



COMMUNITY DEVELOPMENT CORPORATION
EXECUTIVE DIRECTOR
Royse City, Texas

EXECUTIVE SEARCH PROVIDED BY STRATEGIC GOVERNMENT RESOURCES



The Community

Royse City, Texas, is ideally located in the northeast corner of Rockwall County, with areas of the City extending north into Collin County and east into Hunt County, and covers 16 square miles. Home to 15,000 residents, Royse City is a vibrant, diverse, and rapidly growing community with easy access to Interstate 30, Highway 66, and FM 548. From the City's rapidly expanding retail opportunities to their nationally accredited Historical Main Street district filled with unique shopping and dining locations, this is a city that has been able to maintain its small-town charm while experiencing substantial growth.

The City boasts an array of recreational amenities including an 18-hole golf course, a sports complex, miles of walking trails, a splash park, and a 16-acre park with a playground. Additionally, the City is only minutes away from three major lakes.

Royse City has a strong Main Street program and Chamber of Commerce that host several popular events which draw residents and visitors from throughout the area. Our annual events include the Main Street Car Show, Celebrating Freedom, an Easter Egg Hunt, Old Town Block Party, Back to School Bash, Fun Fest, a Pumpkin Patch, Trick-or-Treat on Main Street, a Christmas Parade, a Tree Lighting Ceremony, and various other seasonal events that offer fun and excitement for all ages. The City also offers a historical museum and library. Dallas, just a 45-minute drive away, offers cultural events, art fairs, and additional entertainment opportunities.

Royse City, with its growing residential developments, serves as a bedroom community for nearby Dallas and Greenville. The local economy consists of service businesses, restaurants, stores, schools, and medical offices. Several residential subdivisions were recently platted; some are in the early stages of development and others have already begun to develop. There are two mixed-use developments—Anderson Crossing (107-acre mixed use) and The Meadows (170-acre mixed use), also in the early stages of development. A new Buc-ee's is scheduled to open in June 2019.

Major employers:

- ▶ RCISD
- ▶ Walmart
- ▶ Quality Running Gear
- ▶ J&M Plastics
- ▶ OMI Crane
- ▶ Lattimore Concrete
- ▶ Brown Die Casting
- ▶ Dust Free
- ▶ USA Machine
- ▶ Artisan Masonry
- ▶ A&A Granite
- ▶ Stonebrook Learning Center
- ▶ Texas Medical Industries
- ▶ Royse City Medical Lodge
- ▶ American National Bank
- ▶ Guaranty Bank

The Community CONTINUED

The City's students are served by the Royse City Independent School District. The district provides quality education to 6,250 K-12 students across nine campuses. Private school options include Stonebrook Academy (K-5th), Kingston Montessori Academy (Pre-K), and Country Life Montessori (Pre-K). For those seeking higher education, there are several options: Texas A&M Commerce, Paris Jr. College, Eastfield College, the University of Texas at Dallas, and Collin County Community College.

Royse City has a median income of \$86,877* and an average home value of \$269,628*.

*Statistical information as provided in the demographics report provided by The Retail Coach.



City Governance and Organization

MISSION:

To preserve our hometown atmosphere, to serve the community through responsible government and provide a safe environment, which promotes, enhances and develops a higher quality of life for our citizens.

VISION:

Royse City is a neighborhood-centric town combining vintage charm with contemporary vision and building on a foundation of genuine relationships, community, and integrity.

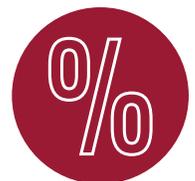
Royse City is a home rule city. The City Council consists of the Mayor and six Council members. The election system is at-large and members serve two-year terms with no limits. The Council hires a professional City Manager to manage the day-to-day functions and operations of the City. The current city manager has been in that position for the past seven years.



**NUMBER OF
EMPLOYEES 2019**
79



BUDGET
\$8,181,900.00



**AD VALOREM
TAX RATE**
.6215 per \$100
of valuation

About the Royse City Community Development Corporation (RCCDC)

MISSION:

To preserve our hometown atmosphere with a spirit of cooperation between businesses, local government, schools, churches, and residents. To develop an ideal mix of industry, business, cultural, educational, and recreational facilities to help support the economic growth and development of the community.

The RCCDC is governed by a seven-member Board of Directors; three members serve as officers of the board: President, Vice President, and Treasurer.

The RCCDC has two employees: the Executive Director and the Administrative Assistant who report to the Board. The Administrative Assistant serves as Secretary of the Board.

Total annual CDC budget:



PROJECTED REVENUE
\$886,598.64



PROJECTED EXPENSE
\$710,156.50



PROJECTED SURPLUS
\$176,442.14



About the Position

The Executive Director has overall strategic and operational responsibility for the RCCDC and reports to the RCCDC Board of Directors.

Essential Duties:

- Work with the RCCDC Board to refine and implement the CDC's vision, values, goals, objectives, and annual plans established by the Board.
- Oversee operations of the RCCDC, as well as advising and supporting the future development of the community.
- Cultivate existing relationships with the RCCDC Board of Directors; retail, commercial, and residential developers; the City of Royse City; City Council members; the school district; and the Chamber of Commerce to ensure there is a constant, smooth flow of communication among these groups.
- Serve the community by volunteering, joining civic organizations, and/or serve on a city board.
- Create a pipeline for bringing new opportunities to Royse City.
- Prepare and deliver professional presentations as needed to civic organizations, business organizations, or other parties interested in various aspects of economic development in Royse City.
- Coordinate economic development activities with the City and with outside agencies, particularly the Chamber of Commerce, and area regional, state, and national economic development organizations.
- Travel from time to time as required for development training, mandatory government training, and to promote/advertise regionally and nationally at events such as ICSC, Retail Live, etc.
- Be knowledgeable of state requirements for non-profit corporations, Economic Development Corporations, and the Texas Open Meetings Act. Adhere to state guidelines for annual reports regarding Economic Development and Eminent Domain.

Leadership and Innovation

RCCDC goals and objectives:

- 1 Increase sales tax
- 2 Increase property tax
- 3 Create jobs
- 4 Attract new businesses
- 5 Maintain/expand existing businesses
- 6 Provide climate conducive to business
- 7 Attract retail and commercial growth to support residential growth
- 8 Maintain a supportive working relationship with the City and school board

The Ideal Candidate

The new Executive Director will be replacing the only Executive Director the RCCDC has ever had. The City seeks an ethical leader with strong character who will be invested in the Royse City community and committed to its success. The ideal candidate will be a people person who is visible in and engaged with the community and understands and values the hometown feel and traditions of Royse City.

The chosen candidate will be an organized and responsive individual who is knowledgeable about smart growth concepts and will keep abreast of current trends in economic development. The Director should have well-developed marketing and negotiating skills and must be a good salesperson who will serve as an advocate for the City. An ability to build and maintain strong, harmonious, and productive relationships, particularly with the City government, County government, and school district, will be important for success in this position. Excellent communication skills are essential.

Education and Experience

A bachelor's degree in business, public administration, or a related field. Economic Development experience and certification are preferred.

Compensation and Benefits

The salary range for this position begins at \$90,000; range will be based on qualifications and experience. The City offers medical, dental, and vision insurance; paid holidays; vacation and sick leave; life insurance; education; and bilingual pay. A Texas Municipal Retirement System (TMRS) plan is provided at a rate of 7%, with the City matching 14%. Vesting occurs after five years; eligibility for retirement occurs after 20 years of service and includes a supplemental death benefit. An optional 457 retirement plan is also offered.





Application Process

Please apply online at: <http://bit.ly/SGRCurrentSearches>

For more information on this position contact:

Larry Gilley, Senior Vice President

Strategic Government Resources

LarryGilley@GovernmentResource.com

(325) 660-4208

This position is open until filled. To view the status of this position, please visit: <http://bit.ly/SGRCurrentSearches>

The City of Roys City is an Equal Opportunity Employer and values diversity in its workforce. Applicants selected as finalists for this position will be subject to a comprehensive background check.



Resources

Royse City

www.roysecity.com

Community Development Corporation

www.roysecitycdc.org

Chamber of Commerce

www.roysecitychamber.com

Comprehensive Plan

www.roysecity.com/departments/development-services

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