City Manager

CITY OF FRISCO, TX

FEBRUARY 2022

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About Frisco, Texas

As ***the*** fastest growing community over the past two decades *(U.S. Census Bureau)* and listed *among* ***the Best Places to Live in America*** *(Money Magazine, 2021-22 and 2018),* **Frisco defines *Progress in Motion*,** our city tagline**.**

Spanning about 70 square miles, Frisco is 28 miles north of Dallas, in Collin and Denton counties. More than 215,000 people call Frisco home. We anticipate our population will grow to around 325,000. Our ethnic diversity is growing, too. More than 26 percent of our population is Asian, about 10 percent is Hispanic, and 8 percent is Black.

Our median age is 36. About 25 percent is school-age, while fewer than 9 percent are over 65.

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Four school districts serve Frisco; however, the **Frisco Independent School District (FISD)** is our primary district, serving the greatest number of students. FISD is one of the fastest-growing school districts in the nation. It's noted for smaller schools, high student achievement and has been named among '100 Best Communities for Young People'.

More than 96 percent of high school students graduate. Plus, more than 62 percent of our residents hold a bachelor's degree or higher level of education.

Ranked a Tier One research university, the **University of North Texas (UNT)** and its Eagles have landed here. A branch campus is under construction and scheduled to be ready for 5,000 future students in Spring 2023. Until then, UNT at Frisco continues to serve students from classrooms at Hall Park. Frisco is also home to a **Collin College** campus, which has five university partners including Texas A&M Commerce, Texas Tech and University of Texas-Dallas.

Both Frisco Police and Fire Departments are internationally accredited. Frisco is home to 49 parks and 90 miles of hike and bike trails with more on the way.

Lifestyle

Frisco boasts the nation's highest fire protection rating, ISO #1, one of only 74 in Texas and 411 in the nation. The crime rate is low and so are property taxes (.44666), both ranked among the lowest in North Texas.

Both Frisco Police and Fire Departments are internationally accredited. The Frisco Fire Department received accreditation from the Commission on Fire Accreditation International (CFAI) in 2018. The Frisco Police Department has been accredited since 2008, receiving its designation from the Commission on Accreditation for Law Enforcement Agencies (CALEA). Frisco is one of only three Texas cities with dual accreditation for emergency communications and law enforcement. Other accredited city departments include Public Works, Convention and Visitor's Bureau as well as Parks and Recreation.

Frisco is home to 49 parks and 90 miles of hike and bike trails with more on the way. Specialty parks include a dog park; a Miracle Field and Hope Park, which serve special needs children; batting cages; disc golf; mountain bike trails; a Veterans Memorial and the largest skate park in North Texas. The city-owned,100,000 square foot Frisco Athletic Center also features a Water Park with a 45-foot slide. Our reimagined Frisco Public Library is an adaptive reuse project which will more than double in size (140,000 square feet) when it opens in late 2022.

Our community is home to the **National Video Game Museum, National Soccer Hall of Fame** and **Museum of the American Railroad.** City-owned facilities include Frisco Fire Safety Town, the first of its kind in the U.S.; Frisco Discovery Center; Frisco Heritage Museum and The Grove, an active adult center. Frisco is a shopping mecca with more than 9-million square feet of retail, including Stonebriar Center mall and IKEA. World renowned **Kidzania**, an interactive kid-size city, opened its first U.S. location here in 2019. There are hundreds of public and private art installations displayed throughout our city.

Frisco is home to seven 'Pro' sport teams and organizations. The Dallas Cowboys; NHL's Dallas Stars; MLS's FC Dallas and PGA of America have headquarters here.

Sports City USA

Frisco is home to seven 'Pro' sport teams and organizations. The **Dallas Cowboys**; NHL's **Dallas Stars**; MLS's **FC Dallas** and **PGA of America** have headquarters here**.** The **Frisco RoughRiders**, a Texas Rangers' AA affiliate; **Texas Legends,** G-League for Dallas Mavericks; and the **Frisco Fighters**, arena football, also makeup our 'pro' roster. Those teams play in world class venues including the **Ford Center at The Star**, **Toyota Stadium, Rider's Field** and **CoAmerica Center** The **PGA of America** has two championship courses and is scheduled to host its first nationally televised tournament here in 2023.

Dealmaker

Our venues resulted from public-private partnerships. As a once-small-town turned dealmaker, our reputation for public-private partnerships rivals any community. We build publicly owned venues managed by private partners, thus improving quality of life while reducing taxpayer burden. Our most valued public partner is FISD, which benefits by providing its students' academic and athletic experiences in world class facilities. Our latest public private venture is a Performing Arts Center, led by FISD and Hall Park.

Among the companies that call Frisco home is **Kuerig Dr Pepper,** a Fortune 500 company, with headquarters located in The Star mixed-use development. Other Class A office centers include **Frisco Station** and **Hall Park.**

Innovative

The first commercial drone delivery service in a 'major U.S. metro' is launching in Frisco. **Wing,** a Google sister company, will take-off from Frisco Station this year. Our Innovation division is designed to attract more opportunities. In 2018, Frisco piloted the first on-demand driverless car service on Texas roads. Fed Ex and Starship also piloted on demand delivery robots, Personal Delivery Devices (PDD), here. In 2008, Frisco designed Situational Awareness for Emergency Response or S.A.F.E.R – the first of its kind in the U.S. The international award-winning program provides first responders real-time data and video when responding to emergencies, specifically calls to school campuses. Frisco also has the distinction of being the first city in the country to mandate Energy Star standards for new home construction (2001).

FRISCO

In 2018, Frisco topped *Money Magazine's* prestigious list of 'Best Places to Live in America'.

Accolades

In 2018, Frisco topped *Money Magazine's* prestigious list of '**Best Places to Live in America'.** Frisco made 'Money's' list again in 2021-22, ranking #19**.** Other recent accolades include:

- **#1 Best Real Estate Market in the U.S.** *(2021, Wallethub)*
- **#1 Best City to Do Business in Texas** *(2020, homecity/Better Homes & Gardens)*
- **#1 Most Recession Proof City** *(2020, Smartasset)*
- **Safest Cities in America** *(#5, 2022 – Moneygeek; #2, 2021, Smartasset)*
- **#2 Best City for Jobs After Graduation** *(2020, Interest.com)*
- **#22 Best Cities for First-Time Homebuyers** *(2021, Wallethub)*

Financial health

Frisco's Combined budget is $745 million, which includes a General Fund budget of $198 million. These funds support a total of 1,692 positions. Our tax rate (.4466) is one of the lowest property tax rates among large Texas cities (50,000+ population). Frisco has approved four tax rate reductions in the past 11 years. Over the past 10 years, Frisco's tax rate has been stable, decreasing from .465 to .446. In 2018, Frisco raised its Homestead Exemption from 7.5 percent to 10 percent. Frisco also supports a Senior Exemption worth $80,000. In FY22, the city increased its Capital Reserve Fund to $13 million and the General Fund balance to 34 percent – which is above the 25 percent policy. Frisco's is one of only 8 percent of cities in the U.S. with the highest possible municipal bond ratings: Aaa, AAA (Moody's, Standard & Poor's)

FRISCO

As a Home Rule City, Frisco has more control over establishing its boundaries through Council initiated annexation. Under Home Rule, Frisco has more flexibility to adopt its own rules aside from state legislation.

City government

Frisco voters adopted the city's Home Rule Charter in 1987. In 2002, voters approved 19 propositions and a revision. Since then, Charter revisions passed in 2010 and 2019. As a **Home Rule City,** Frisco has more control over establishing its boundaries through Council initiated annexation. Under Home Rule, Frisco has more flexibility to adopt its own rules aside from state legislation.

Under administrative direction of **City Council,** the **City Manager** performs duties of Chief Executive Officer in the administration of all services, affairs, and programs of the City of Frisco. The City Manager sets the strategic direction to achieve the city's social, economic, and environmental goals; implements council directives and coordinates department actions and responses to community issues; provides administrative direction and guidance to all departments; develops and administers the annual city budget; establishes and monitors internal controls and coordination of city programs; and prepares long and short-term strategic plans to meet organizational and development needs of the city.

Our Council-Manager form of government consists of a **Mayor,** six City Council members elected at-large and a City Manager. Council members' duties include enacting local legislation, adopting budgets, determining policies and appointing the City Manager, Municipal Judge and City Attorney.

While our City Manager takes care of day-to-day operations, the Mayor and City Council focus on vision for the future. The Mayor facilitates City Council meetings; however, the Mayor does not vote except to break a tie. By Charter, the Mayor is also the official spokesperson for the City Council.

Frisco is a ‘can do’ city with a reputation for being innovative. We are known as a dealmaker and risk taker. Leadership throughout our organization is forward thinking.

What makes us different

Frisco embraces technology, flexibility, and creativity. We’re a ‘can do’ city with a reputation for being innovative. Frisco is known as a dealmaker and risk taker. Leadership throughout our organization is forward thinking. Every January, the Frisco City Council determines its Top Ten priority list. The priorities for FY22 are (in no particular order):

- Grand Park Master Plan
- Performing Arts Center
- Frisco Reinvestment – Assets
- World Cup 2026
- Trail Connectivity
- Tourism
- Downtown Entertainment Destinations
- PGA
- Leadership / Change Management
- Employee Attraction, Retention and Engagement

While the City of Frisco is approximately 72 percent ‘built out’, our city continues to grow at a fast pace. We’re committed to several legacy projects including master planning of **Grand Park,** which involves about 1,000 acres of city-owned land, as well as facilities, to be linked through a series of trails.

We are renovating historic downtown, **The Rail District,** to include an event plaza, additional parking, and patio-friendly sidewalks to transform the district into a popular destination.

Our latest mixed-use development, **Fields,** is coming online in our city’s northern corridor and spans 2,500 acres. The Omni PGA Frisco Resort 600-acre campus anchors the Fields development.

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Essential functions and responsibilities

- Develops long and short-range plans through input from City Council, community organizations, private citizens, department heads, and officials from other governmental entities.
- Consults with and directs department directors in solving administrative problems, develop and implement changes in organization, procedures, or policies to meet city goals and objectives.
- Reviews applicable Federal, State and city laws, ordinances and regulations for compliance and makes recommendations to appropriate departments where non-compliance issues might arise. Develops and implements new ordinances and regulations to enhance, update, modify or clarify existing ordinances.
- Develops and coordinates city affairs with Federal, State, and local entities, civic and private groups, and public.
- Appoints, suspends, disciplines, and terminates all city employees and appointive administrative officers not appointed by City Council.
- Develops and presents, in consultation with staff and department heads, policy proposals and items for inclusion in the official agenda for all City Council meetings.
- Prepares and recommends to the City Council the annual operating, capital, and other budgets. Administers approved budget through appropriate internal controls and provides technical assistance and advice regarding revenue, expenditures, appropriations, allotment control, supplemental requests, and the sale of bonds.
- Advises the City Council on the financial condition and future needs of the city and makes recommendations concerning financial issues and concerns.
- Meets with business and community groups to explain city policies, address citizen concerns, and promote city programs, activities, services, and business opportunities in order to increase economic development opportunities.
- Represents and advances the interests of the city through participation and leadership in various committees, boards, authorities, commissions, and other local, state, or regional organizations.
- Represents the city to the media and at meetings and conferences.
- Reviews, negotiates, and approves contracts, grants, and agreements on behalf of the city ensuring conditions adhere to city guidelines and state regulations. Enforces the terms and conditions of all contracts to which the city is a party.
- Negotiates relocation and tax incentive packages.

FRISCO

The ideal candidate should possess strong knowledge of public administration principles and an ability to lead the city in terms of planning, prioritizing, organizing, scheduling, delegating and budgeting.

Knowledge and skills

- Knowledge of administrative, organizational and management practices and procedures related to similar size and growth municipalities.
- Knowledge of public finance, budgeting and budgetary controls related to the implementation of municipal government laws, rules, and regulations.
- Knowledge of Public Relations and Customer Service methods, practices, and techniques.
- Knowledge of research, analysis, and application methods, practices and resources including legal, economic development and planning, technical reference.
- Knowledge of City policies and procedures.
- Skills in planning, organizing, coordinating, and directing complex projects.
- Skills in networking with internal/external administrative officials at the Federal, State, and local levels as well as private and public foundations.
- Skills in planning, developing, and implementing City policies, procedures, and objectives.
- Skills in negotiating, mediating, and resolving customer complaints and concerns.

The ideal candidate

It's essential for the successful candidate to work closely with the City Council to carry out city-wide initiatives and set the tone and vision for city employees. The ideal candidate should possess strong knowledge of public administration principles and an ability to lead the city in terms of planning, prioritizing, organizing, scheduling, delegating and budgeting. Experience in new development, redevelopment, and economic development is needed to support Frisco's continuous growth.

The ideal candidate must exhibit strong coordination and relationship-building skills when working with the entire organization, public/private partners, including school districts. The ideal candidate must set a positive example of competence, professionalism, energy, and work ethic to the organization and community.

The ideal candidate will be a creative, solution-oriented leader who inspires the staff to achieve excellence. This individual should have experience in strategic planning and organizational development. Effective communication along with strong collaboration and team building skills will be necessary for this individual to be successful. Advanced written and oral communication skills are imperative. The ideal candidate must have the capacity and interest to be an effective mentor and leader for staff.

This individual must have personal and professional integrity and be able to adhere to the highest ethical and moral standards while displaying transparency.

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Qualified applicants will have a Master's Degree in Public Administration, Business Administration, Urban Planning, or related field, in addition to ten years of increasingly responsible experience in municipal administration in a City Manager, Deputy City Manager, Assistant City Manager, or executive level leader role.

Education and experience

Qualified applicants will have a Master's Degree in Public Administration, Business Administration, Urban Planning, or related field, in addition to ten (10) years of increasingly responsible experience in municipal administration in a City Manager, Deputy City Manager, Assistant City Manager, or executive level leader role.
An equivalent combination of education and experience may be considered.

Qualified applicants must be bondable; able to pass a pre-employment drug screen, criminal background check, and MVR check; and possess a valid State of Texas Driver's License upon starting.

Salary

The City of Frisco is offering a competitive salary commensurate with experience and a comprehensive benefits package. Relocation assistance will also be available for the successful out-of-area candidate.

How to apply

Interested applicants should forward a cover letter and resume to:

resumes@affionpublic.com
Reference: FRISCOCM

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Delivering Leaders.

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