



City of Walnut Creek

## Economic Development Project Manager

<b>SALARY</b>	\$123,520.00 - \$150,135.00 Annually	<b>LOCATION</b>	Walnut Creek, CA
<b>JOB TYPE</b>	Regular At-Will	<b>JOB NUMBER</b>	24-27
<b>DEPARTMENT</b>	General Government	<b>OPENING DATE</b>	01/25/2024
<b>CLOSING DATE</b>	2/22/2024 11:59 PM Pacific	<b>BARGAINING UNIT</b>	300

### Position Description

#### ABOUT THE CITY

With a thriving downtown, strong employee base, over 2,700 acres of open space and hiking trails, and a steadily growing and affluent population, Walnut Creek is the epitome of the new “semi-urban” community.

Downtown Walnut Creek is a regional shopping and entertainment destination, as well as employment center. The downtown area boasts approximately 4 million square feet in office space, and 2.5 million square feet of retail. Residential is provided in a mix of multi-family and single-family homes. Office towers in the Golden Triangle and Growers Square offer Class A space for discerning commercial tenants. Walkable access to BART and a free shuttle system complement transportation options for residents, workers, and visitors. Walnut Creek’s downtown office market has historically been a strong draw for financial, insurance, real estate, design, and legal businesses.

Medical is a major industry throughout Walnut Creek. In February 2024, the new 155,000 square foot UCSF-John Muir Health Cancer Center is scheduled to open, adding important services to existing Bass Medical Group’s Cancer Center, two regional hospitals, and specialty services from major medical groups such as Stanford and UCSF Benioff. Based on a recent market study Walnut Creek’s healthcare sector is poised to grow upwards to 200,000 square feet of medical related office uses in the immediate area.

Shadelands Business Park offers tenants a vast, green, and open environment. Shadelands is home to Del Monte Foods headquarters and a growing medical hub with satellite Kaiser, John Muir and UCSF offices, and many independent medical practitioners. In addition, Shadelands has popular retail offerings and has become a haven for sports activities featuring training facilities for serious athletes and the renowned COPA Soccer Training Center and the Ultimate Field House.

Home to a growing population of young families and a skilled workforce, with an abundance of attractions and reasons for day trips or weekend getaways, Walnut Creek is the ideal combination of desirable amenities in a semi-urban environment that fosters a vibrant modern business community.

With the recent development and introduction of a dynamic new Economic Development Action Plan, Walnut Creek

presents an ideal environment for exciting economic growth for a wide range of industries.

The City is seeking a proven economic development professional and relationship builder as the **Economic Development Project Manager** to help support the economic development program and implement its recently launched Economic Development Action Plan. The ideal candidate is an outstanding critical thinker, creative problem solver, and can demonstrate and encourage teamwork and collaboration with internal and external partners.

This position is part of the Economic Development Division within the City Manager's Office. Economic development has been recognized by the City Council as a top priority. This is a great opportunity for the ideal candidate to use their economic development background and contacts to help strengthen Walnut Creek's economic base.

Reporting to the Economic Development Manager, the Economic Development Project Manager administers and provides project leadership for activities and programs of the City's Economic Development Division, including:

- Primary responsibility for creating and implementing business attraction, retention, and expansion strategies.
- Develop and maintain strong professional relationships with key stakeholders in the office, medical office, and retail brokerage and investment communities.
- Serve as a liaison on economic development-related projects and programs.
- Conduct research studies and provide data analysis.
- Assist in the development of City policies related to the local economy.
- Serve as a member of the City Manager's Office and participate in department policy development, administrative planning, and problem resolution.

This position's class specification is [Project Manager](#) and it is also under the City's salary and wage plan as Project Manager.

**This is an at-will position and serves at the will of the City Manager.**

## Representative Duties

- Coordinate business retention visits, including identifying appropriate, local companies, collection of relevant data to assist with visits, outreach to companies and coordination of schedules between company and senior City management. Engage with local businesses on a regular basis.
- Conduct research on emerging industries, relevant to the economic and industry growth of Walnut Creek. Make recommendations on industry focus based on growth factors and Walnut Creek assets.
- Organize, coordinate, and/or manage projects or programs in cooperation with other departments, and outside agencies, including City Planning and Building divisions, Walnut Creek Downtown Association, and the Chamber of Commerce
- Manage economic development tools including GIS mapping systems, demographic research and real estate data gathering tools, like CoStar. Familiarity with Customer Relationship Management (CRM) system is valued.
- Conduct research and maintain data on City fees.
- Respond to broker, developer, and site selection requests including conducting research on business inquires to ensure alignment with zoning, specific plan, and other City policies.
- Manage outside consultants for projects as needed, including tracking and maintaining schedules, and tracking and management of budget. Coordinate projects involving a consultant or vendor with other City departments as needed.
- Assist in communications and marketing of economic development platform, including researching and writing articles for the City's economic development newsletter and website, development of business and broker outreach packets, and content development for fliers and various City promotional materials.
- Analyze and prepare written reports on program and project performance using project management methods and techniques, including preparation of staff reports for City Council or Commission review; prepare and administer budgets, contracts, and other administrative functions.
- Maintain systems and procedures to meet compliance requirements and support effective and efficient operations; interpret and apply policies, regulations, codes, and contracts, in consultation with staff and others as required to

ensure clear communication and integration of processes.

- Facilitate meetings as needed.
- Represent the City at local and regional meetings as needed, including City Council and various Commission meetings.

### **Knowledge, Skills, and Abilities**

- Knowledge and practical application of the principles and practices of economic development.
- Thorough knowledge of project development, project management, scheduling, and budgeting used in project management.
- Knowledge of trends impacting commercial real estate and major industries.
- Knowledge of real estate development, including site selection, entitlement processes, building permits and proformas.
- Knowledge of economic development online tools for research, data gathering, customer management, and reporting, such as CoStar, Esri, and Salesforce.
- Well-versed in contemporary aspects of local, regional, statewide, and nationwide business markets and trends.
- Considerable knowledge of public and business administration and systems, including management and finance/budgeting.
- Working knowledge of city departments including Planning, Building, Housing, Engineering, and City Manager's Office, particularly as their operations may relate to the program or project assigned.
- Working knowledge of business associations, economic development organizations, and chambers of commerce.
- Skill in communicating effectively both orally and in writing; making oral presentations and preparing clear and concise correspondence and reports.
- Ability to interpret municipal codes, ordinances, legislation, contracts, and legal documents; analyze and interpret factual data; and apply complex guidelines.

### **Qualifications Guidelines**

Any equivalent combination of education and experience that provides the knowledge, skills, and abilities is qualifying.

#### **Education:**

A bachelor's degree from an accredited four-year college or university with a major in Business Administration, Public Administration, or a field relevant to assigned duties.

Possession of a master's degree in business or public Administration, or a relevant field, is desirable.

#### **Experience:**

A minimum of four (4) years of economic development experience, or any equivalent combination of education and experience.

**The deadline to apply is Thursday, February 22, 2024, before 11:59 PM PST.**

### **Supplemental Information**

**When applying you must submit an application, resume, and cover letter. Applications must include a resume and cover letter to be eligible for consideration.**

Applicants possessing the MOST DESIRABLE qualifications will be invited to continue in the selection process, which will include a **panel interview tentatively scheduled for Wednesday, March 13, 2024.**

All applicants will be notified by email as to whether or not they are invited to participate further in the selection process.

Applicants considered for appointment to this position are subject to California Department of Justice and FBI

fingerprinting and a thorough background and criminal check.

If special accommodations are necessary at any stage of the examination process, please provide the Human Resources Department with advance notice and every attempt will be made to consider your request.

As required by law, all public employees are designated as Disaster Service Workers. As such, all City of Walnut Creek employees may be called upon to assist in the event of fire, flood, earthquake, or other natural or man-made disasters.

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**Agency**

City of Walnut Creek

**Address**

1666 North Main Street

Walnut Creek, California, 94596

**Website**

<http://www.walnut-creek.org>

## Economic Development Project Manager Supplemental Questionnaire

**\*QUESTION 1**

Please describe your experience performing professional level economic or community development, research, or business administration functions. Be sure to include the duties you performed and how long you performed each duty.

**\*QUESTION 2**

Please provide specific examples of your professional experience relating to the following and include for which agency/organization the work was performed: • Business or downtown associations • Economic and community development • City entitlement/permitting processes • Business attraction and retention • Engagement with commercial brokers and property owners

**\*QUESTION 3**

Please read carefully: The information you provide will be reviewed and used to determine your eligibility to move forward in the selection process. Incomplete responses, false statements, omissions, or partial information may result in disqualification from the selection process. If selected, the information that you have provided will be verified. If the information is not consistent, you may be disqualified from this recruitment process. I understand the abovementioned statements.

Yes

No

\* Required Question