



## City Manager Recruitment Profile



Good Views Reveal Great Vision



## Community Background

Buena Vista is an independent City nestled in the heart of Virginia's Shenandoah Valley and surrounded by natural beauty. The City is situated on the western slopes of the Blue Ridge Mountains and along the Maury River. It is partially surrounded by the Jefferson and George Washington National Forests and just six short miles from the Appalachian Trail and Blue Ridge Parkway, which provides numerous opportunities for outdoor recreation. Additional recreational opportunities are available at Glen Maury Park, a 315 acre multi-use municipal park (the largest in the Commonwealth!), and Vista Links, an 18-hole municipal golf course.

A major transportation network adds to this beautiful location. Interstates 64 and 81 intersect just four miles outside of the City and provide local businesses with direct access to the markets of the Midwest and the East Coast. Additionally, Buena Vista is served directly by U.S. Routes 501 and 60 and indirectly by U.S. Route 11. The Norfolk Southern Railroad also runs right through the city, supporting the strong industrial sector of its economy.

Buena Vista's neighboring localities include the City of Lexington, six miles to the west, and Rockbridge County. Buena Vista is considered the traditional manufacturing nucleus of the region. There are four universities and colleges within eight miles of the City. Buena Vista itself is home two dynamic and growing institutions of higher education, [Southern Virginia University \(SVU\)](#) and [Dabney S. Lancaster Community College \(DSLCC\) Rockbridge Center](#).

Buena Vista is home to a fully-accredited [public school system](#) that includes a contemporary high school, a middle school, and two elementary schools. A total enrollment of approximately 1,040 students enables the faculty to provide personal attention and outstanding instruction. The school system offers fantastic technology programs, art programs, and sports programs. All of which have received awards for their accomplishments.

# Facts & Figures :

- Buena Vista's Population is just over 6,400 with a median age of 36.
- The Median Household Income is \$33,672.
- The Median Home Value is \$111,700 and the home ownership rate is 62.3%.
- Buena Vista has 132 business establishments
- The economy of Buena Vista, VA employs 2,800 people.
- The largest industries in Buena Vista, VA are Manufacturing (645 people), Educational Services (374 people), and Health Care & Social Assistance (363 people).
- The City recently received a Community Development Block Grant for Downtown Revitalization planning and Opportunity Zone marketing from DHCD.
- The entire city is an opportunity zone and within the city there are HUB zones, Tourism Zones, and Technology Zones providing incentives for new and emerging businesses.



# City Government

The City of Buena Vista is governed by a six-member City Council and a mayor, all elected by city residents. The City Council hires a City Manager to oversee the daily operations through department directors and other elected officials. Police protection is provided by 14 officers with support from 14 additional state police assigned to the Rockbridge area. The Buena Vista Volunteer Fire Department provides Fire Protection and the Buena Vista Volunteer Rescue Squad provides emergency first aid. Numerous boards, commissions and committees provide additional assistance to the residents of Buena Vista.

Buena Vista's FY 2020/2021 general fund budget is approximately \$14 million and there are currently seventy employees under the direction of the City Manager.



One of Many Manufacturers



Historic Paxton House located in Glen Maury Park



Downtown Buena Vista



Buena Vista Industrial Park



## Candidate Profile

The ideal candidate will possess the strategic vision, energy and leadership necessary to accelerate and advance Buena Vista’s economic revitalization.

The City is looking for an experienced, goal-oriented, and data-driven individual with strong interpersonal and leadership skills. The City Manager must be an integral part of the community by living in the city, participating in local events, and actively engaging with Council, local business leaders, and the citizens.

Candidates must possess a Bachelor’s Degree and 3-5 years of progressively responsible leadership experience. A Master of Public Administration, or equivalent graduate degree, is strongly preferred.

## Compensation & Benefits

Starting salary depends upon qualifications and experience. The City has a competitive benefits program.

## How to Apply

**Initial review of applications will begin October 1 2020.** To be considered please submit a cover letter, resume, and professional references to Dawn Wheeler, Clerk of the Council, via email at [dwheeler@bvcity.org](mailto:dwheeler@bvcity.org) before **September 30, 2020.**

**Due to the current COVID-19 Pandemic, initial interviews may be conducted virtually.**

**Buena Vista, VA is an Equal Opportunity Employer**

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