

Concord, MA – Economic Vitality Manager



Position Statement



The Opportunity

The historic Town of Concord, Massachusetts, (pop. 17,688) is seeking qualified candidates to serve as its first Economic Vitality Manager. Candidates should be enthusiastic about serving this historic and engaged community and being part of a committed municipal organization. The Economic Vitality Manager's responsibilities focus on promoting the preservation and growth of Concord's business districts and tourism-related development opportunities.

Concord is seeking a knowledgeable and talented professional with strong understanding of planning and land use, experience in creating and implementing economic development strategies, and skill in developing public/private partnerships, to serve as its first Economic Vitality Manager. Preferred candidates should have a bachelor's degree in business administration, public relations, planning, or a related field and at least five years of experience in economic development or a related field. Candidates should know the principles and practices of planning, zoning, state and local land use; environmental legislation, procedures, codes, and standards; and business and industry attraction and retention strategies.

Annual Salary: \$90K+/-. The successful candidate will receive an attractive compensation package including health and retirement plans, commensurate with qualifications and experience. Concord is an Affirmative Action/Equal Opportunity Employer.

The Community

[Concord](#) is a historic and picturesque quintessential New England community with handsome and historic residences, preserved open spaces, family-owned farms, and thriving commercial centers. The Town is widely known as the site of the first battle of the American Revolution which occurred at the Old North Bridge which is located just outside the Town Center. Concord also has a rich literary and philosophical history being the home of notable authors including Ralph Waldo Emerson, Henry David Thoreau, Nathaniel Hawthorne, Bronson Alcott and Louisa May Alcott as well as more contemporary authors.



Concord is located in Middlesex County, approximately 20 miles northwest of Boston covering 26 square miles and surrounded by the Towns of Lexington, Carlisle, Acton, Bedford, Lincoln, and Sudbury. The Town is served by several roadways including Routes 2, 2A, 62, 119 and 126; and two MBTA commuter rail stations. The Town is primarily a residential community with three vibrant business districts including Concord Center, on Thoreau Street near one of the train stations and in West Concord at the second rail station. In addition, there are commercial parks in the Town with a number of businesses located on Route 2. Concord is also the home of Emerson Hospital and numerous medical providers. In addition to the Economic Vitality Manager, the Town has an [Economic Vitality Committee](#) and a Tourism Manager who oversees the operation of the Visitor's Center and works closely with the Chamber of Commerce and Concord Business Partnership to coordinate local events. A draft [Tourism Market Analysis](#) can be reviewed Concord's website.

The Town is also well known for its educational institutions. The [Concord Public Schools](#) and the [Concord-Carlisle Regional School District](#) are regarded as amongst the best schools in the Commonwealth. In addition, Concord is home to four highly regarded private educational institutions: The Fenn School and The Nashoba Brooks School which are elementary and middle schools; and Concord Academy and the Middlesex School which are preparatory high schools.

The Town has numerous publicly owned historic properties and recreational and cultural assets including Minuteman National Historic Park, Walden Pond, Concord Museum, The Robbins House, The Wayside, Ralph Waldo Emerson House, Concord Center for the Visual Arts, Great Meadows National Wildlife Refuge, Bruce Freeman Rail Trail, and a network of conservation lands and open space. The [Concord Free Public Library](#) is considered the heart of the community and is a year-round hub of activity as well as a resource for the educational, vocational, and recreational needs of all its patrons.

All of these assets and amenities contribute to the culture and character of this unique community which boasts a strong local economy built around its diverse business sector and annual tourism activity of approximately 1,000,000 visitors, a vibrant quality of life, great civic pride, and residents that are connected, engaged, and care greatly for their Town.

The Municipal Organization

[Concord](#) has a five-member Select Board-Town Manager form of government, with Open Town Meeting as the legislative body. The town government offers a full array of services including education, libraries, police and fire protection, public works, solid waste and recycling services, water and sewer services including a secondary treatment facility, parks and recreation, a community center, a swim and exercise facility, land conservation and open space, and municipal electric services through the [Concord Municipal Light Plant](#). The Concord Housing Authority provide low-income and elderly housing.

Concord holds a Aaa bond rating from Moody's Investor Services and for the last twelve years received the Distinguished Budget Presentation Award from the Government Finance Officers Association. The Town's complete spending plan for FY23 is approximately \$124.73 million. The details regarding the Town's finances are contained within the [FY23 General Fund Budget Book](#) and the [FY23 Enterprise Fund Budget Book](#).

The Concord Select Board does establish annual goals and objectives which guide the town administration in its activities. The [FY23 Board's goals](#) are as follow:

- A. *Effective Governance, Board Organization, and Communication*** – *Improve responsiveness, accountability, and transparency. Maintain a high level of town services for Concord citizens. Promote dignity and respect for all individuals and utilize best practices for the health and safety of all.*
- B. *Financial Stability*** – *Promote fiscal responsibility, financial sustainability, town-school collaboration, and integration.*
- C. *Diversity, Equity, Inclusion, and Belonging*** – *Support economic, social, racial, and cultural diversity and inclusion. Generate more affordable housing and reduce barriers faced by lower income residents. Balance divergent individual, neighborhood, and town-wide interests.*
- D. *Historic and Cultural Heritage, Recreation, Agriculture and Natural Resources*** – *Maintain Concord's unique character.*
- E. *Sustainable Infrastructure*** – *Develop and maintain sufficient and reliable utilities, transportation, and communication infrastructure, while managing energy resources to reduce carbon emissions, and regenerate our natural environment to meet the Town's climate objectives.*
- F. *Economic Vitality*** – *Protect the vitality of the town and businesses and reduce obstacles to their success.*
- G. *Regional and State Interests*** – *Advance Concord's interests in the region and the commonwealth*

The Town has a long history of proactively planning for its future through comprehensive long-range plans. The most recently adopted plan is [Envision Concord: Bridge to 2030](#), which was prepared from 2016-2018. The process followed the principles for comprehensive long-range plans as set forth by the American Planning Association and included active participation by members of the community in developing aspirational goals for the Town based on core values that reflect the wishes of the citizens, and accountable implementation strategies which can be measured and evaluated.

The efforts of the members of the Concord municipal organization are appreciated by the citizens of the Town who regularly provide positive feedback in a [Town Government Survey](#) about their satisfaction with municipal services and the utilization of their tax dollars. These results reflect the confidence of the residents in their local government and establish a standard that the municipal organization seeks to maintain or improve.



The Economic Vitality Manager Position

The Economic Vitality Manager, working under the general direction of the Town Manager or their designee, provides professional, technical, and administrative work in support of economic development efforts for the Town of Concord by promoting the preservation and growth of Concord's business districts and tourism-related development opportunities. This work includes research and analysis related to the attraction, recruitment, and retention of new businesses, commercial entities, and related activities. Some of the position's additional functions within the Town organization include:

- ◆ Develops and implements short- and long-term economic development strategies, public/private partnerships for development, and business assistance programs for existing and prospective businesses.
- ◆ Recommends adjustments in programs, activities, policies, and procedures to further economic development goals.
- ◆ Works with Town departments and the Town Manager/designee to streamline and increase the accessibility, transparency, and knowledge regarding the Town's permit and licensing processes.
- ◆ Develops and implements marketing strategies for business attraction, expansion, and retention.
- ◆ Establishes and updates a community profile and real estate inventory to include, but not limited to, gathering data on businesses and community demographics, sites available for development, industrial and commercial buildings, business ownership, traffic counts, land costs and lease rates, transportation facilities, labor market, long- and short-term financing and other related community information.
- ◆ Researches and develops economic trends and identify business to target and implement creative methods to recruit businesses and stimulate locally owned new businesses to reduce vacancy rates in various parts of the community.
- ◆ Identifies economic development issues, problems, and alternatives; represents the Town in informal meetings with the general public, planning agencies, attorneys, and developers; and serves as a resource to businesses and the general public regarding permitting and zoning processes, explaining provisions governing site plans and special permits.
- ◆ Meets with developers to review projects, plans, and materials; helps coordinate the permitting process with other boards, officials, and administrators.
- ◆ Meets with Town staff and officials to develop, formalize and communicate strategic initiatives, goals, and economic development objectives that promote business-friendly operations and a welcoming environment for prospective business owners and commercial representatives.
- ◆ Gathers, interprets, and prepares data for studies, reports, and recommendations related to economic development and use of land; schedules meetings, prepares agendas, and develops summaries of proposals being considered by the Council of Economic Advisors or other groups.
- ◆ Attends all meetings and serves as senior-level, technical staff support to the Town's [Economic Vitality Committee](#); serves as the EVC's staff liaison to the Select Board, Planning Board, Conservation Commission, Public Works Department, Planning and Land Management Department, and other departments as needed.
- ◆ Develops and prepares marketing materials for the Town's economic development activities; prepares and analyzes a variety of socioeconomic and research studies, statistical reports, and related information for policy decisions on long range, comprehensive and strategic planning, including composing and conducting surveys, research, reports, and recommendations for the Economic Vitality Committee, other Town departments and consultants on proposed Bylaw changes requiring Town Meeting approval related to economic development.
- ◆ Develops and recommends strategies, programs, activities materials for effective economic development programs and projects.
- ◆ Develops and maintains a permitting guide for "One-Stop Shopping" and "concierge-type" services for existing and prospective businesses and commercial agents.
- ◆ Researches the availability of, applies for, and administers grants to achieve goals and objectives according to the Town's and funding authority's guidelines and regulations.



The Ideal Candidate

- Any combination of education and experience that provides the ability to perform functions is qualifying. A typical example of this is: a bachelor's degree in business administration, public relations, planning, or a related field, plus at least five years of experience in economic development or a related field.
- Knowledge of the principles and practices of planning, zoning, state and local land use; environmental legislation, procedures, codes and standards; and business and industry attraction and retention strategies.
- Excellent writing, communication, and presentation skills.
- Knowledge of federal, state, and local programs and resources for economic development and business assistance, and business, finance, real estate, and market dynamics.
- Valid motor vehicle operator's license, with a safe driving record and ability to provide own transportation.

How To Apply

Position is open until filled. For a guaranteed review of application materials, send cover letter and résumé via email, in confidence, in a single PDF, by December 19, 2022, 3:00 p.m. EST to:

Apply@communityparadigm.com

Subject: Concord Economic Vitality Manager

Questions regarding the position should be directed to:

Bernard Lynch, Principal
Community Paradigm Associates
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*The Town of Concord is an Affirmative Action/
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