



DIRECTOR OF ECONOMIC DEVELOPMENT AND TOURISM

City of Brenham, TX



The Community

Brenham, the county seat of Washington County and the Birthplace of Texas, is proud of its heritage and traditions. Incorporated in 1858, the City has grown into a forward-thinking community. Located 70 miles northwest of Houston, 80 miles southeast of Austin, and 35 miles south of College Station, Brenham has a population of more than 19,600 and a daytime population exceeding 42,000 due to its local workforce, tourism, and college students. Brenham offers an exceptional quality of life, making it a wonderful place to live, work, and raise a family. Its historic downtown, beautiful parks, first-class sports facilities, Brenham ISD, and Blinn College are just a few of the many attributes that make the community unique.

Brenham is one of a handful of municipalities in Texas that owns and operates its own electric, gas, water, and wastewater utilities. The City also operates the Brenham Municipal Airport, which includes a 6,003-foot runway, and maintains more than 200 acres of parkland, including an aquatic center and sports complex. Tourism is a major industry for Brenham, attracting more than 125,000 visitors annually. Recognized as a Texas Music Friendly Community and Texas Film Friendly Community, Brenham has also received Texas Travel Awards for Iconic Tourist Attraction and Small Market Restaurant and was most recently named the Ice Cream Capital of Texas.



Government

The City of Brenham operates under a Home Rule Charter and follows a Council-Manager form of government. The City Council serves as the City's governing and legislative body, establishing policy and providing strategic direction for the organization. The Council consists of the Mayor and six Council Members. The Mayor and two Council Members are elected at-large, while four Council Members are elected from the City's four geographic wards. All elected officials serve staggered four-year terms, ensuring continuity

The Position

The Director of Economic Development and Tourism serves in a highly visible, public-facing role responsible for promoting economic and business development in the City of Brenham while advancing responsible tourism, cultural arts, and community events. Reporting to the City Manager, the Director develops and implements strategies, programs, and policies that stimulate economic development, effectively manage tourism impacts, and enhance the economic and tourism vitality of Brenham and Washington County.

The Director works closely with the City Manager, City Council, Brenham Economic Development Foundation Board (Brenham EDF), and community leaders to plan, direct, and implement a strategic vision for economic development and tourism. The position leads efforts to attract, retain, and expand business and industry; works with business prospects and development partners; evaluates economic development incentives; and builds collaborative partnerships that support Brenham's continued growth as a thriving place to live, work, visit, and do business.



Duties and Responsibilities

- Responsible for creating economic development and tourism strategies, policies, and practices under the direction of the City Manager while assuring a balance between the City's needs and Brenham EDF and Brenham Community Development Corporation (BCDC) goals;
- Responsible for project management and reporting as outlined in the Interlocal Agreement between the City of Brenham and Washington County for Economic Development and Tourism Services;
- Coordinates with business prospects and their representatives to address development needs; evaluates incentive proposals, and conducts project follow-up communications and visits to prospects, including working closely with City staff regarding utility, development, finance, code compliance and other departments to ensure compliance with City regulations, and policies;
- Prepares proposals for prospective or expanding businesses by researching, preparing, and individualizing data and materials for business attraction and expansion;
- Develops comprehensive action plans to accomplish goals and objectives related to the Comprehensive Plan, Brenham and Washington County DMO, Main Street Program, The Barnhill Center, hoteliers, and Boards and Commissions and updates as needed according to market changes or other dynamics;
- Identifies grant opportunities to support projects as outlined in the comprehensive and departmental plans;
- Develops and manages a marketing and communication plan that supports the economic development and tourism goals for improving community relations and public relations, and for supporting the existing business climate;
- Evaluates, develops, and standardizes policies, procedures and methods to improve the efficiency and effectiveness of the current City tourism and cultural arts related programs, projects and activities to promote responsible tourism;
- Responsible for the development, preparation, and administration of the Economic Development and Tourism department budgets, including preparing cost estimates and justifications for budget recommendations, researching, and recommending Capital Improvement Projects, and monitoring and controlling expenditures ensuring the department's goals and objectives are met;
- Oversees the City's Hotel Occupancy Tax (HOT) registration, permitting and remittance process. Works with assigned staff to identify remittance delinquencies and make recommendations for collections and liens to be made and carried out in accordance with City procedures;
- Composes, prepares and analyses staff reports and presentation materials; makes verbal and written presentations to community organizations, hoteliers, City staff, City Council, Boards and Commission;
- Key point of contact for consideration of economic development incentives and tools including tax phase-in agreements, 380 agreements, and Tax Increment Reinvestment Zones, and monitors compliance annually;
- Works closely with the Chamber of Commerce to identify areas of concern in the promotion of business location and expansion within the City.
- Monitors legislation and regulations relating to economic development and tourism, and report findings to the appropriate impacted parties, i.e. the City Manager, the City Council, etc.
- Attends professional development workshops and conferences to keep abreast of trends and developments in the field of economic development /tourism, and to represent the interest of the City on matters related to economic development/tourism.

Education and Experience

Qualified candidates will have a bachelor's degree in public administration, urban planning, business management, and a minimum of five (5) years of experience in the field of economic development, community development, city management or marketing, with two (2) years of administrative and/or supervisory experience, or any equivalent combination of education and experience that provides the required knowledge, skills, and abilities.

Certificates, Licenses, Registrations

The completion of the Basic Economic Development Course (BEDC) or the Economic Development Institute (EDI) is required. A Certified Texas Economic Developer (CTED) and a Certified Tourism Executive (CTE) are preferred, or the ability to obtain the certifications within three years.

The Ideal Candidate

The City of Brenham is seeking an experienced, collaborative, and forward-thinking leader to serve as its next Director of Economic Development and Tourism. The ideal candidate will bring a strong understanding of economic and community development and recognize the important connection between business growth, tourism, quality of place, and the overall vitality of the community. The successful candidate will be an innovative strategic thinker who can identify opportunities, develop effective strategies, analyze community and market trends, and translate ideas into action.

The ideal candidate will have a solid understanding of the laws, regulations, and municipal processes that influence economic development, including land use, planning, environmental considerations, and capital improvements. Knowledge of economic development incentive tools and the ability to evaluate development plans, market information, and other data to make sound recommendations will be important. The successful candidate should be comfortable working with businesses and development prospects, navigating complex projects, and collaborating across City departments and with other governmental entities, public institutions, community organizations, and private-sector partners.

Relationships will be critical to success in this role. The next Director will be a highly effective communicator and skilled coalition builder who can establish productive relationships with elected officials, economic development partners, business leaders, community stakeholders, and the public. The ideal candidate will be a collaborative leader and skilled negotiator who can develop, motivate, and effectively utilize staff while balancing competing interests and maintaining a strong commitment to customer service. Strong personal and professional integrity, sound judgment, adaptability, and the ability to build consensus will be essential.

Salary

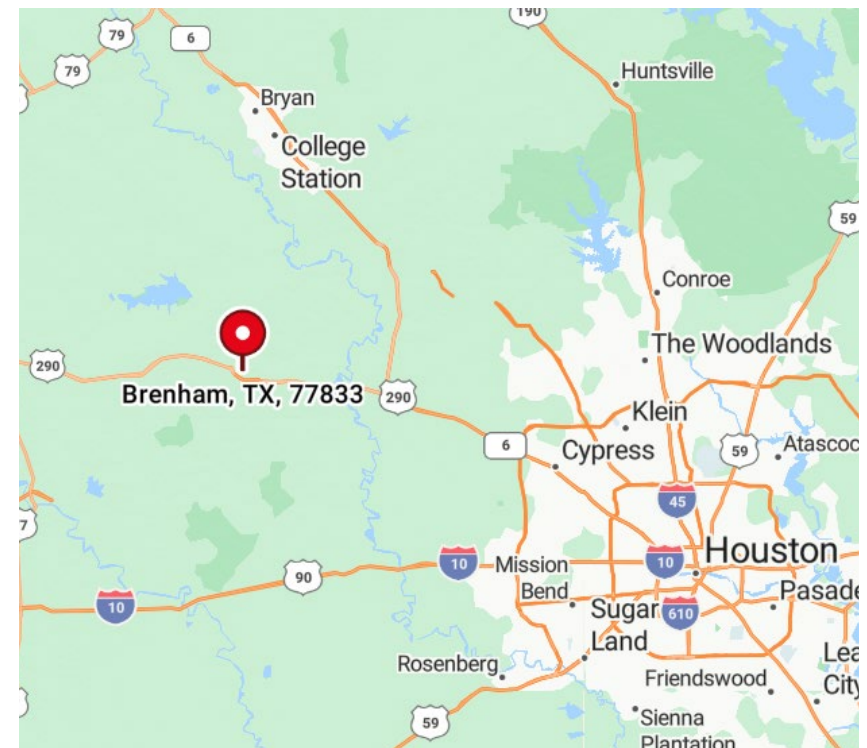
The City of Brenham offers a competitive salary range of \$125,000– \$175,000, based on qualifications and experience, along with a comprehensive benefits package. Relocation assistance will be provided to the successful candidate, as needed.

How To Apply

Interested applicants should forward a cover letter and resume to:

resumes@affionpublic.com
Reference: BRENHAMDEDT

Affion Public
PO Box 794
Hershey, PA 17033
717-214-4922
www.affionpublic.com



The City of Brenham is an Equal Employment Opportunity Employer.