preferred, as is an ICMA Credentialed Manager designation.

**Experience:** Five years of progressively responsible experience as a manager in a municipal environment. A successful track record as a City Manager or Assistant/Deputy City Manager with exposure to the full slate of city services is preferred.

## COMPENSATION

The successful candidate will receive a highly competitive salary with an excellent executive benefit package that considers the candidate's salary history and track record of career success. The City Council will negotiate a mutually agreeable employment agreement with the selected candidate including assistance with moving and relocation, if appropriate. Further details on compensation may be obtained through Ralph Andersen & Associates.



# LIFE IN AN UPCOMING TECH CAPITAL

"If there's one thing that defines the entrepreneurial and small-tech community of Reno, it's mutual support. Almost everyone wants everyone else to succeed. And common interests abound. Anyone who chooses the alpine lifestyle of Reno over the perceived rat race of Silicon Valley does so in part to enjoy a different sort of lifestyle." - Next City

## HIGHLIGHTS OF THE RENO AREA TECH SCENE:



Tesla Motors famously announced the choice of Reno as the site of its "gigafactory," an enormous plant of roughly 6,500 workers.



Switch is building a \$1 billion, three-million-square-foot data center in the Reno area.



Reno is home to Microsoft's Licensing Division



Amazon's Reno fulfillment center was described by the Reno Gazette-Journal as a small city



## THE RECRUITMENT PROCESS

This is a confidential process and will be handled accordingly throughout the various stages of the process. Candidates should be aware that references will not be contacted until mutual interest has been established.

All interested candidates should **apply by January 19, 2017** to Ralph Andersen & Associates by submitting a compelling cover letter, comprehensive resume, and three years of salary history to [apply@ralphandersen.com](mailto:apply@ralphandersen.com). Top candidates will be invited for a comprehensive interview process tentatively set for early-February. Additionally, a supplemental questionnaire may be required with responses to specific questions and submittal of sample work products.

*Applicants should understand the public nature of chief executive searches in Nevada. Ralph Andersen & Associates, along with the City of Reno, will endeavor to keep candidate confidentiality protected until serious consideration by the City Council has been established. Applicants must sign a waiver understanding that their candidacy will become public if selected as a finalist.*



For further information or questions on the recruitment process, please contact Mr. Greg Nelson at (916) 630-4900. Confidential inquiries are welcomed and interested candidates are encouraged to submit application materials early for maximum consideration.

Learn more about the City online at  
[www.reno.gov](http://www.reno.gov)

# CITY MANAGER RECRUITMENT TIMELINE



