



APPLE VALLEY

Town Manager

Recruitment Services Provided by Ralph Andersen & Associates



Leading the high desert in community leadership

The Opportunity

The next Town Manager for the Town of Apple Valley, California will enjoy working with a Town Council that has a long track record of stability, responsibility, and sound leadership. The Town is hiring its fourth Town Manager in its history; the last Town Manager retired recently after serving nearly 10 years. The Council's stability is matched with a high-functioning and dedicated staff that share a mutual respect with the Council. This "dream" environment is complemented with exciting challenges and opportunities for professional growth and to make an impact on a community that appreciates it.

The Community of Apple Valley

The Town of Apple Valley is located in the heart of the Victor Valley in San Bernardino County, on the southern edge of the Mojave Desert, at an elevation of 3,000 feet. Known as the "High Desert," Apple Valley is strategically located 95 miles northeast of the Los Angeles metropolitan area, 140 miles north of San Diego, and 185 miles south of Las Vegas. The Town has 78 square miles in its incorporated boundaries and a sphere of influence encompassing 200 square miles.

Apple Valley experiences an average of 350 days of sunshine per year with winter temperatures dipping into the low 20s to high 70s, and summer temperatures ranging from the low 40s to 110 degrees. The combination of weather and geography unveils the hidden treasures of the High Desert's dramatic landscapes and exquisite sunsets.

Over 71,000 residents make Apple Valley their home. The average household income is \$62,760 and taxable annual sales have reached \$388.6 million. The population for the entire Victor Valley region is more than 443,000.

Home of Roy Rogers and Dale Evans, Apple Valley offers extensive trails for walking, biking, and horseback riding. The primary thoroughfare through Apple Valley is State Route 18, which was given the name "Happy Trails Highway" after the Roy Rogers and Dale Evans theme song, who once resided on outer Highway 18.

The Town is proud of its highly regarded public school system and is home to a nationally recognized laboratory school, the Lewis Center for Academic Excellence, named in the top 6% of schools nationwide by U.S. News and World Report. Apple Valley has emerged as a leader in advanced health care systems, with St. Mary Medical Center at the hub of the state of the art medical services.

Clean air, low crime rates, and open spaces allows Apple Valley to be the land of opportunity for those who are seeking a better place to live, work, and play. The citizens of Apple Valley are proud, engaged, and demonstrate it through a high voter turnout. Trust in Town government is high and the community respects the stability and leadership provided by the Town Council. A premier community full of first-class amenities, events, and employment opportunities, Apple Valley leads the High Desert in public safety and environmental stewardship defining "A Better Way of Life."

The Town Organization

Apple Valley became an official Town in 1988 when the residents voted to incorporate, although its history dates back much further. Father Francisco Garces arrived in Apple Valley in 1776, as he established Spanish missions across California. In the late 1800s the Paiute Indians also migrated to the area. The Mojave River Trail hosted trappers, gold prospectors, pack mules, and wagon trains throughout the 1800s.

Apple Valley is governed by a five-member Town Council with the Mayor serving as the presiding officer at all meetings. The

Town Council also sits as the Board of the Apple Valley Community Resource Foundation. Every even number year an election is held for term-ending Council seats. Individuals are elected to serve four-year terms and all members serve the Town at-large. At the first regular meeting in December of each year, the Town Council elects its Mayor.

Appointed by and under the direction of the Town Council, the Town Manager is the administrative head of the Town government. The Town Manager is responsible for the efficient administration of all affairs of the Town and oversees Building & Safety, Community Services & Development, Economic Development, Engineering, Environmental & Transit Service, Finance & Administration, Human Resources, Legislative Affairs & Grants, Public Information, Public Works, Public Safety, and Town Clerk.

The Town's FY2016-17 budget is \$80,688,717 with property tax being the single largest source of revenue for the Town and Sales & Use Tax representing the second largest revenue source. The Town is budgeted 92 FTEs and 13 PTEs. The Town's strategic use of contracted services provides for maximum resiliency and flexibility.

The Town's law enforcement is provided by the San Bernardino County Sheriff's Department and fire, rescue, and paramedic services are provided by the Apple Valley Fire Protection District.



Opportunities and Challenges

The next Town Manager will be presented with a number of known challenges and opportunities in which to excel, including:

- The most immediate challenge for the next Town Manager will be the pending eminent domain action with Liberty Utilities. Apple Valley residents have urged the Town Council to pursue this action after years of dissatisfaction, primarily over rates. Apple Valley voters overwhelmingly supported the action in a ballot measure. The legal proceedings, along with valuation of the utility, will provide challenges that require strong leadership, communication, and resolve.
- The rising costs of the contract for law enforcement services with the San Bernardino County Sheriff's Department have exceeded revenues. A ballot measure that provides funding for law enforcement services may be undertaken to remedy the imbalance.
- The Town of Apple Valley acquired a golf course into its Parks and Recreation portfolio, which has been established as a separate enterprise fund from the park system. As is the case with most all municipal golf operations, the expenses continue to outpace revenues. As a result, the General Fund has been subsidizing its operations and a reconciliation is needed.
- Across California and other states throughout the country, the legalized marijuana industry is making inroads. Apple Valley, due to its conservative nature, has been cautiously considering this industry thus far but must decide upon its ultimate stance on this controversial issue.
- Large-scale economic development successes, such as one of Wal-Mart's largest distribution centers in the nation and other developments that are either underway or being contemplated, are evident in Apple Valley. The next Town Manager will have the opportunity to work on exciting projects such as these, in a Town that is less than one-third built-out. An upcoming annexation will add additional freeway frontage to support this effort.

The Ideal Candidate

The next Town Manager must be experienced, highly communicative, and well qualified. The following will be key ingredients for success:

- A true spirit of collaboration in all aspects of the position is sought. The Town Manager must be an effective collaborator with community leaders and neighboring communities and utilize a collaborative approach toward problem solving with Council and staff. Ideally, the Town Manager will integrate into community organizations and become part of the fabric of Apple Valley.
- Communication skills are very important in building powerful relationships, conveying direction and priorities, and keeping the Town Council well informed. Employees have enjoyed a Town Manager that is out of the Town Manager's Office and engaging them in their workplaces.
- The Town Manager should be business savvy and have some experience with business retention and business attraction. The Town Manager's involvement in these activities will help lead to the Town's success.



- The Town Council seeks to continue Apple Valley's leadership role in the High Desert and seeks a manager with a spirit of innovation and cooperation who can bring new initiatives for the benefit of the entire region.
- A good sense of humor will help to continue a culture in the workplace that is productive, engaging, and positive for recruitment and retention of staff.

Qualifications

The following are minimum qualifications for this position:

Education: A Bachelor's degree from an accredited college or university with a degree in public administration, political science, business management, or a closely related field. A Master's degree is desired.

Experience: Five years of high-level experience in municipal administration.

Compensation

The Apple Valley Town Council will offer a competitive salary for this at-will, executive position dependent upon the selected candidate's qualifications. Additionally, the selected candidate will enjoy an excellent benefits package including CalPERS retirement (2%@55 for "Classic" members and 2%@62 for PEPRA). The employee contribution toward CalPERS is currently 7% for Classic Members and 6.25% for PEPRA (50% of employer's rate). Relocation assistance is available.

How to Apply

Interested candidates should apply by **September 18, 2017**. Interested candidates are encouraged to submit materials early for maximum consideration. Electronic submittals are strongly preferred and should be directed to Ralph Andersen & Associates at apply@ralphandersen.com and include the following:

- Compelling cover letter;
- Comprehensive resume; and
- Three years of salary history.

*The Town Council will select candidates for interview on **October 17, 2017**. Selected candidates will be invited for a Tour of the Town on **November 1, 2017**, followed by an on-site interview on **November 2, 2017**. Finalist interviews, if needed, will be on **November 8, 2017**. Top candidates may be asked to complete a written supplemental questionnaire to elaborate on areas of expertise and demonstrate their ability to communicate effectively.*

This recruitment will be handled with strict confidentiality. References will not be contacted until mutual interest has been established. Confidential inquiries are welcomed and should be directed to Mr. Greg Nelson, Ralph Andersen & Associates, at (916) 630-4900 or greg@ralphandersen.com.



Town of Apple Valley

Apple Valley is an equal opportunity employer