

The City of Crystal Lake, Illinois



Invites your interest in the position of

Economic Development Manager

AN EXCEPTIONAL OPPORTUNITY



This is an exceptional opportunity to provide future vision and guidance to the Community Development Department in the largest community of McHenry County.

Crystal Lake is a city with a rich history, rewarding quality of life and tremendous community spirit. With its high quality retail, residential and service sector development, Crystal Lake has been a major economic engine in Northeastern Illinois for the past decade.

Located 50 miles northwest of Chicago, Crystal Lake residents enjoy the many employment, cultural, and recreational opportunities of a major metropolitan city, yet live in a pleasant, small-town atmosphere.

Originally incorporated as a farming village in 1874, Crystal Lake became a City in 1914 and has retained its charming historical downtown as a reminder of its rural beginnings. While an independent city, Crystal Lake is more suburban in character and is a residence of choice for many who work in the Chicagoland area.

Crystal Lake's resident population, while primarily Caucasian is diverse, with the population representing minority citizens of African-American, Hispanic, Native American, Asian and Pacific Islander races/cultures. The City's population in 2010 was 40,743. The City encompasses 18.7 square miles of land with 15,176 households, an average household income of \$103,948 and a median home price of \$227,300.

THE POSITION

Under the general direction of the Director of Community Development, the Economic Development Manager of the City of Crystal Lake provides oversight of programs and initiatives to attract new businesses along with encouraging expansion and retention of existing businesses to the City.

CANDIDATE CRITERIA

Minimum Job Requirements Are:

- Bachelor's Degree in Urban Planning, Public Administration, Business or closely related field;
- At least 5 years of related work experience in economic development initiatives pertaining to business retention and expansion, recruitment of new business and implementation of general marketing programs specific to municipal settings, in the private sector or governmental environment;
- Considerable knowledge of the principles and practices, laws, ordinances, statutes and financial tools pertaining to economic development;
- Strong marketing skills and exceptional oral, written and interpersonal communications skills;
- Ability to present an energetic and enthusiastic presence when representing the City; and working within outside agencies, boards, commissions and the media.
- A strong, creative skill set along with the ability to research, compile, and present relevant analysis regarding economic trends, strategic plans, and City competitiveness;
- Knowledge of and experience with the application of development, real estate transactions, and business attraction/retention principles; and
- Ability to gather, analyze and review data to make informed decisions and recommendations.

Desirable Attributes Include:

- A **visionary** with the highest integrity, who believes in transparency, promotes high ethical values, and works well with the Director of Community Development, City Manager and Mayor/City Council and the community at large;
- An **innovator** who is current on technology and committed to utilizing it to its fullest;
- A **professional** who will be the positive public face of the City, is well-respected in the business community and is an effective force to advance the City's economic development initiatives; and
- A **collaborator** with Department members and all City Departments, who maintains an atmosphere of teamwork where work is productive and enjoyable.

AN EXCEPTIONAL COMMUNITY

The City of Crystal Lake is a politically and financially stable community. In 2010, the City completed a citizen survey through The National Citizen Survey™ (The NCS). Below is a summary of the results of the completed, statistically significant survey.

- The overall quality of life in the City of Crystal Lake was rated as “excellent” or “good” by 89% of respondents.
- 88% reported they plan on staying in the City of Crystal Lake for the next five years.

In 2015, the City was named the 10th *Best Small City in America* by [WalletHub](#), a personal and small business finance advisory group. Rankings for this honor correspond to twenty-two different criteria, measuring attributes from the quality of life and cost of living to the number of restaurants per capita. Crystal Lake’s education and health scores topped the scales for school system quality and the availability of medical services.

Also, Crystal Lake was recently named as one of the top 10 picturesque towns in Illinois noting that the town “offers a friendly-small town atmosphere that attracts visitors from all over Illinois.”



JOB DUTIES/RESPONSIBILITIES

This position manages the City’s economic development program to retain existing business, assist with new job growth, attract new business and secure new economic investment. This is a senior level position within the Department.

- Responsible for marketing the City to prospective businesses; including collecting and compiling relevant demographic information as well as maintenance of business lists, available space listings, market absorption dynamics and similar information needed by prospective businesses;
- Developing and implementing community marketing strategies to promote the City as a desirable business and industry location;
- Performing complex and professional level research, design, implementation and monitoring of programs that encourage business recruitment, retention and expansion, revitalization, and job creation in the City;
- Representing the City at conference and trade shows to actively market and promote the City;
- Regularly attending business community events serving as a City representative;
- Meeting with potential new businesses and identifying site opportunities;
- Maintaining the City’s high standards for customer service, accuracy, quality, and efficiency;
- Representing the City in dealings with other agencies, special interest groups and the general public;
- Assisting the Director in the management of TIF Districts, including preparation of TIF analysis and reports, project management, and presentations before various boards.
- Dedicating all efforts so that the City’s mission, goals and objectives are fully initiated and supported;
- Performing other duties and responsibilities as assigned.





CITY GOVERNMENT

The City of Crystal Lake operates under the Council-Manager form of government. Under this plan, the administrative responsibility of the City is centralized in an appointed professional manager. The seven-member legislative body, the City Council, is comprised of the Mayor and six Council Members elected at-large by the Crystal Lake citizenry. The Mayor and City Council are responsible for creating City laws and setting policy direction. Once the Mayor and City Council create a policy or approve a course of action for the City, the City Manager is responsible for executing/implementing the policy.

The City Manager is responsible for overseeing all City departments and has been in his position for thirteen years. City Departments are located at the City of Crystal Lake Municipal Complex.

The City administrative organization is comprised of a number of professionally staffed functional units: *Administration*: City Manager's Office, Information Technology, Human Resources, and Finance; *Public Works*: Water and Sewer, Wastewater, Fleet and Facility Services, and Streets; *Community Development*: Engineering and Building, and Planning and Economic Development; and *Public Safety*: Fire Rescue and Police. The City has a current annual budget (all funds) of over \$105 million, with over 370 full-time, part-time and seasonal personnel. Teamwork and cooperation between departments is highly valued, with all Departments enjoying particularly strong relationships.

The City of Crystal Lake is a regional leader in the areas of planning, growth management, and municipal services. The City offers residents a variety of excellent, high-quality programs and services at one of the lowest municipal tax rates in the area.

LOCAL ECONOMY

Crystal Lake is a well-established, maturing community with an abundance of opportunities for new development as well as redevelopment. The City of Crystal Lake is strongly supportive of business development and the enhancement of quality of life. The community's leaders encourage an entrepreneurial spirit and promote successful partnerships. For these reasons and many more, Crystal Lake is a good place to live and a great place to do business.

Crystal Lake is a short drive away from O'Hare International Airport. The business community benefits from the triangular network of State highways (Routes 14, 31, and 176) and is close to Interstate I-90. The Union Pacific rail line provides easy access to downtown Chicago through the Metra commuter rail service, operated out of two commuter train stations.

Crystal Lake is one of the top 20 Chicagoland communities with over \$1 billion in retail sales every year. The City offers superior government services while providing maximum value to our residents and businesses. Combined with our reasonable zoning and permit fees, the cost of doing business in Crystal Lake is kept to a minimum to help businesses remain competitive and profitable.

QUALITY OF LIFE

With over one thousand acres of dedicated parks and open space, residents and visitors can enjoy golf, tennis, baseball, football, swimming, cycling, and hiking in well-maintained, accessible areas. The Three Oaks Recreation Area provides swimming, hiking, fishing, boating, and more, in a unique natural environment with pristine clear waters.

Crystal Lake is home to one of the highest-rated elementary and high school districts in the State of Illinois. Students can take advantage of the higher learning opportunities offered by McHenry County College.

Numerous entertainment opportunities exist in Crystal Lake. Live theatrical performances, concerts, and other cultural events are regularly held at the Raue Center for the Performing Arts. Numerous area restaurants allow patrons to enjoy the meal of their choice before or after shows. Shoppers can patronize a variety of stores and service providers that range in size from small independents to large nationally-recognized chains.

COMMUNITY DEVELOPMENT DEPARTMENT

The Community Development Department helps the City maintain and improve a vibrant business community while ensuring the safety and well-being of our citizens. The Department accomplishes this through three distinct yet cooperative disciplines: Building, Engineering and Planning and Economic Development.

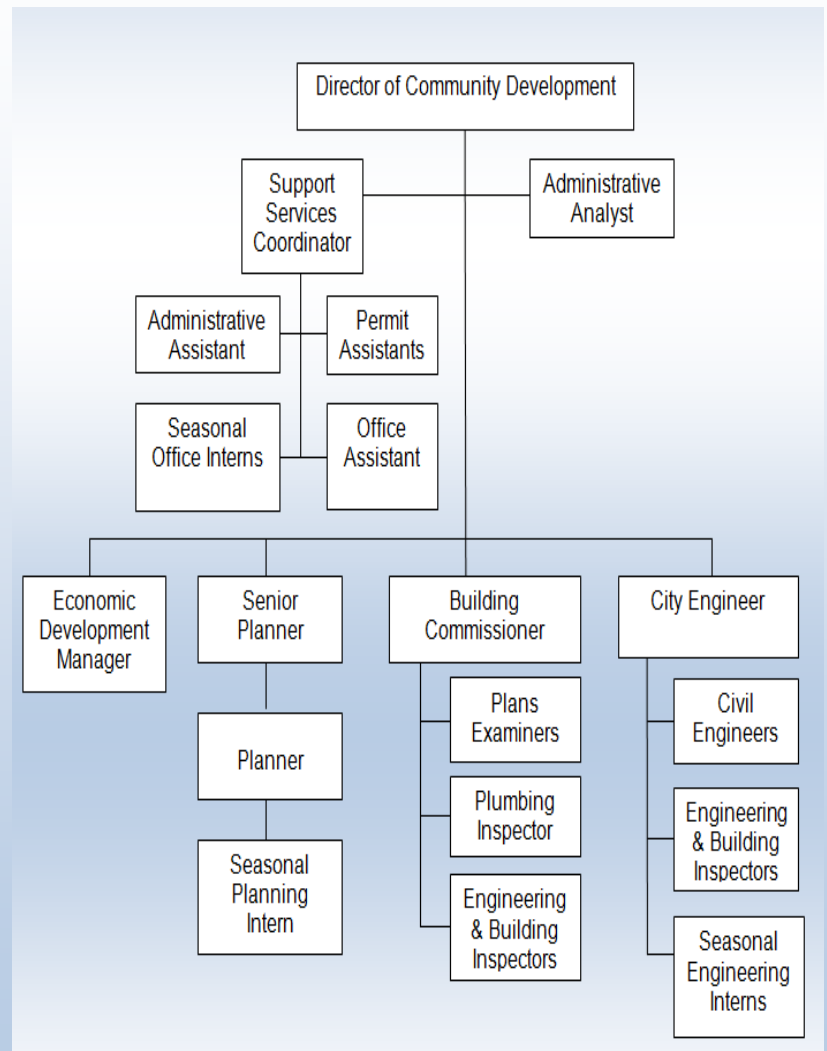
The Building Division works with residents, business owners, and developers to build safe, high-quality improvements to their property by working closely with the property owner throughout the design, permitting, and construction phases.

The Engineering Division enhances and preserves natural resources and oversees public infrastructure design and construction to ensure safe, high-quality improvements in the City. The Engineering Division also reviews and inspects sidewalks, parking lots, driveways, roads, grading, site drainage improvement, utility extensions and connections, and traffic related issues.

The Planning and Economic Development Division oversees the economic development, planning and zoning aspects of the City's operations. The Division also coordinates development proposals as they move through the City process, conducts plan reviews, and coordinates the City Geographic Information Services (GIS) efforts.



DEPARTMENT ORGANIZATIONAL CHART



COMPENSATION AND BENEFITS

The Fiscal Year 2015-2016 salary range for this position is \$86,382 to \$119,285. Salary is commensurate with knowledge, skills and experience.

The City of Crystal Lake provides an excellent fringe benefit package to its full-time employees that includes medical, dental, vision and prescription benefits, life insurance coverage, professional development programs, technology incentives and more.

Please see the Crystal Lake city website at www.crystallake.org for additional information regarding our community and to learn more about this exciting opportunity.

PROCESS

Interested individuals should submit an application package, including a letter of interest, resume, salary history, three professional references, and a completed application to Julie Meyer, Director of Human Resources as outlined below. Applications can be downloaded at www.crystallake.org. The position will remain open until filled.

Finalists will be invited for on-site interviews. A comprehensive reference check and background investigation will be conducted by the City of Crystal Lake on the selected candidate.

HOW TO APPLY

For additional information on this exceptional opportunity, please contact Julie Meyer, Director of Human Resources. Completed application packages should be sent to:

Julie Meyer, Director of Human Resources
City of Crystal Lake
100 W. Woodstock Street
Crystal Lake, IL 60014
Voice: 815-356-3653 / Fax: 815-356-3690
Email: jmeyer@crystallake.org

The City of Crystal Lake is an Equal Opportunity Employer. The City of Crystal Lake does not discriminate on the basis of race, color, religion, creed, sex, age, marital status, national origin, sexual orientation, military status, gender identity, or disability in employment or the provision of services.



CITY OF CRYSTAL LAKE – AN EXCEPTIONAL OPPORTUNITY