

# HAMPTON, VIRGINIA ECONOMIC DEVELOPMENT DIRECTOR



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## COMMUNITY INFORMATION

HAMPTON, VIRGINIA (Population: 134,510) Located at the mouth of the Chesapeake Bay, Hampton is graced with miles of shoreline and breathtaking water views. The city is literally in the heart of the Hampton Roads region and the center of the East Coast. Stroll the streets of their vibrant, waterfront community and you will quickly see what makes Hampton a beautiful place to live, work, learn and play.

Established in 1610, Hampton is one of America's oldest cities rich in history with small-town charm. Hampton has been recognized by Money Magazine as one of the best places to live, as well as a national model for youth development and civic engagement. Hampton is a city of firsts — the first continuous English-speaking settlement was established there, America's first free public education was offered there, and NASA trained its first astronauts in Hampton.

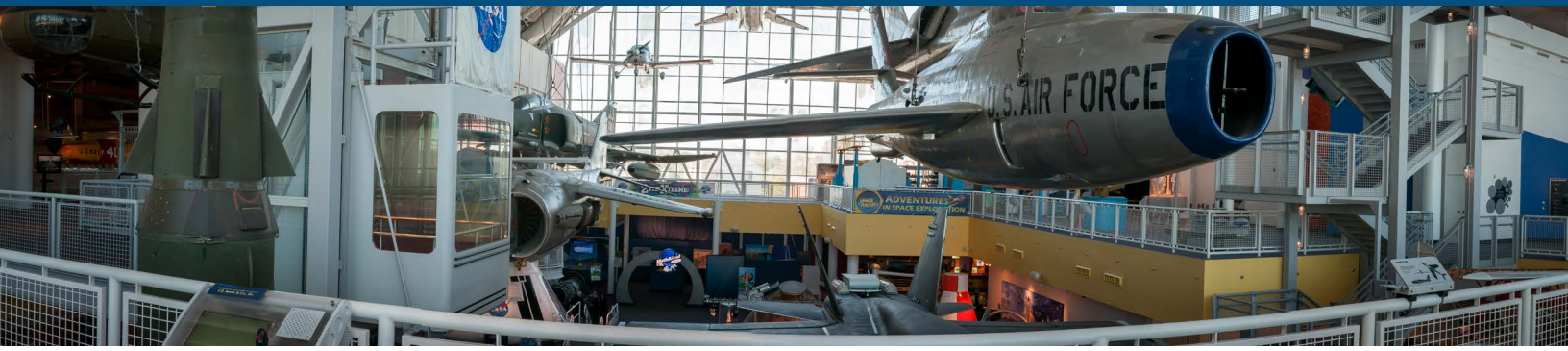
Hampton's unique setting at the confluence of the Chesapeake Bay and the James River has positioned it at the forefront of fundamental milestones in the nation's history. The history of Hampton, a mid-size southern city, illuminates the arc of American history in an important and unique way. Hampton's history is fundamental in America's early settlement, education, slavery, war, and modern technology and innovation.

The tip of Virginia's Peninsula has been coveted for its beauty, abundance of natural resources, and favorable location. From the inception of English settlement in America, Hampton and Fort Monroe's location made it vital as a military stronghold. Point Comfort, the site of Fort Monroe, was used for strategic defense of the Chesapeake Bay beginning in the earliest days of European settlement in North America.

The city features a wide array of business and industrial enterprises, retail and residential areas, historical sites, and other points of interest, such as a NASCAR short track, the oldest Anglican parish in the Americas (1610), and a moated, six-sided, historical bastion fort.

Today, the people who call Hampton home are shaped by the town's storied history. The local population includes descendants of original English settlers and African American slaves, northerners who came to Hampton to invest in its natural resources after the Civil War and founded its quintessential seafood industries, southerners with old local roots, Contraband refugees who made their way to Freedom's Fortress, and families brought here by military ties to Fort Monroe and Langley Air Force Base. Its natural setting continues to attract visitors, military families and retirees, and locals alike.





## OUTDOOR/INDOOR ACTIVITIES – QUALITY OF LIFE

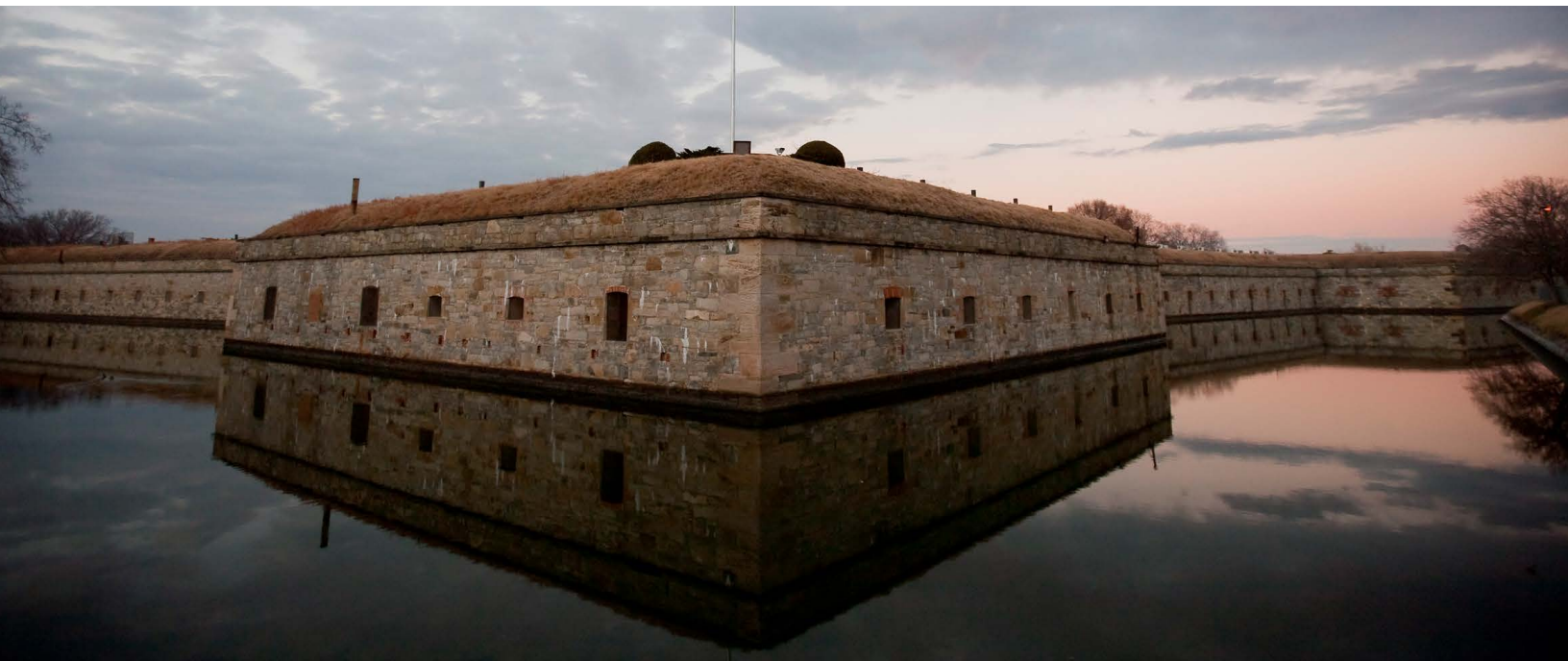
In Hampton, extraordinary pride is taken in partnering with our citizens and collaborating with a diverse array of businesses, universities, and other government entities. Hampton is home to the Hampton University Proton Therapy Institute, a state-of-the-art cancer treatment center and Sentara CarePlex, a technologically advanced facility featuring the area's first dedicated orthopedic hospital.

The Peninsula Town Center and other developments have re-established Hampton as the premier shopping, dining, and entertainment destination of Hampton Roads. Peninsula Town Center features retail, dining, entertainment, office, and residential opportunities. Other developments include The Power Plant of Hampton Roads with Bass Pro Shops Outdoor World, the Hampton Roads Convention Center, Embassy Suites hotel and new residential communities.

Hampton's neighborhoods are as diverse as they are unique with prices, styles, and sizes to meet residents' needs. Options range from beautiful waterfront properties and exquisite turn-of-the century Victorians to new urban condominiums and convenient downtown living.

The quality of life is a breath of fresh air and one of the best kept secrets on the East Coast. A waterfront city with a mild climate, Hampton has one of the lowest crime rates in the region. The city has been named one of the most technology-advanced cities in the nation by the Center for Digital Government for 14 of the past 15 years and one of the top 20 hot spots for young professionals to live and work by Next Generation Consulting.

There is also an abundance of things to see and do in Hampton. The city has a vibrant arts community, distinctive festivals, signature events and cultural attractions that include the Fort Monroe National Monument, Virginia Air, Space and Science Center, Hampton History Museum, Hampton Coliseum, The American Theatre, harbor tours, cruises and more!



## DEMOGRAPHICS/EDUCATIONAL OPPORTUNITIES

The population is estimated at just over 134,500 with a median household income of \$56,287. The community is racially diverse with demographics reported at 51.3% African American, 41.2% white, and the remainder made up of small percentages of bi-racial, Asian, American Indian and Hispanic households. Hampton City Schools' racial demographics are reported at 60.3% African American, 21.7% white, 6.9% Hispanic, 8.8% bi- or multi-racial, 1.7% Asian and .3% American Indian and Hawaiian/Pacific Islander.

In 1634, colonist Benjamin Syms bequeathed land, cattle, and tools for starting America's first "free school" to educate local children at reduced or no cost. Hampton City Schools continues to benefit from the proceeds of the bequest and is America's oldest educational institution.

After the end of the American Civil War, historic Hampton University was established opposite from the town on the Hampton River, providing an education for many newly freed former slaves and for area Native Americans. In the 20th century, Hampton became the home to Langley Air Force Base, NASA Langley Research Center, and the Virginia Air, Space and Science Center. Hampton features many miles of waterfront and beaches.

Hampton City Schools is recognized as a Ford Next Generation Learning (NGL) site, the first in the Commonwealth of Virginia and the 23rd in the United States, the 14th largest school division in the Commonwealth of Virginia, with over 19,500 students enrolled in:

- **1 Early Childhood Center**
- **18 Elementary Schools K-5** (including 1 magnet, 2 fundamental schools and 1 school for the arts)
- **1 Gifted Center (3-8)**
- **2 PK-8 Schools** (designed with three major learning centers: PK-2, 3-5, 6-8 and established choice programs in Science, Technology, Engineering & Math (STEM) and Biotechnology/Medical Arts)
- **5 Middle Schools** (including 1 fundamental and 1 magnet)
- **4 High schools** (including 16 career academies with 44 career pathways)
- **1 Non-Traditional Campus** (including an alternative school, an eLearning Center, an Adult Education program, and a GED testing center)

Hampton's impressive school division is a region leader in National Board-Certified teachers, and the school's parent approval rating has been nearly 10% above the national average. The school division prides itself on the individual development of every child with its many progressive programming choices offered to parents and students. Other educational institutions include Virginia Peninsula Community College.

Some notes about the HCS during the 2015-2022 plan cycle (2022-2023 data has not been published by the Virginia Board of Education):

- HCS went from having 40% of its schools accredited to having 100% of its schools accredited without conditions.
- The HCS graduation rate climbed from 88.2% in 2015 to 97.6% in 2022.
- The HCS graduation and completion rate rose from 90.9% in 2015 to 98.31% in 2021\*(\*most current information provided by VDOE).
- The HCS dropout rate fell from 5.04% in 2015 to 0.52% as of January 2022.
- The HCS graduation rate for students with disabilities rose from 83.71% in 2015 to 99.5% in 2022.





## HAMPTON ECONOMIC DEVELOPMENT DEPARTMENT

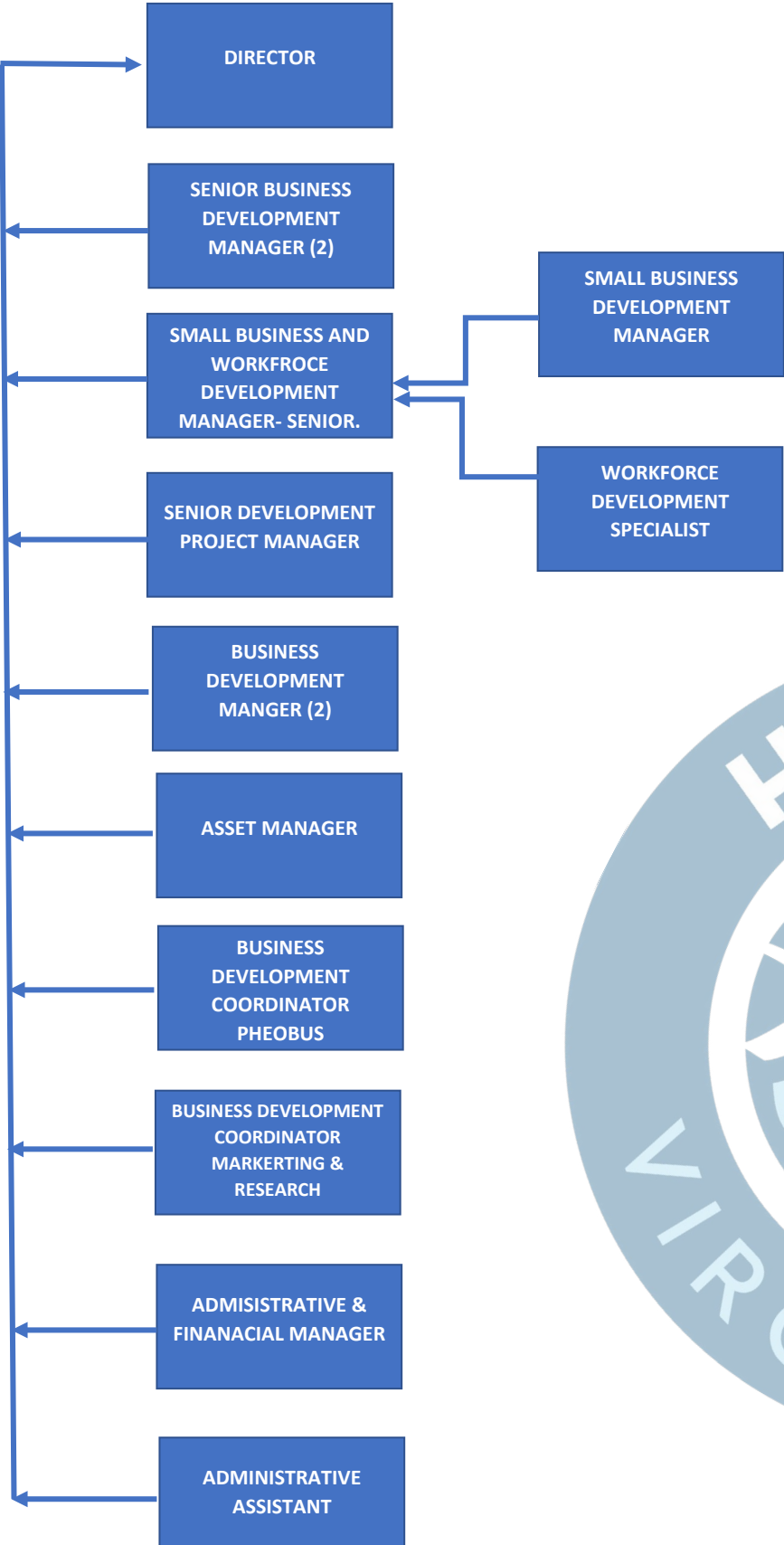
Hampton is an independent, full-service City with sole local government taxing authority within its boundaries. It is empowered by state statute to levy property taxes on real and personal property located within its boundaries. The governing body of the City is an elected City Council composed of a mayor and six (6) council members. The Mayor and City Council members are elected for four (4) year terms in general elections held every two (2) years. The City Council appoints the City Manager who acts as the Chief Executive Officer of the government. The City Manager serves at the pleasure of the Council and is charged with the responsibility of conducting their policies, directing business procedures, and appointing and removing all department heads and city employees.

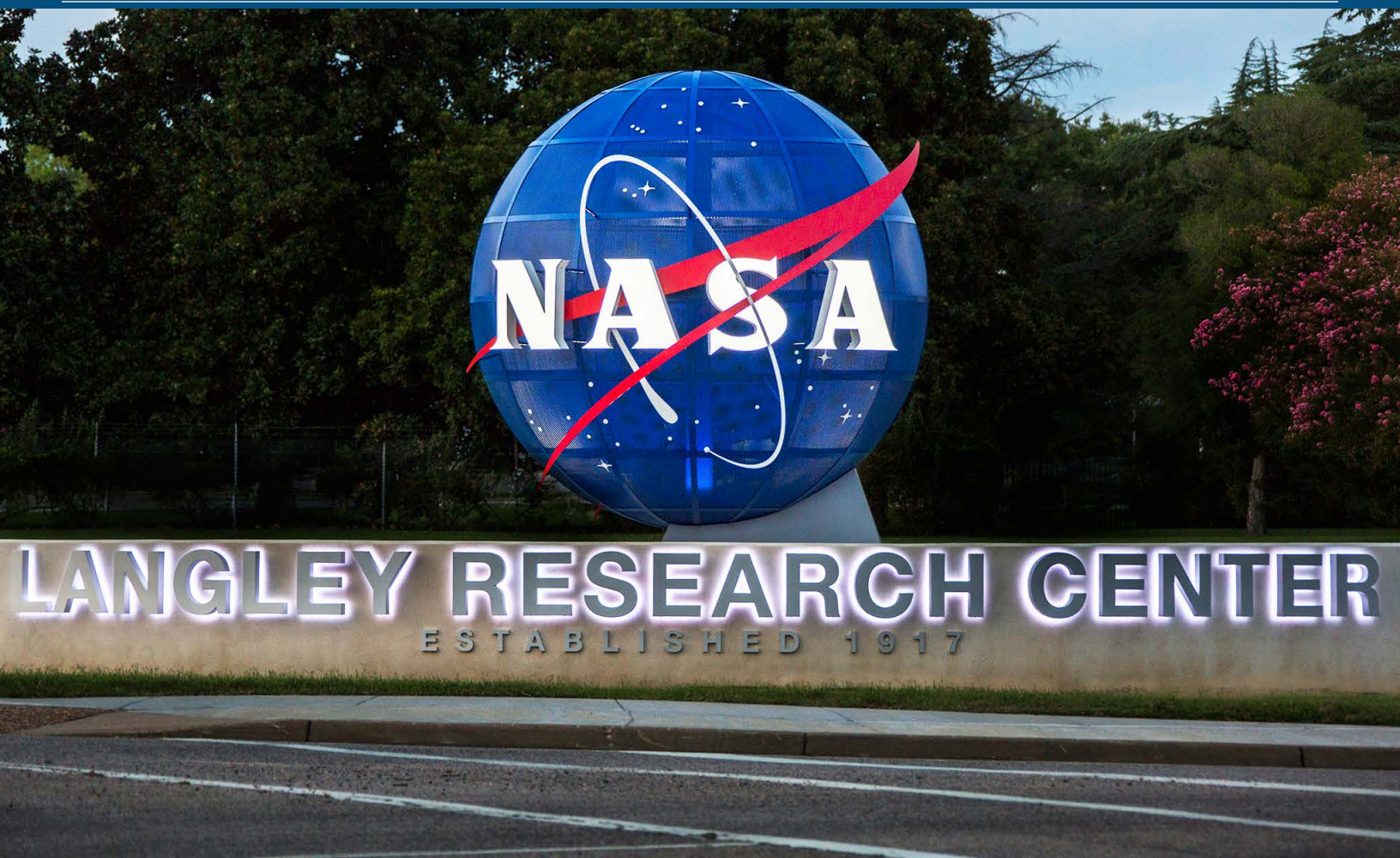
As a full-service city, Hampton provides a broad range of municipal services to its citizens. Those services include public safety, education, public works, refuse-collection, recreation, building inspection, public health, social services, planning, community development, etc. The City of Hampton and its citizens purchase their water and sewer service directly from Newport News Waterworks and Hampton Roads Sanitation District, respectively.

Hampton is a fiscally conservative driven community placing value on keeping the financial stability of the community at the forefront of their capital planning and growth. They are a value-driven organization dedicated to responsive, respectful, and courteous customer service. The budget for 2023-2024 including all non-proprietary funds is about \$712 million with a general fund budget of around \$611 million. The city budgets for 2,283 FTE employees; currently filled at 1,789.

Appointed by the City Manager, the Economic Development Director will lead a team of professionals responsible for the economic development of the city. The Director of Economic Development manages a department with an FY23 annual budget of \$1.6M. The City of Hampton Department of Economic Development drives economic vitality. The Economic Development Department operates with fourteen (14) dedicated economic development professionals. The Director leads the department in a manner that is consistent with the Vision, Strategic Priorities and Initiatives established by the City Council. More specifically the department works to generate the resources necessary to support the services the community desires and produce quality jobs for our citizens.

# DEPARTMENT OF ECONOMIC DEVELOPMENT ORGANIZATION CHART





## CANDIDATE QUALIFICATION CRITERIA

The candidate selected will have demonstrated the following knowledge, skills and abilities:

- **Leadership:** A demonstrated record for integrity, professionalism, sound judgment, and leadership. Candidates who have shown a forward thinking and motivational approach to leadership will be prioritized. Energetic, with optimism, in developing innovative ideas to develop and enhance the city's business community.
- **Collaboration:** Maintains strong public-private partnerships among stakeholders including businesses, funders, elected officials, community groups, and others. Works in partnership with the city and key stakeholders throughout the city on projects to elevate the tangible public and private capital assets. Continues to improve on communications between the Business improvement Districts, all business entities, stakeholders and the city.
- **Community Relations:** Experience in community relations and outreach with a demonstrated ability to build strong independent working relationships with diverse constituents and community representatives. Experience securing grants to support public and private entities' assets.
- **Management:** Knowledge of organization and management practices and methods, including goal setting, program development and implementation, employee supervision, personnel management, employee relations, team building, budget development and fiscal management.
- **Visibility/Interactions:** Ongoing visibility in the district including on weekends and evenings providing face to face interaction. Developing and managing a marketing and communication plan for the district and continuing to improve on current events offered while also establishing new ones to attract greater audiences to the downtown area.



## EDUCATION, EXPERIENCE AND LICENSING/DESIGNATION:

- Minimum Bachelor's Degree in Business Administration, Public Administration or related field: Master's Degree Preferred.
- Six (6) to nine (9) years of progressive managerial experience in economic development and/or planning, or commercial economic development with a minimum of five (5) years at a manager/ supervisor or administrative level.
- Experience redeveloping buildings and sites.
- Experience working with existing industries to retain and expand jobs.
- Thorough knowledge and experience with workforce development programs.
- Experience working with Small Women and Minority (SWaM) own business programs.
- Passion for creativity in community development, clean and safe strategies, urban design, city planning, and economic development programs.
- Strong working knowledge of budget management, contract negotiations, and fiduciary responsibilities.
- Entrepreneurial, imaginative, well organized, high energy, and capable of functioning effectively and working collaboratively with other departments within the organization.
- Ability to listen and work with community and government leaders and advocates.
- Capable of creatively managing multiple tasks successfully and exercising sound judgment in evaluating and making decisions to manage sensitive issues with diplomacy and confidentiality.
- Certified Economic Developer (CEcD) a plus

Possess proven interpersonal and human relations skills with the ability to present a professional and empathetic attitude toward all who interact with the Economic Development Department, understanding that this role is a highly visible one in the community.

Extensive experience in delivering written and oral presentations to governing bodies and to officials at all levels of the organization as well as the ability to effectively communicate with prospects, existing businesses and developers about opportunities in Hampton.

Ability to provide leadership, counsel, motivation, constructive performance feedback and arrangement for training of employees: determine personnel needs and establish positions and select departmental personnel; provide direct supervision to Senior-Level and Mid-Level Development Managers.

Have a positive record of delegating and fostering an attitude of teamwork and creativity in problem solving, while ultimately being accountable for the quality and effectiveness of overall departmental performance.

Ability to strategically analyze and interpret complex public policy issues and prepare comprehensive staff reports while being astute to the political environment.





## MANAGEMENT STYLE/PERSONAL TRAITS

- Possess unquestionable character, integrity, and ethical standards in the performance of the Economic Development Director duties.
- Exhibit a style characterized by candor, directness, tactfulness, and diplomacy, with the ability to build consensus and find common ground for discussions, agreements, and partnerships.
- Be "hands on" and excel in a team environment and maintain an open rapport with colleagues and staff members, empower and support staff while valuing the talents and accomplishments of everyone; project an "unflappable" demeanor with the ability to meet challenges and adversity through leadership.
- Possess the ability to be a self-directed achiever with the ability to conceive, communicate and conduct effective strategies for implementing broad policy and goal directives as communicated by organizational policy makers.
- Have experience in the professional development, mentoring, and leadership of a staff with varying levels of experience; understand the importance of developing new staff, providing experience and opportunities that will anchor them to the city organization and be "easily accessible" and approachable as a director.

## COMPENSATION

The salary will be based on the candidate's qualifications and experience. The city offers a comprehensive benefits package, including health, dental, pension, and more. The successful candidate is required to reside within the Hampton City limits within twelve (12) months of assuming the position and must continue to do so for the tenure of the position.

## HOW TO APPLY:

Apply online at [www.govhrjobs.com](http://www.govhrjobs.com) with a cover letter, resume, and contact information for at least five (5) professional references by January 9, 2024 to the attention of W. Lane Bailey, Senior Vice President, GovHR USA, 630 Dundee Road, Suite 2250, Northbrook, IL 60062. Tel: 847-380-3240, EXT 120.

*The City of Hampton, VA is committed to compliance with the American Disabilities Act and is an Equal Opportunity Employer. Diversity and inclusion are critical to their success. They seek to recruit the most talented people from a diverse candidate pool and strongly encourage all qualified candidates to apply.*