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**OUTSTANDING
OPPORTUNITY TO
SERVE THE
CITIZENS OF
GREENVILLE, NC
AS THEIR NEXT
CITY MANAGER**

THE COMMUNITY

Greenville was founded in 1771 as Martinsborough (named for the Royal Governor Josiah Martin, and later named for General Nathanael Greene). The City is located in the eastern part of the state, which is considered to be one of the top growing areas in eastern NC and the state. Affectionately referred to as the "Hub of Eastern North Carolina," the City of Greenville is the 10th largest city in North Carolina. It serves as the county seat for Pitt County and comprises roughly 50% of the County's population within its 35 square miles. Greenville sits on the banks of the Tar River as the economic, education and medical capital of eastern North Carolina. The City's current population is approximately 90,600. It is expected to surpass 100,000 by 2020. The average Greenville resident age is twenty-six years old.

For over a century, Greenville was recognized only for being an important tobacco market and the home of a small state-supported college. By the mid 1960's, a new image began to evolve. The small college, East Carolina Teachers College, had become the third largest state-supported college, and enrollment approached 8,000 students — twice the 1960 enrollment figure. In 1967, it became East Carolina University (ECU). The ECU Medical School admitted its first four-year class in 1977. At the turn of the century, enrollment at ECU topped the 18,000 mark and current enrollment is more than 28,000 students.

Greenville's current economic development began in 1968 when Burroughs Wellcome, a major pharmaceutical research and manufacturing firm, chose Greenville as its home. The site is now home to Patheon Pharmaceuticals and DSM Dyneema, which together employ approximately 1,250 people. The City and Pitt County have also become home to many other major industries and businesses including Hyster-Yale Materials Handling, Alliance One International, TRC, Inc. (The Roberts Company), Grady-White Boats, and ASMO. These industries have added to Greenville's population and economic growth. A half a billion dollars is currently being invested in the City's Uptown. Truly, today, Greenville is a major industrial and economic center for eastern North Carolina—a center for education, industry, medicine, and culture.



Local Economy:

Greenville continues to be an attractive place to live and work and is one of the most rapidly growing areas in Eastern North Carolina. Major industries located within Greenville's boundaries or in close proximity include a hospital, retail stores, and several financial institutions and insurance companies. Greenville is the home of two large, very significant economic generators — East Carolina University (ECU) and Vidant Medical Center. Their presence and growth have allowed Greenville to grow into a prosperous “uni-med” community. ECU received national recognition for four of their online graduate programs in 2016, tying for 14th place out of 252 schools. In the educational area, ECU is the third-largest university in North Carolina with more than 28,000 students and over 5,500 faculty and staff members. Vidant Medical Center anchors a medical community that employs around 7,000 health care professionals in Greenville and has a serving reach of 29 counties across eastern North Carolina. Vidant's newest endeavour marks their renewed commitment to cancer care as the construction of the new Vidant Health Cancer Center is underway. The new Cancer Center, set to open in 2018, will be a 6-story, 96-bed facility encompassing 418,000 square feet.

ECU's Centennial Campus offers more than 4.8 million square feet of academic research and residential space. The College of Engineering and Technology, the nation's 4th largest undergraduate Engineering program, is housed in the Health Sciences Campus. Also housed there are the Brody School of Medicine, the James and Connie Maynard Children's Hospital, the East Carolina Heart Institute, the Leo Jenkins Cancer Center, and the Allied Health Center—composed of the College of Nursing, Laupus Medical Library, and the College of Allied Health Science. ECU's School of Dental Medicine, which opened in 2011, is housed at the Health Sciences Campus, but has clinics spread around the region to reach out to and serve underserved communities with dental care. Additionally, ECU

houses the West Campus, which is the home of the North Carolina Agromedicine Institute; partners for Health and Safety in Agriculture, Forestry, and Fisheries.

Pitt Community College (PCC) is the sixth largest in North Carolina's 58 campus community college system. PCC offers a wide variety of business and industrial curriculum classes via the Internet and telecourses, as well as community-based continuing education courses for students in the Greenville area. Shaw University has an extension of the Center for Alternative Programs in Education (CAPE) in Greenville. Miller-Motte College is a private institution which provides employer centric career education. And, Pitt County Schools is the public K-12 system serving the County.

An off shoot to being a “uni-med” community is the bio-med businesses which thrive in the uni-med environment. Several medical innovations have been developed in Greenville including robotic heart valve replacement surgery and an implant to help patients overcome stuttering. Greenville is also home to a very important bio-pharmaceutical cluster, providing significant employment to its residents and the surrounding area. Mayne-Pharma and Patheon Pharmaceuticals are both important components of this cluster. Mayne-Pharma



was named the 2015-2016 Pitt County Industry of the Year in February of 2016.

As the cultural, educational and economic hub of eastern North Carolina, Greenville is expansive; it rewards the curious imagination and the entrepreneurial mind. Its natural blend of small-town friendly atmosphere and metropolitan area amenities help create a diverse, neighborly, business-friendly, college community with connections and resources normally only found in much larger cities.

More than 20 parks grace Greenville's landscape. The City's many outdoor enthusiasts enjoy the great natural beauty of its parks, river, trails and green space as well as its recreational venues.

Greenville is served by Amtrak and commercial air service is available at the Pitt-Greenville Airport. The City is also a serves as the major media hub for the region.

Area:

Greenville-Pitt County is centrally situated to serve the largest concentration of population and industry in eastern North Carolina (more than 812,000 people within 45 miles).

Location:

Greenville and Pitt County are located in the north central coastal plains region of eastern North Carolina, 85 miles east of Raleigh, NC; 87 miles west of the Atlantic Ocean; 485 miles from Atlanta, GA and 265 miles south of Washington DC.

Geography:

Pitt County covers 656.52 square miles of prime agricultural land in eastern North Carolina. The County's highest point is 126.4 feet above sea level, in the northwest part of the County.

Housing Cost:

Average housing cost in Greenville-Pitt County is lower than the state or national average. The average cost of housing in Greenville is \$149,900.

Cost of Living:

Overall Cost of Living: 3% below national average

Average Overall Cost of Living in NC: 2% below national average

Category with Highest Index: Healthcare (13% above national average)

Category with Lowest Index: Housing (15% below national average)

Utilities:

Municipally-owned power, water, sewer and natural gas services are operated by Greenville Utilities Commission (GUC). The City Manager serves as a voting member of the GUC Board of Directors.

THE CITY GOVERNMENT

Greenville operates under the Council/Manager form of Government. Council members, including the Mayor, serve two-year terms and are elected on a biannual basis. The Council appoints the City Manager, City Attorney, City Clerk, and members of the volunteer boards and commissions. The City Manager is responsible for implementing Council policies, enforcing City ordinances, managing municipal operations and for appointing department directors.

The full range of services the City provides includes police and fire protection, planning and zoning, community and economic development, recreational activities and parks, refuse, recycling and other sanitation services, stormwater and drainage, fixed-route transit services, regional transportation planning services, general administrative and technological services, and the construction and maintenance of City streets, sidewalks, and other associated infrastructure. Certain planning, inspections and utility services are provided outside the City's municipal boundary in its extraterritorial area to provide for orderly growth. The City has approximately 750 full-time and 200-300 part-time employees. The City's 2017 All Funds Budget is \$131,284,309 of which \$82,640,550 is the General Fund.

In recent years, the City of Greenville has earned the Silver Circle Award from the City-County Communications & Marketing Association (3CMA) in Communication or Marketing Plans for its Street and Pedestrian Transportation Improvements Bond marketing



efforts (2016); both Government Finance Officers Association (GFOA) awards for Distinguished Budget Presentation Award for its biennial budget document and its Certificate of Achievement

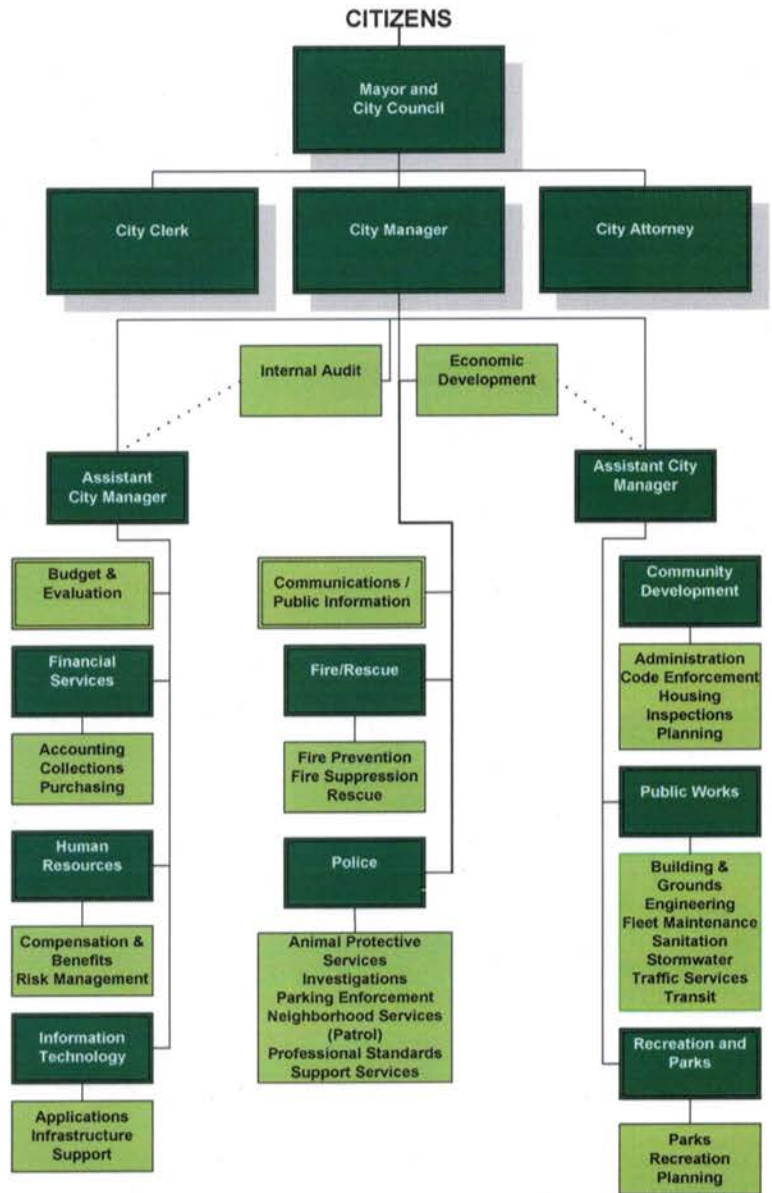
for Excellence in Financial Reporting (current) and the Carolina Association of Governmental Purchasing's Sustained Professional Purchasing Award (2015). The Greenville Police Department is accredited by the Commission of Accreditation for Law Enforcement Agencies (CALEA).

North Carolina is a Dillon Rule state which does not allow local government home rule.

Additional information about this opportunity can be found on the City of Greenville web site at www.greenvillenc.gov and on the consultant's web site at www.slavinweb.com.



CITY OF GREENVILLE, NORTH CAROLINA Organization Chart



GREENVILLE CITY COUNCIL

Allen M. Thomas	Mayor	At Large
Calvin R. Mercer	Council Member	At Large
Kandie D. Smith	Council Member	District 1
Rose H. Glover	Council Member	District 2
McLean Godley	Council Member	District 3
Rick Smiley	Council Member	District 4
P.J. Connelly	Council Member	District 5

A GREATER GREENVILLE

Strategic Plan

Goals and Objectives



2016-2018

EXECUTIVE SUMMARY

The Greenville City Council held its annual planning retreat on January 29-30, 2016, in City Hall. The retreat is used annually to develop a shared vision, create a financial structure to support and sustain that vision, implement the shared vision, periodically update the vision, and celebrate successes. During the retreat, City Manager Barbara Lipscomb prepared a reorganization of the strategic plan into eight goals. This organizational structure was based on the input from citizens in the Horizons Comprehensive Plan Update.

VISION STATEMENT

The City of Greenville is a vibrant, innovative, and inclusive community with unique and sustainable neighborhoods; an abundance of first-class arts, cultural and recreational opportunities; well-maintained and cost-effective infrastructure; a diversity of transportation options; and a strong business climate supported by entrepreneurialism and top-quality educational institutions.

MISSION STATEMENT

The City of Greenville's mission is to provide all citizens with high-quality services in an open, inclusive, professional manner, ensuring a community of excellence now and in the future.

GOALS

GOAL 1: BUILDING GREAT PLACES THAT THRIVE

The City of Greenville will be home to active, vibrant, and distinct places that are linked through a high-quality, walkable, and beautifully built environment.

GOAL 2: ENHANCING ACCESSIBLE TRANSPORTATION NETWORKS AND PUBLIC BUILDING, PUBLIC INFRASTRUCTURE DEVELOPMENT

Greenville's transportation corridors will provide accessibility to destinations throughout the City by complementing the built environment and offering well-connected, safe, and attractive travel networks for bicyclists, pedestrians, drivers, and users of public transportation.

GOAL 3: GOVERNING WITH TRANSPARENCY AND FISCAL RESPONSIBILITY

Greenville will encompass a culture of transparency and strategic focus in all aspects of City management.

GOAL 4: GROWING THE ECONOMIC HUB OF EASTERN NORTH CAROLINA

Greenville, a city that supports business development, entrepreneurialism, and labor force training, will have high-quality employment opportunities for an increasingly diverse population.

GOAL 5: CREATING COMPLETE NEIGHBORHOODS

Greenville will offer a variety of excellent living options for its growing and increasingly diverse population, while supporting established neighborhoods and their existing residents.

GOAL 6: GROWING A GREEN AND RESILIENT CITY

Greenville will be home to North Carolina's greenest city. Greenville will grow safely by protecting the City's natural water systems and managing development in hazardous areas.

GOAL 7: MAKING A HEALTHY AND VIBRANT CITY

As the cultural and healthcare hub of eastern North Carolina, residents and visitors will benefit from Greenville's rich arts and entertainment opportunities, inspiring parks and civic spaces, excellent health services, and healthy local food options.

GOAL 8: SAFE COMMUNITY: PUBLIC SAFETY SERVICES

Greenville will continue to be a safe community, utilizing police, fire/rescue, code enforcement, building inspection services, and other public safety services, thereby enhancing the quality of life for all citizens in partnership with all people in our community.

THE FOLLOWING IS A SUMMARY OF THE ISSUES AND OPPORTUNITIES TO BE MANAGED BY GREENVILLE'S NEXT CITY MANAGER

- Greenville has emerged from its traditional agricultural-based economy into the financial, cultural, educational and governmental and medical center for eastern North Carolina. Although a blessing, growth creates its own challenges. These include encouraging desired growth while protecting and preserving neighborhoods and residential property values. Often there are competing interests with different visions for growth, especially between developers and neighborhood leaders. Some residents perceive the community as a city divided between old and new Greenville;
- Greenville just completed "Horizons 2026 Greenville's Community Plan," the City's new comprehensive plan which was unanimously approved by the City Council. (Available on the City's website at <http://www.greenvillenc.gov/www.greenvillenc.gov/>;
- Although Greenville currently has a diverse and growing employment base, the City Council strongly supports an aggressive and ongoing economic development program directed at retention and expansion of existing businesses, attraction of new businesses and further diversification of the business base of the City. There are six designated economic zones in Greenville where efforts are being directed at raising property values;
- There is a need to attract new jobs at all levels from blue-collar to highly skilled technical positions in support of Greenville's growing biotechnology, health care, medicine, allied health and nursing and university sectors;
- Greenville needs to be more attractive to young professionals both to encourage existing ones to stay in the City and to attract new ones to come to the City;
- The City has made significant progress in the revitalization of its downtown. This is a work-in-progress which has the full support of the City Council;
- Greenville has a diverse population of race, ethnicity, religion, age and socioeconomic status. Greenville's neighborhoods form the heart of the City and reflect this diversity. Over the years, studies have shown that the City is divided along racial lines. Preservation of the City's neighborhoods is critical as is ensuring the safety of all residents and the fair and equitable allocation of municipal resources to all segments of the City;
- Some neighborhoods around the university and the downtown area (including West Greenville) require special attention because of high concentrations of rental housing (as high as 85 percent), bars and clubs which cater to students and/or far above average unemployment and poverty rates. New student and market rate housing is currently under construction downtown. There remains a serious need to increase owner-occupancy in these neighborhoods and to improve the public safety in them.
- The community values and strongly supports its existing arts, parks, recreation green space and cultural events and venues. The City's waterfront is now underutilized. Plans, including the redevelopment of Town Commons on the Tar River and the Tar River Legacy Plan are currently underway which should significantly add to and improve these community assets and with them the community's overall quality of life;
- North Carolina DOT has plans to widen several high traffic roads in parts of the City - - a plan which is facing strong resistance in some neighborhoods;
- North Carolina DOT just designated US 264 as a future Interstate which will give Greenville regional Interstate status which should enhance industrial recruitment efforts.
- The City of Greenville is in good financial condition. The City has a greatly improved financial system, cash reserves are higher than targeted and the City has excellent credit ratings from both Moody's and Standard and Poor's. The goal is to maintain and, as opportunities are presented, to enhance Greenville's financial condition. Greenville residents recently approved \$16M in general obligation bonds for streets. The City uses a two-year budget cycle which the City Council strongly supports and values;
- Although Greenville's crime rate is low, media saturation has led to the perception that the City has a serious crime problem;
- Approximately 30% of the City's workforce is currently eligible to retire or will be within five years. Succession planning and quality staff recruitment and selection skills are important.

THE MINIMUM JOB REQUIREMENTS ARE:

Requirements include a Bachelor's degree in public administration, business, or the equivalent (Master's degree preferred) and at least five years of local government management experience preferably as a Deputy City Manager or City Manager in a full-service municipal government or comparable organization. Must possess strong and proven financial and budgeting knowledge, skills and abilities. Some private sector management experience as well as experience gained in a diverse community and in a university community are pluses but are not required. Proven expertise in economic development is also a plus. Must have excellent interpersonal skills.

Desired Professional and Personal Attributes:

- Able to define issues and policy alternatives in clear terms, provide full, timely, transparent and equal information to all City Council members and then assist the Council to build consensus;
- Able to coach City Council and staff in appropriate role definitions; has the backbone and sophistication required to facilitate an environment of healthy council/staff relations;
- Is business oriented and will foster the message that *Greenville Is Open for Business*;
- Is comfortable with diversity;
- Is non-confrontational with a solution-oriented style while able to make difficult decisions - - will stand up for self and staff when need be;
- Is an energetic and creative trend setter and team builder who mentors directors and staff and inspires them to perform to their highest potential;
- Addresses issues and problems head-on and in a timely manner;
- Does not micro manage, rather delegates effectively; stays informed, evaluates performance and holds individuals accountable for performance;
- Is a morale builder who holds regular staff meetings, provides regular and frequent feedback, coaching and performance evaluations to staff;
- Able to maintain open dialogue with Mayor and Council about policy issues and other matters of public concern;
- Is experienced in downtown and neighborhood revitalization;
- Is an experienced leader with successful economic development efforts involving public/private partnerships;
- Is skilled in succession planning and key employee selection;

- Is visible, accessible, approachable and personable with good listening skills and a sense of humor (applies both internally and externally) - - regularly gets out of the office to visit City work locations, employees and work sites;
- Has strong intergovernmental relations skills with ability to work effectively with area educational, municipal, county and state officials;
- Is intellectually curious, open minded and possesses a current breadth and depth of knowledge about city government;
- Is an ethical person with highest standards of personal and professional integrity;
- Is positive.

COMPENSATION

The compensation for the City Manager position will be highly competitive. The starting compensation level is dependent upon the selected individual's qualifications and match with the desired attributes being sought by the City. The City provides a competitive benefit package to its employees. Reasonable and customary moving expenses will be provided to the next City Manager. The City Manager is required to live within the City limits.

TO APPLY

In order to be considered for this position, please send your resume and cover letter with current salary by March 27, 2017 to slavin@bellsouth.net.

For additional information about this job, please contact:

Mr. Robert Slavin, President

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The City of Greenville is an Equal Opportunity Employer

