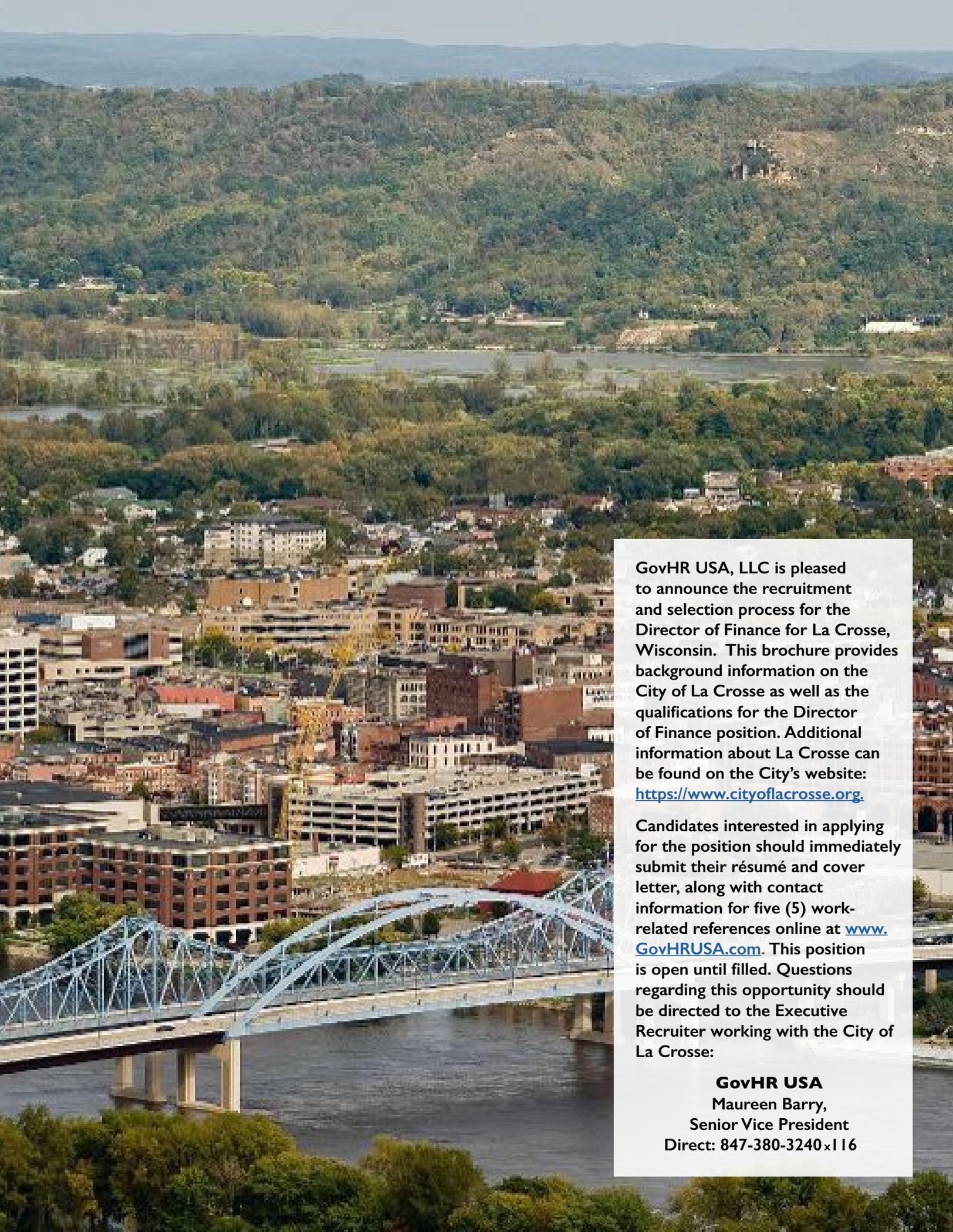




LA CROSSE, WISCONSIN DIRECTOR OF FINANCE



EXECUTIVE RECRUITMENT



GovHR USA, LLC is pleased to announce the recruitment and selection process for the Director of Finance for La Crosse, Wisconsin. This brochure provides background information on the City of La Crosse as well as the qualifications for the Director of Finance position. Additional information about La Crosse can be found on the City's website: <https://www.cityoflacrosse.org>.

Candidates interested in applying for the position should immediately submit their résumé and cover letter, along with contact information for five (5) work-related references online at www.GovHRUSA.com. This position is open until filled. Questions regarding this opportunity should be directed to the Executive Recruiter working with the City of La Crosse:

GovHR USA
Maureen Barry,
Senior Vice President
Direct: 847-380-3240x116

BY THE NUMBERS

Land size: **20.52 square miles**

Population (2020): **52,680**

Households (2020): **21,239**

Median Household Income
(2016-2020, in 2020 dollars):

\$46,438

Median Value of Owner-Occupied
Housing Units (2016-2020):

\$150,500

* Source: U.S. Census Bureau

THE CITY

On the banks of the mighty Mississippi, La Crosse, Wisconsin is gently nestled amidst bluffs and coulees. La Crosse is a river town, with all the history, charm and romance of the steamboat era. The La Crosse Area is a geological oddity, as it is believed to have escaped unscathed from the great glacier of the Ice Age that scraped adjacent areas flat. Breathtaking panoramas await as this “escape” left bluffs, coulees, and stream valleys virtually unchanged from the beginning of time.

The City of La Crosse has a population of approximately 52,680. The La Crosse area is home to several major industries/employers including Trane Company, Ashley Furniture, Kwik Trip, Logistics Health Inc., and CenturyLink, as well as two national leaders in health care, Gundersen Health System and Mayo Clinic Health System. The community has a strong educational system, including numerous high schools, middle schools and elementary schools. La Crosse is also the home to two 4-year colleges (University of Wisconsin-La Crosse and Viterbo University) and a 2-year technical college (Western Technical College).

For fun and entertainment, La Crosse has three major performing arts venues and numerous festivals including Oktoberfest, Riverfest, Irishfest, and Jazzfest, to name just a few. Numerous parks, hiking, biking, snowmobile trails, and a collegiate summer baseball team, the La Crosse Loggers, playing in the Northwoods League, offer a multitude of sports and recreational opportunities. Outdoor enthusiasts will also find unlimited boating, fishing, and golfing. Families will find La Crosse an ideal home for its excellent educational opportunities and quality of life.

To learn more, visit: <https://chooselacrosse.com/>.

POSITION IN BRIEF



The Director of Finance (the “Director”) plans, organizes, directs and controls all aspects of City financial accounting, debt management, treasury functions, purchasing, budget preparation and administration, payroll and supervision of staff, according to applicable rules and procedures.

This position is considered a City Executive by Common Council resolution and performs administrative level responsibilities that ensure fiscally responsible departmental operations for the City. The Director is appointed by Council and is responsible to the Mayor and Finance and Personnel Committee, working under the general supervision of the Mayor. The Director provides leadership for a department of 17 full-time employees and has five (5) direct reports.

Despite the pandemic’s impact, the City is in a strong financial position. Its last bond issues were given a ‘AA/Stable’ rating from Standard & Poor’s, citing “strong management (which has) routinely supported balanced operations, and budgetary flexibility (which) remains above the level we consider very strong”.

PRIMARY POSITION RESPONSIBILITIES

- Provides accurate information regarding city fiscal functions to the Common Council, Mayor, City departments, state agencies, the public, and news media representatives.
- Prepares, oversees and manages the City’s annual operating budget and capital improvement budget.
- Performs financial analysis and advisory functions for Mayor, department heads, and Common Council on various proposals presented to and/or developed by the city.
- Provides leadership to and responsible for the hiring, placement and evaluation of department employees.
- Prepares and establishes annual tax levy, tax bills and rolls. Oversees the distribution of tax payments to other jurisdictions and school districts according to state statutes.
- Monitors legislative and accounting requirements affecting city fiscal operations including wage requirements, IRS rules, capital borrowing, real estate and personal property tax notification and tax collection.
- Oversees administration of external independent audit and publishing of the comprehensive financial report.
- Manages the financial aspects of tax incremental districts including compliance with State Statutes and required compliance audits. Performs financial analysis for any new proposed districts.
- Oversees the special assessment billing and collection program.
- Provides and administers debt service policy and debt management plan, including annual capital improvement borrowing, repayment term/conditions, bond ratings, bond fund monitoring, disclosure, reporting and budgeting.
- Oversees and responsible for the investment and disbursement of all City funds pursuant to WI Statutes and City policy.
- Oversees and directs all bidding for City purchases.
- Oversees reconciliation of all assets for capital and other financial reporting.

See documents on the [City’s website](#) for more information on the City’s current and past annual financial reports.

KEY PROJECTS & CHALLENGES

The new Director will continue to build upon a secure budgetary foundation. There are some challenges posed by upcoming projects that offer exciting opportunities.

- **Cost Control, Financial Reporting & Forecasting**
– The City of La Crosse is financially stable, with a 'AA'/ Stable bond rating, and has worked hard to provide exemplary services to residents and businesses, while keeping expenditures down and stabilizing the property tax rate. The next Director will work closely with the City Council and staff, providing financial reporting materials to the City Council that allow them to better consider policy consequences, long term trends, and impacts of decisions.
- **COVID-19 Recovery Strategies** – The COVID-19 pandemic has impacted the local economy in the last two years, with the tourism and hospitality industries especially seeing significant reductions in revenues. The Director will participate and assist the City Council in continuing to identify the best short and long-term options for spending current and future American Rescue Plan Act funds and how to offset pandemic related impacts on the City's budget.
- **Modernize Technology**
– As technology continues to be at the forefront in many organizations, the next Director will be able to assist in leading the City's efforts to continue modernizing and streamlining its financial information technology.



THE CITY GOVERNMENT

- Total Budget: \$96.9 million, with an operating budget of \$60.3M
- 518 full-time employees and 780 part-time/seasonal employees
- 'AA'/Stable credit rating from Standard & Poor's



With a 2022 General Fund **budget** of \$67.6M in expenditures (including \$60.3M in operating expenditures), and combined Proprietary and Special Revenue Funds expenditures of \$29.3M, the City provides police and fire protection, the operation of parks and libraries, the maintenance of streets and snow plowing, transit, water, sewer and airport utilities, and the myriad of support services required to offer the quality services to which the community has grown accustomed. The City currently employs 518 full-time employees and 780 part-time/seasonal employees.

CITY VALUES

As City employees, we are dedicated to performing in a high quality manner. We strive to make positive contributions, and ultimately to treat each other and fellow citizens with mutual respect, honor and dignity. We believe that this philosophy, combined with hard work, will improve the quality of life for the City of La Crosse. As employees, we also believe that it is necessary to provide a positive work environment in order to promote teamwork and encourage each individual's creativity and innovation.



MANAGEMENT PRINCIPLES

Every City employee is an important member of the team. This teamwork is pertinent to the success of the City. Therefore, our values, integrity and goals should never be compromised. Each City employee will strive to provide efficient and effective public service in an effort to better the City and its citizens.

POSITION REQUIREMENTS

The next Director will be a dependable, detail-oriented, local government professional. The successful candidate will have:

- Bachelor's degree in Accounting, Finance, or related field, with a minimum of seven (7) years of progressively responsible experience (three (3) years at management/supervisory level) in the areas of accounting, budget preparations and review, cost and fund accounting, financial reporting and treasury experience.
- Master's in related field, CPFO and/or CPA are preferred.
- Working knowledge of automated accounting systems and relevant technology is required; experience using payroll systems, tax collection or tax roll systems preferred.
- Previous governmental accounting/finance experience strongly preferred, however candidates with comparable private sector technical and management experience will also be considered.
- Ability to effectively communicate with management, council members and the public is critical.



IDEAL CANDIDATE

- Local Government management experience and the ability to develop financial and cost analyses to support sound decision-making.
- Has a strong interest and ability to supervise employees, creating an environment of trust, integrity, and mentorship where employees respect one another and where the Department consistently functions with a high level of customer service.
- Strong understanding of modern budgeting practices including preparation of an annual budget.
- Proven verbal communication and listening skills, both one-on-one and in group settings, treating everyone in a professional and respectful manner.
- Technologically savvy and have a demonstrated record of understanding and utilizing technology systems and procedures to monitor and measure departmental productivity and provide timely information. Possess proficiency in Microsoft Word, PowerPoint and Excel and general working knowledge of enterprise resource planning (ERP) systems.
- Experience in working and collaborating on employee benefits issues and Labor-Management committees.
- Possess strong presentation experience and have excellent writing and interpersonal skills.
- Excellent reputation and a demonstrated high level of honesty and integrity.

COMPENSATION & BENEFITS

The salary range for this exempt position is \$103,089 to \$135,217 annually. One-time signing bonus of \$5,000 will be paid after 30 days of employment, subject to applicable payroll deductions and withholdings. The City offers a comprehensive benefit package including medical benefit plan, Wisconsin Retirement Plan, deferred compensation, Roth IRA, life insurance, income continuation insurance, voluntary dental and vision plans, paid holidays, vacations and sick leave. Benefit perks: low medical plan premium costs having a \$400 deductible, participation in the Wisconsin Retirement System with a 6.5% employer contribution, 10 paid holidays, ability to earn up to 12 sick days per year and vacation time available as of date of hire.



HOW TO APPLY

Apply online immediately at www.GovHRUSA.com with a resume, cover letter and contact information for five professional references. The position is open until filled. Confidential inquiries may be directed to Maureen Barry, Senior Vice President, GovHR USA at 847-380-3240, x116.

The City of La Crosse is an Equal Opportunity Employer.



Executive Recruitment
www.GovHRUSA.com