



A Great Place
to Live, Work
& Play!

**Director of Economic Development
and Residential Recruitment**

March 2017



Executive Search Consultants

Tupelo, Mississippi
Little Rock, Arkansas
662-397-1955
662-401-1337

www.thepacegroup.com

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I. Needs Assessment

PACE interviewed stakeholders to gain insights on the qualifications and characteristics desired for the **Director of Economic Development and Residential Recruitment**.

The following is a compilation of the majority of opinions expressed in the interviews.

I. Job experience:

- A. Five years' experience in commercial and residential development
- B. Proven ability to market and to network

II. Characteristics and Personality:

- A. Confidence
- B. Energetic/self-starter
- C. Possesses integrity/honesty
- D. Team player
- E. Conversationalist
- F. Listener
- G. Results-oriented and mission focused in a respectable manner

III. Education:

- A. Master's degree preferred but not required
- B. Additional degrees or training would be a plus
- C. Good written and communication skills

IV. Keys to Success:

- A. Initiate residential development through partnerships or other means
- B. Attract "big box" type business to locate
- C. Understand the concept of local, region, state, and international business
- D. Represent the community in a professional manner
- E. Communicate with public officials in a positive manner
- F. Create and effectively communicate a vision and plan

V. Strengths of Pascagoula

- A. Location
- B. Untapped marketplace
- C. Small business development
- D. Access to waterfront

- E. Locally owned companies
- F. Industrial presence
- G. Low cost of land
- H. Railway and highway access
- I. Schools
- J. Friendly supportive people
- K. Quality of life

II. Job Description

Position Overview:

| | |
|--------------------|---------------------------------------------------------------------|
| Job Title: | Director of Economic Development and Residential Recruitment |
| Reports to: | City Manager- Mr. Joseph Huffman |
| Hours: | Full-time, occasional evening and weekend work required |

POWERS, DUTIES & RESPONSIBILITIES:

GENERAL STATEMENT OF DUTIES

This position is responsible for the execution of economic development strategies which will result in the recruitment of new commercial and retail businesses, expansion of existing commercial and retail businesses, and the development of new residential ventures to ultimately increase the number of City residents in accordance with all applicable laws and City of Pascagoula policies and procedures.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Serves as the City's economic development recruitment strategist; develops short and long-term economic development plans, as well as collecting data and preparation of studies, reports, and recommendations to achieve such goals.
- Directs the development of the overall vision for the City's economy consistent with and supportive of the City's economic development goals and Strategic Plan.
- Directs the development of specific needs and opportunities for expansion of businesses providing goods and services, with an emphasis on expansion of retail shopping and residential development.
- Assists in identifying and prioritizing economic development opportunities for the City.
- Develops an ongoing process to measure progress on key economic development priorities.
- Recruits new businesses via networking, conferences, and direct communications.
- Must remain up to date on national business trends, expansions, and closures.
- Responsible for City incentive programs including researching incentive programs, developing programs and implementing programs; always exploring opportunities for new incentives.
- Develops marketing materials specific to individual properties, centers and areas within the City.
- Responsible for maintaining an available properties database, marketing of database and utilizing the database to facilitate development.
- Provides professional planning and development advice in support of the City's Strategic and Comprehensive Plan.
- Negotiates and coordinates professional service contracts.
- Coordinates with City staff and developers to include the preparation of development agreements, develop and execute marketing and business development efforts, coordinate with other County and City agencies, and follow-up on business leads/interested parties.
- Acts as a liaison with state and federal agencies engaged in activities related to residential and business recruitment and expansion.
- Oversees residential recruitment efforts which result in an increase in the number of residents in the City of Pascagoula

- Facilitate residential development including building networks with residential developers, identifying existing parcels conducive to residential development, and mitigating obstacles to residential development.
- Attends professional development workshops and conferences to keep abreast of trends and developments in the field of economic development.
- Any other duties assigned by the City Manager.

SUPERVISORY REQUIREMENT This position will oversee the duties of an Administrative Assistant.

EDUCATION and EXPERIENCE

Bachelor's degree in Economic Development, Public Administration, Planning or a closely related field, with a minimum of five (5) years substantial technical and planning is required. A Master's degree in a related field is preferred. Extensive progressively responsible experience fulfilling the requirements that result in the required knowledge, skills, and abilities can be substituted.

SPECIAL QUALIFICATIONS

Computer proficiency in MS Word and MS Excel is required; previous experience with MUNIS software is preferred. Thorough knowledge of modern theories, principles, and practices of economic development is essential. A thorough knowledge of the community, its needs, growth potential and resources is vital. Certified Economic Developer (CED) and a valid driver's license is required.

TRAVEL REQUIREMENT

Travel is required.

LANGUAGE AND REASONING SKILLS

Ability to understand written or oral instructions; read, analyze and interpret complex documents, instruction manuals, policies, and procedures is essential. Excellent communication skills are required to effectively present information in a one-on-one, small and large group setting. Strong interpersonal skills are essential to maintaining effective working relationships with a wide variety of people. The ability to work effectively and efficiently, under stressful conditions, to ensure deadlines are met is essential. Must have demonstrated, through prior work experience, the ability to identify and resolve complex issues and problems in a courteous and professional manner while adhering to an appropriate policy and procedure.

PHYSICAL DEMANDS

This position requires periods of sustained sitting, standing, and walking and the ability to see, speak and hear. Work requires physical activity, and occasional light lifting is required. Requires the use of hands and fingers to input data into computer and move materials for special events.

WORKING ENVIRONMENT

This position typically performs work in a well-lit, climate controlled, and adequately ventilated office environment and requires observance of safe work practices, fire regulations, and avoidance of falls, trips, and similar office work hazards. Occasionally, outdoor work may be required when attending special events and functions.

II. City of Pascagoula

City Mission and Vision Statements

Our Mission

The mission of the City of Pascagoula is to obtain the highest quality of life for our citizens by progressively providing cost-effective programs and services.

Our Values

- **Teamwork**
An abiding respect for others and a sustaining commitment to work together.
- **Integrity**
Maintaining the highest standards of behavior. Encompasses honesty, ethics, and doing the right things for the right reasons.
- **Innovation**
Capable of extraordinary creativity and a willingness to explore new approaches to improving the quality of life for all citizens.
- **Superior Service**
Committed to providing superior customer service promptly to all citizens.
- **Stewardship**
Dedicated to responsible stewardship of taxpayer assets and financial resources, and to community service.

Our Vision

The vision of the City of Pascagoula is to be the best municipal organization in the State of Mississippi.

Economic Development

Business

With a low cost of living, an abundance of economic opportunity, several major universities located in the region, a progressive local government, low taxes, and friendly residents, Pascagoula is an ideal location to plant the seeds of economic growth.

Pascagoula offers a wealth of opportunity for business and pleasure, and the nation is taking notice.

- In a forecast released in 2010 by IHS Global Insight, Pascagoula was the top-ranked Mississippi metropolitan area and in the top 40 percent of metropolitan areas for projected job growth through the end of 2015.

- In 2010 Pascagoula ranked second in Mississippi and number 108 nationwide on Forbes.com's list of best small metro areas for business and careers. The rankings were based on the cost of doing business, projected job growth, and education level.
- Showing the diversity of opportunity in Pascagoula, the City was listed in Outdoor Life's 2011 Top 200 towns for outdoor athletes.
- In 2012 Pascagoula ranked eighth overall in the nation of the [Top States for Doing Businesses](#) by Area Development Magazine.

For more detailed information about the City of Pascagoula, please see our [Community Profile](#).

Located thirty minutes from Mobile, Alabama, and two hours from New Orleans, Louisiana, Pascagoula offers small town charm, world class recreation, and abundant economic opportunities within an easy drive of major metropolitan communities.

Among its latest projects, the City is in the process of providing all new streets and landscaping to its downtown district, restoration of the 1859 Round Island Lighthouse, new infrastructure to the riverfront, and miles of new walking, biking, and kayaking trails.



Education

Pascagoula: Exploring Excellence in Education

The Pascagoula District (PSD), located in the southeast corner of Mississippi and between the cities of Gulfport / Biloxi, MS and Mobile, AL, is a public school district that houses approximately 7500 students in 19 elementary (K-5), middle school (6 – 8), high school (9 – 12), and specialty school campuses that serve the cities of Gautier and Pascagoula, MS.



The PSD, established in 1912, has a current school budget of \$78 million and employs over 1100 teachers, administrators, instructional and other support personnel.

The PSD is a long-standing member of the Southern Association of Colleges and Schools (SACS) accreditation agency, has two (2) Blue Ribbon high schools (2005), and has an accreditation level of 4 (out of 5) from the MS Dept. of Education Office of Accreditation.

The PSD’s current superintendent, Wayne V. Rodolfich, was the recipient of the Terrell H. Bell Award from the U.S. Department of Education Secretary Margaret Spellings (2005), has had visits from the President and First Lady of the United States, George and Laura Bush (2006), and received the Governor’s Award for Perseverance (as a result of damage sustained in Hurricane Katrina, 2006).

Extracurricular activities are important in creating a well-rounded educational experience. School sponsored activities such as band instruction and student government receive great community support.

A number of honor societies, clubs, and group activities are available to students to enhance the learning process. Superior athletic programs in the Pascagoula schools have produced some of the most outstanding athletes at the state and national level. Athletic programs include football, basketball, baseball, softball, soccer, and track and field programs.

The Pascagoula School District includes schools within Pascagoula and our neighboring city of Gautier.

| Colleges/Universities |
|-----------------------------------------------------------------------------------------------------|
| MS Gulf Coast Community College (Jackson County Campus - 7 miles) |
| University of Southern Mississippi (Gulf Park Campus - 44 miles) (Hattiesburg Campus - 94 miles) |

| | |
|-------------------------------------------------------------------------------------------|------------|
| William Carey University (Tradition Campus - 30 miles) (Hattiesburg Campus - 93 miles) | |
| University of South Alabama (37 miles) | |
| Spring Hill College | (39 miles) |
| University of Mobile | (48 miles) |

<http://www.mde.k12.ms.us/Locations?District=147>

Healthcare



Singing River Health Systems

Singing River Health System is a governmental entity organized and existing under the community hospital statutes of the State of Mississippi operating as a not-for-profit organization. Singing River Health System is one of the largest employers on the Mississippi Gulf Coast, providing jobs for more than 2,700 residents of Jackson County and surrounding areas. SRHS provided \$185 million for employees' salaries and benefits in 2011. The direct and indirect impact from SRHS on Jackson County is an estimated 4,050 jobs and \$259 million per year in wages.

Recreation and Attractions

Beach Park offers a splash pad within at 14-acre park, which includes a concession stand, multiple playground areas, pavilions, bbq grills, restrooms, walking trail, sandy beach, and 1,000 foot fishing pier.



The **Pascagoula Historic Bike Trail** offers a unique combination of cycling, nature, history, and coastal culture. There are 15 points of interest along the trail including the Round Island Lighthouse, La Pointe-Krebs House, several historic districts, Ingalls Shipyard Iron Gates, Jimmy Buffett's childhood home, the site where Faulkner wrote "Mosquitoes" and allegedly wrote "Intruder in the Dust", Zachary Taylor House, The Longfellow House, and the Old Pascagoula High School.

At **The LaPointe Krebs Museum** learn about the rich history of the LaPointe Krebs House and of the diverse people that have inhabited this site and our surrounding area throughout history. Open Tuesday–Friday 10am to 5pm, Saturday 10am to 3pm.

Pascagoula Run- Paddle Battle



Old Spanish Fort



Community Links

<http://cityofpascagoula.com/city-parks>

<http://www.gulfcoast.org/things-to-do/>

https://www.virtualtourist.com/travel/North_America/United_States_of_America/Mississippi/Pascagoula-821085/Things_To_Do-Pascagoula-TG-C-1.html

<http://www.visitmississippi.org/events-and-points-of-interest/pascagoula-recreation-center-25927>

IV. Timeline

Suggested Timeline

| | |
|-----------------------|------------------------------------------------------------------|
| March 3, 2017 | Presentation of the Needs Assessment |
| April 24, 2017 | PACE presents a minimum of three candidates to search committee. |
| April 25 and 26, 2017 | Search Committee Interviews |
| April 28, 2017 | Candidate selected and salary negotiations begin |

FOR MORE INFORMATION

For more information or to express interest in this opportunity, please contact John Lovorn or Wanda Sullivan.

E-mail addresses:

john@thepacegroup.com

wanda@thepacegroup.com

662.401.1337

The PACE Group website: www.thepacegroup.com