
THE CITY OF
BURLESON, TEXAS



CITY MANAGER

Voorhees Associates, LLC is pleased to announce the recruitment and selection process for City Manager for the City of Burleson, Texas. This brochure provides background information on the City of Burleson and on the Burleson City Hall organization, as well as the requirements and expected qualifications for the position. Candidates interested in applying for the position should submit their résumé and cover letter, along with contact information for five work-related references by **November 24, 2011 to VoorheesAssociates.com/current-positions.**

Heidi J. Voorhees, President



500 Lake Cook Road, Suite 350

Deerfield, Illinois 60015

TEL: 847-580-4246

FAX: 866-401-3100

Formal applications should be submitted to:
VoorheesAssociates.com/current-positions

PROFESSIONAL ANNOUNCEMENT

Burleson, TX (36,990) *The City of Burleson, a rapidly growing, family-oriented community located just south of Fort Worth in the Dallas/Fort Worth Metroplex, is seeking a progressive, creative, municipal executive to serve as its next City Manager. Recently named one of 100 Best Communities for Young People, Burleson values its small town quality of life atmosphere that includes excellent schools, beautiful parks, state-of-the-art recreational facilities, low crime rate, numerous houses of worship, and an affordable, diverse housing stock. Burleson operates under a Council/Manager form of government. The current City Manager is retiring after nine years of service with the City, the last 5 as City Manager. There have been four City Managers since 1990. The City is a full-service city with a \$64 million budget (\$24 million General Fund) and 300 FTE. Candidates must have a bachelor's degree in public policy, public administration, business, or related field. A master's degree in public policy, public administration, business administration or related field is highly desired. Candidates must have 7-10 years increas-*

ingly responsible executive level experience in the public sector. A combination of public and private sector experience is desirable. The successful candidate will be a highly collaborative, approachable executive with a proven track record in consensus building and strategic leadership. Candidates must possess a demonstrable business acumen, and success in economic development, particularly in a rapidly growing community. Additional valued experiences include success in administering and implementing process improvement programs and performance measures. Compensation will be commensurate with experience. Residency in the City of Burleson is required. Candidates should apply by November 24 to Heidi Voorhees at VoorheesAssociates.com/current-positions. Electronic submission strongly preferred. Tel: 847-580-4246. Additional information available at www.VoorheesAssociates.com. Candidates' names may be subject to disclosure under the Texas Public Information Act.

COMMUNITY LIFE

Burleson History

Interestingly, Henry Carter Renfro is given credit for founding Burleson though he never lived in Burleson. Mr. Renfro migrated from Tennessee in 1853 to Baylor University in Waco where he became friends with Dr. Rufus C. Burleson, President of the University and an influential Baptist minister. Mr. Renfro settled in Johnson County and served the Confederacy in the Civil War. After he returned from the war he prospered as a farmer and rancher, acquiring land in central and northern Johnson County. Mr. Renfro sold 161 acres in 1881 that eventually became the town site and was named for his friend, Dr. Burleson. Though Mr. Renfro never lived in Burleson, many of his direct descendents did, including his daughter who lived in Burleson until her death in 1943. Not unlike the Renfros, Burleson is home to many families who have seen several generations grow up and raise their families in Burleson, providing an historic continuity as the City continues to grow and prosper.

Burleson Today and Tomorrow – A City of Families, Youth and Children

With easy access to the bustling Metroplex, Burleson citizens can enjoy a small town atmosphere that has big city amenities. In their *Imagine Burleson A Roadmap to 2030*, Burleson sees itself as a community “focused on building a dynamic future, while preserving our rich history; dedicated to establishing a great place to live, learn, work and play; and committed to being a sustainable community for all, through every stage.” With more than one-third of Burleson’s citizens under the age of 18, Burleson community leaders have focused on partnerships between the City, the Burleson Independent School District and institutes of higher education that will enhance the future of its families. Each year, the Burleson Opportunity Fund provides \$60,000 in scholarships for local high school students to attend Hill College. The funds are made available through the Burleson 4A Economic Development Corporation and have been matched with critical in kind commitments from the school district. This program has received national attention at the National League of Cities and has been a model for other communities across the country.

The City of Burleson, the Burleson Area Chamber of Commerce, the Burleson Ministerial Alliance and the Burleson Independent School District have joined together to form the Burleson Character Council with a mission *to promote and recognize good character in Burleson and the surrounding area and thereby strengthen our citizens, families and the community.* Each year the Burleson Character Council coordinates an essay contest among all 3rd – 12th graders in all schools which culminates into an annual Burleson Character Awards Luncheon attended by the contest winners, their parents and community leaders. Several Citizenship Awards are also given out at the annual luncheon.



The City of Burleson hosts numerous community events throughout the year, providing families opportunities to come together including the Summer Concert Series, the Fourth of July Fireworks, the Christmas Tree Lighting, Breakfast with Santa, and the Boo Bash. The City is currently gearing up for its Centennial Celebration in 2012.

Burleson’s population has grown 75% since the 2000 census. Currently at 36,990, Burleson will continue to grow and develop, both residentially and commercially, with a projected population of 65,000 in 2030. Community leaders have strategically planned for this growth, providing facilities and services attractive to citizens of all ages. These include a new 65,000 square foot recreational facility called the BriCk that includes indoor and outdoor

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pools, an indoor water park, workout facilities and gymnasium. In addition, the City opened Chisenhall Fields, a first rate competition sports complex that has hosted the World Series Pony League in May 2011 and will host the National Girls Softball Championship in 2012. The Burleson Independent School District has opened five new schools in recent years including a brand new \$120 million high school. The City has a beautiful 18-hole golf course that is under consideration for an exciting new public/private partnership.

Business Community

The City of Burleson has taken advantage of its strategic location to broaden its tax base through economic development. This remains a key focus for the community going forward. While Burleson has experienced rapid residential and commercial growth in the last ten years, the City is very interested in securing additional light commercial/industrial development. Burleson has nine miles of frontage on Interstate 35W, the primary NAFTA link between Mexico and Canada. The City has purchased 160 acres for a Business Park six miles south of Burleson's downtown along I-35W. Utilities have been extended to the Park with nearly 25% of the park able to be served immediately. Lot sizes vary from 6 to 44 acres in size. The next City Manager can expect to work on seeking and securing business for this park.



The BRiCK Recreation Center

In 2007, Burleson saw the opening of a Home Depot, Target, Kohls and several other retail stores. More recently an H-E-B grocery store opened its first grocery store in the region. In addition, the downtown has seen the addition of several independently owned, well-regarded restaurants.

The Burleson trade area includes more than 300,000 people within a 15-minute drive. Several commercial centers have been developed in the last eight years resulting in Burleson seeing increases in retail sales each of the last 11 years. Prior to the recession Burleson had 700 new homes constructed each year. Burleson has experienced residential development during the recession with more than 200 new homes constructed each year. In addition, a new LEED certified Honda dealership opened in June 2011 and the electric cooperative company has selected Burleson as its home for a LEED certified regional headquarters and energy innovation center.

Key City Facts

Population:	35,050
Square miles:	26
Counties:	Tarrant and Johnson
Median income:	\$65,000
Median home sale:	\$135,000
Bond Rating:	AA- (Standard and Poor's)
Annual Budget:	\$64 million (\$24 million General Fund)

MUNICIPAL ORGANIZATION

Burleson governance includes a Mayor and six council members elected at large for two-year terms. The City Council appoints the city manager, who serves as the Chief Executive Officer. The Burleson municipal organization consists of 19 departments (see organizational chart on back of brochure) with a diverse group of

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talented department heads. This summer the City Council adopted the Burleson Game Plan, which was developed in conjunction with the City Manager's Office. The Game Plan sets forth a Vision, Mission, Goals and Values for the delivery of municipal services.

Vision: *The City of Burleson will be a premier municipal organization in the North Central Texas Region through outstanding performance, timely problem identification and resolution, unequalled service delivery, and customer satisfaction.*

Mission: *The City of Burleson exists to create an environment which provides municipal services that are highly valued by its citizens, delivered using the best practices available utilizing a workforce that is well trained, equipped, and committed to innovation, productivity and teamwork.*

Goals include:

Efficiency: *Doing things right; measured by a comparison of production with cost (as in energy, time and money.)*



Centennial High School

Transparency: *Citizens can see how public business is conducted and participate in it.*

Honesty: *The quality of being honest, upright and fair, truthful, sincere, absence of deceit or fraud.*

Innovation: *The process by which a new idea or invention adds value to the services we provide to our citizens.*

Customer Service: *Providing courteous, helpful service that exceeds what the customer would reasonably define as normal or expected.*

Values:

- *The organization's greatest asset is its employees and we will invest in them to achieve their highest potential.*
- *Services should be delivered at the lowest cost with the highest value.*
- *Burleson's leadership has a future focus and a commitment to success through measurable results.*
- *The organization is the vehicle to get us to the future, and it must recognize that adaptability, innovation, perseverance and creativity will be required along the way.*
- *Technology is the "right tool for the job" in solving problems and improving productivity in the future.*
- *Mistakes provide opportunities to learn so as not to repeat them in the future.*
- *The City Manager is the Chief Executive Officer responsible for daily operations and implementation of the Game Plan.*
- *Employees are committed to honesty, respect, fairness, equality, teamwork and doing what is right for the citizens and the workplace.*

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- *The organization belongs to the people and they require their government to be open, accessible and transparent.*

The City of Burleson operates on an October 1 – September 30 fiscal year. The City exceeds its Budget Reserve policy goals and has regularly received the GFOA Certificate of Achievement for Excellence in Financial Reporting and the Budget Development Award. A complete copy of Burleson's budget as well as other information about the City and its services can be found on the city's website: www.Burlesontx.com.

CHALLENGES AND OPPORTUNITIES

The next City Manager can expect to work with the elected officials, community leaders, and city staff on the following issues:

- Strategic planning for growth management with the ability to work closely with the Mayor and City Council as well as City staff to effectively plan for and manage the rapid growth Burleson has experienced and will continue to experience for the foreseeable future.
- Educational partnerships—continue and further develop the City's partnership with the Burleson Independent School District participating in the City/School Partnership quarterly meetings; also continue and further develop the City's partnership with Hill College, Texas Wesleyan University and other institutes of higher education, further expanding their presence in Burleson, with the goal of providing an educated and trained labor force.
- Economic development with a particular focus on business development. The next City Manager will be a cheerleader for the City, working closely with the business community on attracting business, retaining business and in assisting existing businesses interested in expanding.
- Process improvement efforts that engage all municipal employees in examining ways in which to deliver municipal services as efficiently as possible. This will require a systematic, thoughtful approach that emphasizes innovation, business principles whenever possible, and a positive, receptive environment for hearing new ideas.
- Regional sustainability efforts—work closely with the Councils of Governments, neighboring communities, and other units of government to build a more sustainable region, advocating for extension of the light rail system to Burleson as well as serving as an advocate for other regional issues.

CITY MANAGER POSITION

The next City Manager for Burleson is expected to have the following qualifications and experiences and possess an open, approachable management style that emphasizes teamwork and collaboration. Residency in the City of Burleson is required within a reasonable time frame.



Veterans' Park

Education and Experience *(Not in order of importance)*

Possess a bachelor's degree in public policy, public administration, business administration or closely related field. A Master's Degree in public administration, business administration, or related field is highly desired.

Candidates must have a minimum of seven to ten years of progressively responsible experience in executive level administration of municipal services in the public sector; a combination of private and public sector experience is desirable.



Relay for Life

Candidates must have experience working in a rapidly growing community with the ability to think strategically in the short and long term. Be comfortable exhibiting a leadership style that is consensus building yet able to make tough decisions when appropriate.

Candidates must embrace Burleson's history of collaboration with local schools and institutes of higher education and work toward further collaboration including sharing facilities and other efforts that result in an educated and trained citizenry; furthermore, candidates must value and respect the collaborative efforts that have made Burleson a welcoming community for citizens of all ages.

Candidates must have experience managing a broad range of municipal services with demonstrated experience in process improvement efforts that result in greater efficiency in municipal services with the goal of lower taxes for citizens and businesses.

Candidates should be knowledgeable and current on methods for generating economic development including business attraction and retention, conservative yet creative financing options, and a dedication to bringing business development to Burleson.

Candidates must have a demonstrated record of success in employee supervision and management, consisting of treating employees in an open, fair, and supportive manner.

Candidates should have a record of visibility and community involvement attending civic and community functions, interacting with business and community leaders and projecting a positive, approachable image of Burleson municipal government.

Candidates should have experience in forging positive working relationships with other units of government in order to ensure the City of Burleson is able to proceed with projects and initiatives in an expeditious manner.

Candidates must have a proven record of collaborative community engagement, working effectively with other community leaders, citizens, and the business community to move projects forward, share services where possible, and approach local government with an eye toward reducing taxes for citizens and businesses.

Candidates must have experience in long-range and strategic planning, working collaboratively with elected officials, community and business leaders, and citizens to develop thoughtful plans that reflect the City's history, culture and heritage.

Candidates must have experience working as a member of a municipal team with collaborative problem solving skills and a willingness to work on issues affecting all areas of City government.

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Candidates must have an “entrepreneurial spirit” with respect to government; possess a demonstrated record in seeking out and securing federal and state grants for City projects, understanding the intergovernmental relationships necessary to be effective in this area.

Candidates must have strong budgeting and fiscal management skills with the ability to seek outside revenue sources and manage effectively within budgetary constraints.

Management and Leadership Style *(Not listed in order of importance)*

Possess absolute integrity and honesty in all professional interactions.

Have the maturity, self-confidence, and strength of professional conviction to provide administrative insights and administrative counsel to the Mayor and City Council; be able to firmly and diplomatically present professional views and carry out administrative decisions in a timely, professional, and impartial manner.

Have a reputation for open and honest sharing of information with the Mayor and all members of the City Council.

Have respect for and encourage open and transparent municipal processes.

Be an enthusiastic, positive, open, self-confident individual who is genuinely supportive of the goals and mission of the City.

Possess a style based on confidence in oneself and in the employees that will quickly earn respect, trust, and credibility.

Project strong professional, leadership, and management presence. In addition, provide timely and straightforward feedback to employees regarding personal performance and achievement of assigned goals and objectives.

Be an innovative, open thinker that inspires employees to also think creatively.

Be comfortable in serving a community that expects a high level of services and responsiveness on the part of municipal staff and employees.

Follow a management style that involves a “no surprises” approach in presenting all the facts and alternatives to the Mayor and City Council.

Have the capability to provide strong, visible leadership by effectively articulating approved City plans, policies, programs, and activities with all governmental agencies, institutions, citizens, businesses, and press.

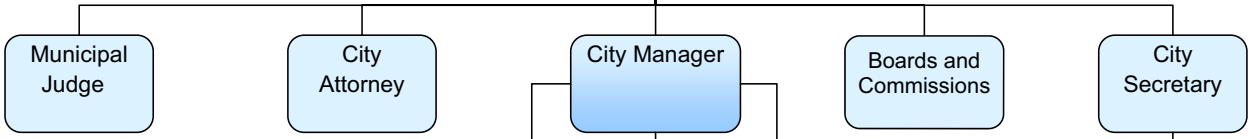
Be an effective listener, responsive to employee input and provide prompt and thorough feedback to employee comments and suggestions.

Possess strong interpersonal skills, with a demonstrated ability to work and interact openly and effectively with all. Be approachable and friendly in interactions with employees.



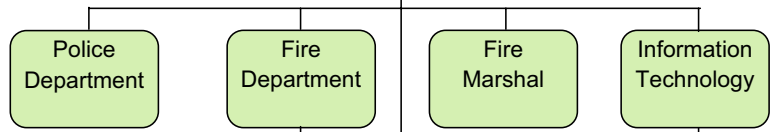
Citizens of Burleson

City Council



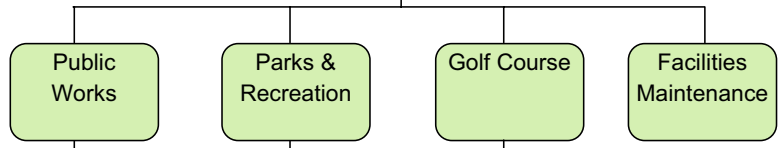
- Records
- Cemetery
- Risk Management

Deputy City Manager



- Emergency Management

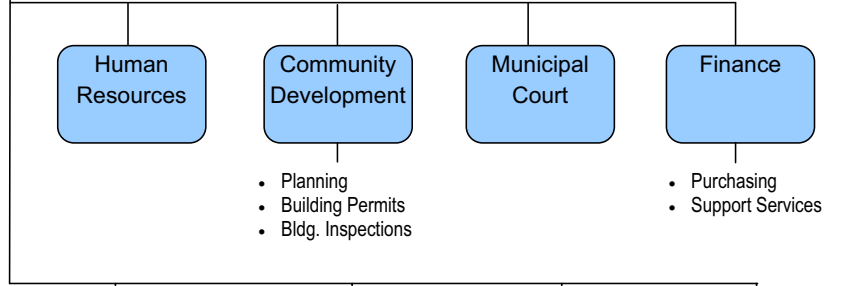
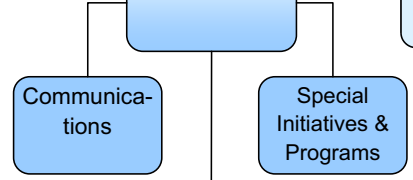
- Information Systems
- GIS



- Administration
- Equip. Services
- Water/Wastewater
- Solid Waste
- Street Maintenance
- Water/Wastewater Quality
- Utility Customer Service

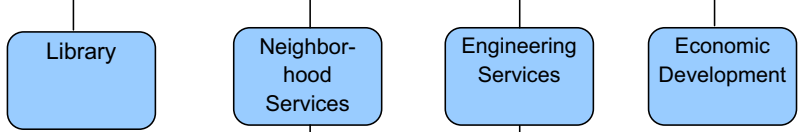
- Recreation
- Parks Maint.
- Senior Center
- BRiCK

- Administration
- Club House & Pro Shop
- Golf Course Maintenance
- Food & Beverage Service



- Planning
- Building Permits
- Bldg. Inspections

- Purchasing
- Support Services



- Animal Services
- Environmental Services
- Code Compliance

- Gas Well Development