



Recruitment Announcement

Community Development Director / City Planner

ABOUT THE COMMUNITY

Two Rivers, Wisconsin is a historic Lake Michigan shoreline city of 11,271, located 90 miles north of Milwaukee and 35 miles southeast of Green Bay.

Located in Manitowoc County (population 81,500), Two Rivers and the larger, neighboring City of Manitowoc together form an industrialized, urban center of about 45,000 people. The balance of the county is mostly rural, with significant agricultural activity.

Outdoor recreational opportunities are abundant in Two Rivers, and have helped attract new residents, new business investment, and increased tourism activity in recent years. These assets include:

- Point Beach State Forest, with 1,800 acres of forests, ridges and swales, 6 miles of unspoiled Lake Michigan shoreline, Historic Rawley Point Lighthouse and a bike/hiking trail connection to the city.
- Woodland Dunes Nature Center, with 1,200 acres of forests, meadows and wetlands along the West Twin River.
- The VanDerBrohe Arboretum, currently under development on the City's northeast side.
- Neshotah Park and beach, a 50 acre city-owned shoreline park that's home to the Best Beach in Wisconsin.
- The Rawley Point Trail and Mariners Trail, which together form a 12-mile bike/pedestrian trail connecting Two Rivers to the State Forest to the north and Manitowoc to the south.
- The East and West Twin Rivers, which course through the City to their confluence at the harbor at Lake Michigan, providing kayaking and canoeing opportunities as well as ready access to the big lake for sailing, powerboating and sport fishing.



Two Rivers has a traditional downtown business district, which remains a vital, thriving center for business and for community activities, thanks to both City and private reinvestment. Two Rivers is a Wisconsin Main Street Community. Redevelopment of former industrial sites along the City's downtown river corridors is an ongoing effort.

The City has two light industrial parks: The Columbus Industrial Park, now largely developed, and the Woodland Industrial Park, with available sites ranging from two to twenty acres.

The Two Rivers Public School District provides K-12 education for a district that includes the city and nearby rural areas. Two Rivers High School, located on STH 42 near the northeast corner of the city, is about 20 years old. Local voters in November 2022 approved a \$38 million bond issue to expand and renovate local schools, with most of the investment to be made at the L.B. Clarke Middle School campus.

The Aurora Medical Center – Manitowoc County, located in Two Rivers, is a 69-bed short-term/acute care facility. Aurora also has outpatient services at the Aurora Clinic on Garfield Street in Two Rivers and the Aurora Medical Office Building adjacent to the hospital. Aurora has larger facilities offering more specialized care at the Aurora/Baycare Center in Green Bay and at Aurora facilities in the Milwaukee metro area.

Local health care is also provided through Holy Family Memorial Hospital in Manitowoc, which is affiliated with Milwaukee-based Froedert and the Medical College of Wisconsin. Holy Family/Froedert has an outpatient clinic in Two Rivers—the Holy Family Lakefront Clinic.

TWO RIVERS CITY GOVERNMENT

The City of Two Rivers is a full-service municipal organization, with 118 full-time employees and a total budget (all funds) of \$43 million, including a General Fund budget of \$11.2 million. The City has operated under Council-Manager government since 1924, with a 9-member City Council elected at-large to three-year staggered terms and an appointed City Manager who serves as chief executive officer. The current City Manager, Greg Buckley, has held that position for 29 years and will be retiring in mid-2025.

The Community Development Director is appointed by the City Manager and is a direct-report to the City Manager, along with other City department heads. City departments include Police, Fire, Public Works/Engineering, Parks and Recreation, Finance, City Clerk, Library, Water and Electric

THE POSITION

The position of Community Development Director and City Planner is a highly responsible, highly visible position within city government and the community.

This position advises the City Manager and City Council on matters pertaining to community land use planning, zoning and community development. The director provides staff support to the City's Plan Commission, Community Development Authority (CDA) and Business and Industrial Development Committee (BIDC). The director also collaborates with other City department heads, including the City Engineer, Electric Utility Director, Water Utility Director, Finance Director and Parks & Recreation Director in formulating plans and strategies for development and redevelopment projects.

This position serves as primary point of contact for businesses, both existing and new, considering investment in the community. The director works closely with the City Manager and the committees identified above in fashioning incentives for such investments. Tools available for such business assistance include:

- The City's Economic Development Revolving Loan fund, with a current balance of approximately \$1.5 million in cash and loans outstanding
- 12 active tax incremental financing districts, with available capacity for additional TID's
- Available land at the City's Woodland and Columbus industrial parks
- Grants available from state and federal agencies (including CDBG and WEDC Idle Sites and CDI grants)



Priorities for community development in Two Rivers in recent years have included:

- Maintaining and strengthening the City's historic downtown
- Expanding the local tourism economy
- Redeveloping sites along the downtown riverfronts and the harbor on Lake Michigan, former industrial corridors now prime for redevelopment
- Promoting and assisting development at the City's industrial parks
- Encouraging development of new housing of all types: single family, condominiums, market rate apartments and affordable and workforce housing

The Community Director/City Planner supervises several full and part-time positions, including:

- Full-time Zoning Administrator and Inspections Assistant
- Full-time Tourism Director (with policy direction from the City's tourism entity, Explore Two Rivers, Inc.)
- Part-time Building Inspector, PT Plumbing Inspector and PT Electrical Inspector



RECENT AND UPCOMING PROJECTS



West River Lofts is a proposed \$14 million, 54-unit affordable housing project at a former brownfield site on the West Twin River. Following several delays, the developer hopes to break ground in late Summer 2024. Project to be assisted by City TID No. 17 and a WEDC Idle Sites grant.

The Confluence is a proposed \$21 million, 71-unit market rate apartment development planned for the former Eggers Industries plant site on the East Twin River. Project to be assisted by City TID No. 16



The Sandy Bay Highlands conservation subdivision, located on the City's east side near the beach and state forest, offers new single family homesites. Phase 3 of this City-developed subdivision is slated for construction in 2024. The Community Development Authority oversees this project.

The 55-room Cobblestone Hotel was a \$6.5 million investment by local investors, was constructed in 2019-2020 on a redevelopment site overlooking the downtown harbor. The project was assisted with a \$750,000 grant from City Tax Incremental District No. 12 and a \$250,000 WEDC Community Development Investment (CDI) grant



Still Bend, the Bernard and Fern Schwartz House, is a premiere vacation rental located on the East Twin River. The city is home to over 40 vacation rental homes, which have contributed to a surge in tourism activity. 2023 room tax collections totaled \$322,984, up more than 125% over 2020 (a year when, despite the COVID pandemic, room tax revenues were up more than 20% over the preceding years).



Central Park West, in the middle of downtown, received a \$1.7 million facelift in 2022-2023, funded two-thirds from donations and grants. This community gathering place features a performance stage, pavilion building with restrooms, summer splash pad and winter synthetic ice skating loop.

Projects by All Energy Management, completed in 2022 (left) and Braun Building Supply's Truss Division, now underway (below) at the Woodland Industrial Park have been assisted with development grants from Tax Incremental District No. 15



APPLICATION & SELECTION PROCESS

A full position description and City employment application are available at www.two-rivers.org/jobs.

Qualified candidates should submit a **cover letter, resume, and completed City employment application:**

By Email to: HR@two-rivers.org

Or by mail to: City of Two Rivers, Attn: Human Resources, PO Box 87, Two Rivers WI 54241.

Applications should be submitted by Friday, July 12, 2024 to ensure consideration, however applications will continue to be accepted until the position is filled. Contact Human Resources at 920-793-5526 or HR@two-rivers.org with questions.

COMPENSATION & BENEFITS

HIRING SALARY RANGE: up to \$110,781 annually

BENEFITS: Comprehensive health, vision, and dental insurance. Health insurance opt-out incentive up to \$5,000 annually. Employer contribution of 6.9% into Wisconsin Retirement System. Paid vacation, 8 paid holidays per year, and 8 hours of sick leave accrued per month with ability to be accumulated up to 960 hours.





POSITION TITLE: Community Development Director/City Planner

REPORTS TO: City Manager

EMPLOYMENT CLASSIFICATION: Full-Time

LATEST REVISION DATE: June 2024

DEPARTMENT: Community Development

FLSA CATEGORY: Exempt

PAY TYPE: Salary, Pay Grade 35

GENERAL PURPOSE

Directs and administers the City's Community Development and Planning functions. Responsible for initiating, directing and supervising of all matters related to community and economic development and city planning.

SUPERVISION RECEIVED

Works under the general guidance and direction of the City Manager.

SUPERVISION EXERCISED

Supervises directly the Zoning Administrator/Inspections Assistant, contracted Building Inspector, Electrical Inspector and Plumbing Inspector. Provides day-to-day supervision of Tourism Director, who also receives programmatic and project direction from the Board of Directors of Explore Two Rivers, Inc. May be assigned additional supervisory responsibilities by the City Manager.

ESSENTIAL DUTIES & RESPONSIBILITIES

Administers all community and business development loan and incentive programs, redevelopment, blight elimination, brownfields and housing assistance programs.

Presents studies, conduct public hearings, and provide written and verbal reports and recommendations to the City Manager and City Council, as well as various City boards and committees. Engages with staff of various City departments in preparing and presenting such studies, reports and presentations.

Works with developers, as needed, to guide them through the development process and to serve as an effective information resource; coordinates activities between

departments and other entities relating to community development issues and projects.

Works with community, area and regional organizations that assist in community and economic development, including Two Rivers Main Street, Progress Lakeshore, Chamber of Manitowoc County, New North and others, to promote economic development in Two Rivers.

Oversees and implements policies regarding the City's industrial parks, including the coordination of all land sales, options/rights of first refusal, administration of protective covenants and development activities within the parks.

Administers State and Federally-funded programs including grants for community and economic development, brownfields, the Community Development Block Grant Program.

Prepares, submits, and handles all communications for City grant applications related to community and economic development.

Administers all grants related to community and economic development.

Works with existing local businesses to address their needs, to retain such businesses and assist them in new investment and expansion in the community.

Recruits new businesses to move to Two Rivers.

Serves as a point of contact and resource for potential start-up businesses; refers such start-ups to appropriate resources.

Manages the City's TIF districts, with duties that include including new district creation, amendments, reporting and close-out, in cooperation with Finance Department. With the City Manager and City Attorney, is responsible for crafting TIF-related development agreements with private developers, for action by City Council; responsible for ongoing administration of such development agreements.

Assists in pursuing various means of financing support for business and industry.

Actively monitors Federal and State legislation and program proposals impacting local planning, zoning, community and economic development; advises City Manager and City Council on such matters.

Stays current on new laws, grant programs and financing tools related to local community and economic development; develops strategies to take advantage of such new laws, grants and financing tools for the benefit of Two Rivers.

Oversees contract with realtor responsible for marketing the City's Sandy Bay Highlands Conservation Subdivision.

Develops, initiates, and provides assistance to special projects such as programs for neighborhood blight elimination and redevelopment.

Administers the activities of the Department, including the assignment of work activities for projects and programs undertaken and maintaining the City's comprehensive plan, ordinance revisions, and documents related to land use policy and zoning.

Directly advises the City Manager and City Council, along with other boards and committees as directed by the City Manager.

Works with the Engineering Department to optimize use of the City's computerized Geographic Information System for planning and community development purposes.

Provides staff support to the Plan Commission and Zoning Board of Appeals, working with the Zoning Administrator/Inspections Assistant. Provides staff support to TIF Joint Review Board.

Oversees all updates and amendments to the Comprehensive Land Use Plan. Develops, presents and administers action plans for plan implementations.

Reviews and presents recommendations regarding all zoning and Official Map text and map amendments, subdivisions, vacations, site plans and other planning documents to various public bodies for their review, including holding of public hearings in conjunction with the Zoning Administrator and other staff.

Reviews and administers the budgets for Community Development/Planning and Zoning/Inspections.

Regularly attends meetings of the City Council, Plan Commission, Business and Industrial Development Committee and Community Development Authority; attends meetings of other committees as required.

Serve as Executive Director of the Business and Industrial Development Committee and the Community Development Authority.

Manages consultant selection, contracts, and evaluation for planning, zoning, community and economic development related consultant services.

Coaches, trains, and evaluates supervised staff per City policies and procedures.

Serves as a member of the City's senior management team, advising the City Manager and City Council on major policy issues.

REQUIRED QUALIFICATIONS:

Education: Bachelor's degree with major course work in planning, geography, economics, business or public administration, business finance or a related field.

Experience: Minimum seven (7) years of progressively responsible experience (minimum of four years which include management and/or supervision) in the economic development and/or planning profession.

In evaluating candidates for this position, the City may consider a combination of education, training and experience which provides the necessary knowledge, skills and abilities to perform the duties of this position. Competencies in areas such as business retention and expansion, real estate development and reuse, and economic development finance/credit analysis preferred.

Certifications/Licenses: Possession of, or ability to obtain certification as a member of the American Planning Association (APA) or American Institute of Certified Planners (AICP) within one (1) year of the date of employment. Such certification shall be maintained as an ongoing condition of employment.

Economic development financing certification by National Development Council (NDC), International Economic Development Council (IEDC), preferred. Must possess a valid Wisconsin driver's license.

DESIRED QUALIFICATIONS

Education: Master's degree in planning, business or public administration or a related field.

Certifications/Licenses: EDC certification as a Certified Economic Developer (CEcD).

KNOWLEDGE, SKILLS & ABILITIES:

Knowledge of the principles and practices of planning, zoning, development, redevelopment, housing, construction and maintenance.

Knowledge of economics, urban design, real estate sales and development practices, business and municipal finance and other related subjects as applied to community development.

Knowledge of Wisconsin TIF law, procedures and practices.

Knowledge of other municipal financing programs including industrial development revenue bonds and tax credit programs.

Knowledge of the Wisconsin law relating to land use and development.

Skill in collecting, compiling and analyzing complex data, and presenting such analyses in a manner appropriate to the issue and audience in question.

Skill in negotiating development agreements, and other complex agreements and contracts.

Skill in assisting businesses and citizens with complaints or concerns regarding City ordinances, policies and enforcement activities.

Skill in assembling and presenting information to effectively market a community.

Ability to communicate clearly, both orally and in writing.

Ability to make effective group presentations.

Ability to conceive, plan, oversee and guide planning and design projects.

Ability to effectively plan for and manage multiple projects.

Ability to use computer operating systems and programs, including MS Word, Excel, Access and PowerPoint.

Ability to work effectively under deadlines.

Ability to work non-standard hours, including evenings and weekends, as necessary.

OTHER REQUIREMENTS

This position requires an individual who is an independent self-starter, with strong organizational skills, good judgment and ability to adapt to new situations.

PHYSICAL DEMANDS

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential duties/functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Manual Dexterity: While performing the duties of this job, the employee is regularly required to sit, stand, walk, use both hands to handle, touch, grasp; and coordinate hands, eyes, feet and limbs in performing movements such as; data entry, and operation of computer keyboard, telephone and calculator. The employee often may be required to climb or balance, stoop, kneel or crouch.

Physical Effort: The employee is occasionally required to exert light to medium physical effort in sedentary and light to medium work involving lifting, carrying, pushing, walking, standing, reaching with hands and arms, climbing, balancing, stooping, kneeling, crouching or crawling. The employee is occasionally required to lift and/or move up to 50 pounds. Specific vision abilities required by this job include close and distant vision, peripheral vision, depth perception, and ability to focus.

WORKING CONDITIONS

The environmental adaptability described herein is representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work environment is normally indoors with controlled climate conditions. Occasionally the employee may be required to be outdoors for a short period of time, and therefore subject to varying weather conditions, for purposes of accomplishing the essential functions of this job.

NOTE

The duties and responsibilities listed in this position description are intended only to illustrate the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related to, or a logical extension of or assignment to the position. In addition, this position description is intended to outline the minimum qualifications necessary for entry into the position, and does not necessarily convey the qualifications that may be required of an incumbent employee in this position in the future.

This position description does not constitute an employment agreement between the employer and employee and is subject to modification by the employer, in its sole discretion, as the needs of the employer change.



**TWO
RIVERS**
WISCONSIN

APPLICATION FOR EMPLOYMENT CITY OF TWO RIVERS

www.two-rivers.org

Thank you for applying for employment with the City of Two Rivers.

Complete the entire application, including signature and date, to ensure consideration. A resume may be attached but is not a replacement for the information requested in the application. The City of Two Rivers does not retain applications for future position vacancies. If at any time after this point you wish to be considered for employment with the City, please complete an application at that time. The City of Two Rivers is an Equal Opportunity employer and does not discriminate based on race, color, religion, national origin, creed, age, marital status, sex, sexual orientation, disability, or any other characteristic protected by State or Federal law. Completed applications should be submitted to **City of Two Rivers, Human Resources, P.O. Box 87, Two Rivers, WI 54241**, dropped off in person at **City of Two Rivers City Hall, 1717 E Park Street, Two Rivers, WI 54241** or electronically to HR@two-rivers.org.

Incomplete or illegible applications will not be considered.

POSITION INFORMATION			
Position you are applying for:		Date:	
<input type="checkbox"/> Full Time <input type="checkbox"/> Part Time <input type="checkbox"/> Seasonal Hours <input type="checkbox"/> Limited Term/Temporary			

APPLICANT INFORMATION							
Last Name		First		M.I.			
Street Address				Apartment/Unit #			
City				State		ZIP	
Phone			E-mail Address				
Date Available			Desired Salary			Comments	
Are you a citizen of the United States?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If no, are you authorized to work in the U.S.?	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
Have you ever worked for the City of Two Rivers?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If yes, when?				
Are you related to anyone that is employed by the City of Two Rivers?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If yes, please state name and relationship (include in-laws):				
Have you ever been convicted of a felony?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If yes, explain:				
Have you ever been convicted of a misdemeanor crime of domestic violence?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If yes, explain:				
Are you prohibited by state or federal law from possessing a firearm?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If yes, explain:				
Do you possess a valid Wisconsin driver's license?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Driver's License Number:				
Do you possess a valid Wisconsin Commercial Driver's License?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Certifications:				
Have you ever been convicted of driving under the influence of alcohol or controlled substances?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If yes, explain:				

EDUCATION

High School				Address			
Did you graduate?		YES <input type="checkbox"/>	NO <input type="checkbox"/>	If no, have you passed a high school Equivalency or GED test?		YES <input type="checkbox"/>	NO <input type="checkbox"/>
College				Address			
From		To		Did you graduate?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Degree
College				Address			
From		To		Did you graduate?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Degree
Other				Address			
From		To		Did you graduate?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Degree

SPECIAL SKILLS OR QUALIFICATIONS

Describe any special skills applicable to this position:

Describe any additional training and experience applicable to this position:

REFERENCES

Please list three professional references.

Full Name		Title	
Organization		Phone	
Relationship			
Full Name		Title	
Organization		Phone	
Relationship			
Full Name		Title	
Organization		Phone	
Relationship			

PREVIOUS EMPLOYMENT (PLEASE LIST MOST RECENT FIRST)

Employer					Phone			
Address					Supervisor			
Job Title					Starting Salary	\$	Ending Salary	\$
Responsibilities								
From		To		Reason for Leaving				
May we contact your previous supervisor for a reference?					YES <input type="checkbox"/>	NO <input type="checkbox"/>		

Employer					Phone			
Address					Supervisor			
Job Title					Starting Salary	\$	Ending Salary	\$
Responsibilities								
From		To		Reason for Leaving				
May we contact your previous supervisor for a reference?					YES <input type="checkbox"/>	NO <input type="checkbox"/>		

Employer					Phone			
Address					Supervisor			
Job Title					Starting Salary	\$	Ending Salary	\$
Responsibilities								
From		To		Reason for Leaving				
May we contact your previous supervisor for a reference?					YES <input type="checkbox"/>	NO <input type="checkbox"/>		

Employer					Phone			
Address					Supervisor			
Job Title					Starting Salary	\$	Ending Salary	\$
Responsibilities								
From		To		Reason for Leaving				
May we contact your previous supervisor for a reference?					YES <input type="checkbox"/>	NO <input type="checkbox"/>		

CERTIFICATION

I certify the answers given by me to the foregoing questions and any statements made by me are complete and true to the best of knowledge and belief. I understand that any false information, omissions, or misrepresentations of facts regarding information called for in this application may result in rejection of my application, or discharge at any time during my employment. I also agree that, if City policy requires, I am willing to submit to drug testing to detect the use of illegal drugs prior to and during employment. I understand that if I am hired, my employment shall be "at-will" and that either the City or I can choose to terminate the employment relationship for any reason, or no reason at all, with or without notice.

AUTHORIZATION

I understand that background, drug, or medical testing may be conducted on me as part of the process to determine my fitness for employment, and hereby agree to submit to such testing. I authorize all persons, schools, companies, medical practitioners, current and/or former employers, and law enforcement authorities to release any information concerning my background or test results, and hereby release any said persons, schools, companies, medical practitioners, current and/or former employers, and law enforcement authorities from any liability for the damage whatsoever for issuing this information.

Signature:

Date:

OPTIONAL: CONFIDENTIALITY

Under Wisconsin State Statutes, the names of applicants must be revealed unless a request for confidentiality is received from the applicant. If you wish to keep your name confidential to the extent allowed by the Wisconsin Statutes, you need to sign the request below. Please understand that should you become a finalist for employment and a request is made, Wisconsin Statutes require us to release your name.

I request that my employment application and all related references and documents remain confidential to the extent allowed by Wisconsin Statutes since they would tend to reveal my identity.

Signature of Applicant: _____ Date: _____