



Plano

City of Excellence



CITY OF PLANO, TEXAS

**DIRECTOR OF
ECONOMIC
DEVELOPMENT**



THE COMMUNITY

From its frontier beginnings in the early 1800s to its current reputation as a “World Class” city, Plano has always been recognized throughout the U.S. for its standards of excellence and quality of life. Plano has grown to a community of 287,000 residents within a 72-square-mile area, situated in both Collin and Denton Counties. Located 20 miles north of downtown Dallas along busy U.S. Highway 75, Plano has taken advantage of its convenient location, availability of land, and the willingness of its employees to provide a strong base of services to businesses, residents, and visitors alike.

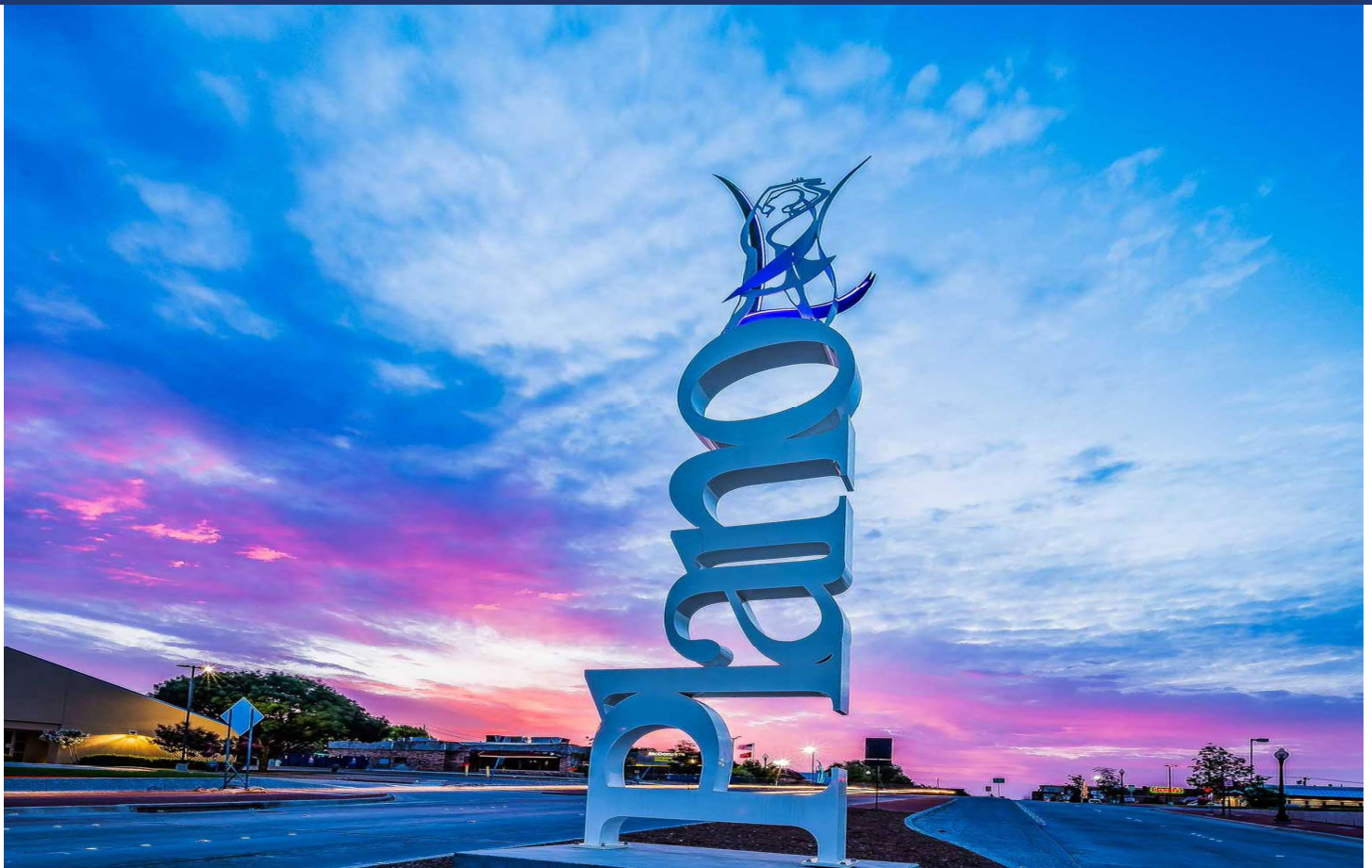
Plano has emerged as one of the best planned, highly educated, premier places to “establish a business” and to “live and raise a family,” according to several highly regarded national associations and magazines. Plano is home to numerous large corporations including Bank of America Home Loans, Capital One Finance, HP Enterprise Services, Ericsson, Frito-Lay, J.C. Penney NTT DATA, PepsiCo, In addition, Toyota North America moved its headquarters to Plano in 2017 after building a new \$350 million 100-acre corporate campus in West Plano. Health care is also a high-growth industry in Plano. HCA Medical Center and Presbyterian Hospital have made major expansions to their campuses, joined by Baylor Health Care, Baylor Specialty Heart Hospital, and Children’s Medical Center.

With a growing business community and an outstanding revenue base, Plano enjoys high quality residential and retail growth that includes high-end shopping malls such as the 1.7 million-square-foot regional mall, The Shops at Willow Bend, and Legacy West, a business and cultural district which includes 415,000 square feet of retail, restaurant, and office space; a 55,000 square-foot food hall; over 1,300 residential units; and a 303-room Renaissance Hotel. The location of a light rail transit stop in Plano’s historic downtown spurred the development of almost 700 apartments and townhouses, as well as several new restaurants and businesses, transforming downtown into an urban village.

THE COMMUNITY CONTINUED

Families are drawn to Plano by a lifestyle that combines the advantages of a major metropolitan area with the friendliness of a smaller community. A wide variety of cultural and social events are available, ranging from symphonies and operas, museums, and professional sports teams, to local festivals such as the exciting Plano Hot Air Balloon Festival and over 20 other fantastic and diverse community events. Over the years, the City of Plano has repeatedly received national accreditations and recognitions, ensuring best practices are in place while providing outstanding levels of services to citizens. Among Plano's nationally accredited departments are Fire-Rescue, Police, Parks & Recreation, Public Safety Communications, Engineering, and Public Works. The Budget & Research Department is continually recognized with the Distinguished Budget Award from the Government Finance Officers Association. The Plano Independent School District serves over 50,000 students at 72 campuses. Twenty-three schools within PISD have been named Blue Ribbon Recipients by the United States Department of Education. Very high percentages of graduating seniors choose to extend their formal training through higher education. In addition to its student accolades, PISD is also recognized for its outstanding, award-winning faculty.

Higher education opportunities are abundant in the area. Two Collin College campuses are located in Plano. Colleges and universities located within 35 miles of Plano include the University of Texas at Dallas, Richland College, Southern Methodist University, University of Dallas, Dallas Baptist University, Texas Woman's University, and the University of North Texas.



RECENT ACCOLADES

- #1 Safest City in Texas by WalletHub
- #1 Best Place to Live in Texas by Livability
- #4 Best City In Texas for Young Professionals by GOBankingRates
- #17 Happiest City in America by WalletHub
- #1 Best Park System in Texas by the Trust for Public Land's ParkScore
- Top 5 Cities in Texas with the Hottest Housing Markets by Forbes
- #7 Best Places to Live in the U.S. by Niche.com
- #4 Best City to Raise a Family by WalletHub
- #1 Best City in Texas for People with Disabilities by WalletHub
- #13 Best City for Entrepreneurs by Alliance Virtual Offices
- #16 Best City to Maintain an Active Lifestyle In by STORAGECafe
- #4 Best City for Remote Workers by Commercial Café
- #20 Most Pet-Friendly City by WalletHub
- #2 Top Cities Where Your Paycheck Goes the Furthest by Daily Magazine
- #10 Best City to Find a Job by WalletHub
- #1 Best City for Renters by Forbes Advisor
- #11 Hardest-Working City in America by WalletHub
- The City has also earned the Texas Comptroller of Public Accounts' Transparency Stars Program recognition in the categories of Traditional Finances, Contracts & Procurement, Economic Development, Public Pensions, and Debt Obligations
- #1 Best Place to Live in 2018 by Area Vibes



City of Plano Vision

Plano is a vibrant, safe and sustainable city with attractive neighborhoods and urban centers, a vital economy, a high degree of mobility and an abundance of educational, recreational and cultural opportunities.

City of Plano Mission

The City of Plano is a regional and national leader, providing outstanding services and facilities through cooperative efforts that engage our citizens and that contribute to the quality of life in our community.

City of Plano Values

Plano employees are here to SERVE:

- Stewardship
- Engaged
- Respectful
- Visionary
- Excellence



GOVERNANCE & ORGANIZATION

Plano is a home rule city operating under the council-manager form of government. The City Council consists of the Mayor and seven City Council members elected at large, four of whom are required to reside within the geographic districts of the city. Council members serve four-year terms with a two-term limit.

Plano is a full-service city that has established interlocal government agreements with Oncor, Verizon, Atmos Energy, and the North Texas Municipal Water District.

The City has a budgeted full-time staff of 2,395 and 881 part-time employees. Plano's total combined budget for FY 2021-22 is over \$638 million. The property tax rate is \$0.4482 per \$100 of valuation, and the average home value is \$395,673. Plano is one of the few elite cities in the U.S. that enjoys AAA bond ratings from Moody's, Standard & Poor's, and Fitch's — the highest rating possible.

STRATEGIC GOALS

Welcoming and Engaged Community

- ▶ Fostering a sense of community through education and social awareness
- ▶ Multi-cultural outreach
- ▶ Nurture a spirit of giving back

Safe, Vibrant Neighborhoods

- ▶ Collaborative public safety
- ▶ Housing affordability
- ▶ Quality standards
- ▶ Enabling investment partnership

Residential and Commercial Economic Vitality

- ▶ Business retention and attraction
- ▶ Diverse employment options for residents
- ▶ Public-private partnerships
- ▶ Rejuvenate aging areas

Excellent, Innovative and Accountable City Government

- ▶ High-quality services
- ▶ Well-maintained city
- ▶ Responsible financial policies and practices
- ▶ Developing and implementing innovative solutions

Multi-Modal Transportation and Mobility Solutions

- ▶ Understanding and addressing mobility needs
- ▶ Continual investment in transportation infrastructure
- ▶ Promote policies that enable innovative solutions
- ▶ Engage in regional collaboration and creative partnerships



ABOUT THE DEPARTMENT

Known as the epicenter for economic development, the Plano Economic Development Department provides various programs and services to attract, redevelop, retain, and expand business opportunities, which allows the city to compete at the global level to be a highly desirable place to call home. The Economic Development Department's initiatives aim to create new jobs with prevailing wages higher than the market average, increase the amount of income coming into the community from outside its market area, and create greater capital investments to diversify the number of industries in the community.

2020 Facilitated Growth

Company	Industry Description	Project Type	Approximate Sq. Ft	Approximate Employment
• Inogen	• Healthcare Manufacturing	• Relocation	• 154,000	• 600
• Flexential	• Datacenter	• Expansion	• 146,000	• N/A
• Peloton	• Health/Nutritional	• Expansion	• 133,750	• 1,600
• OPEX	• Warehouse Automation	• Expansion	• 114,000	• N/A
• Primal Health	• Health/Nutritional	• Expansion	• 105,000	• N/A
• First United Mortgage	• Financial/Insurance	• Expansion	• 60,000	• 230
• TT Electronics	• Technology Products/Services	• Relocation	• 58,500	• 125
• Appen Global	• Technology Products/Services	• Expansion	• 50,000	• 300
• Enseio	• Technology Products/Services	• Relocation	• 50,000	• 139
• Haynes and Boone	• Technology Products/Services	• Relocation	• 43,000	• 70
• Haynes and Boone	• Law	• Relocation	• 28,000	• N/A
• Digital Matrix Systems	• Risk Management	• Relocation	• 22,500	• 80
• DZS	• Communications	• Relocation	• 14,000	• N/A



ABOUT THE POSITION

The Director of Economic Development reports to the City Manager and leads a team of 4 employees in offering an integrated approach of programs and services to facilitate economic growth in the form of business attraction, business retention and expansion, and redevelopment. This position is responsible for implementing and coordinating economic development policies and activities for the City of Plano.

The Director of Economic Development also makes decisions regarding the determination of information, expenditure of funds, prioritization of prospects, personnel, and other duties as assigned. Essential functions of the position include:

- Initiates, develops and maintains programs to encourage businesses and industries to locate, expand and retain their location in the City.
- Develops and administers a program of researching, collecting, and furnishing information and materials on the City's location factors to companies that are considering locating in the City.
- Creates, implements, and manages the positioning and marketing of the community to prospective companies through direct contact, even participation, presentations, electronic marketing, and other direct marketing campaigns.
- Interacts with the local and national development and brokerage community in promoting economic development and creating an awareness of the growth potential of the City.
- Develops and maintains strong working relationships with other economic development organizations representing the local, regional and state-wide levels, such as utility companies, the Dallas Regional Chamber, and the Governor's Office of Economic Development.
- Manages the operations of the Department and prepares and administers an annual budget.
- Ensures effective operational and financial management through forecasting, reviewing budgetary submissions, procurement, and auditing expenditures.
- Makes presentations regarding economic development activities of the City of Plano.

IDEAL CANDIDATE

The Director of Economic Development will be an important part of the City's Executive Team and will need to be a strong performer with proven leadership, organizational, and motivational skills. The ideal candidate for the position is an excellent communicator with demonstrated people skills and the ability to establish and maintain effective, working relationships with a diverse range of job-related contacts. The ideal candidate must also have sufficient computer skills and be adept at developing and negotiating contract agreements.

In addition to the knowledge and expertise needed to complete the job, the ideal candidate will also need to have strong verbal and written communication skills and the ability to collaborate effectively. The Director of Economic Development will regularly work with a range of contacts in various industries to create and retain business opportunities for the City.

The selected candidate will need specialized technical skills, including the ability to interpret and apply state and federal contract laws and regulations. In addition, they will need to implement modern principles and practices of local and state economic development programs, public and business administration, real estate, finance and accounting. The chosen candidate must also have proven experience in economic development.

EDUCATION AND EXPERIENCE

This position requires a Bachelor's Degree in Business, Marketing, Finance, or a related field. Additionally, candidates should have five (5) years of progressively responsible experience in economic development. Any related work experience that results in an equivalent combination of education and experience sufficient to perform the responsibilities of the position will be considered.

Completion of Basic Economic Development Course (BEDC) and/or graduation from the Economic Development Institute is preferred.



COMPENSATION AND BENEFITS

Compensation will be negotiated based on qualifications.

The City of Plano participates in the Texas Municipal Retirement System, which features a 7% employee deposit rate with an employer 2:1 match, after retirement. The organization's generous benefits program also includes health, dental, vision and life insurance as well as paid vacation and sick leave, tuition assistance and access to a 457 Deferred Compensation Program. Plano does not participate in Social Security but offers a 100% funded Retirement Security program in its place. This position will also receive a \$5,400 annual car allowance and may benefit from a flexible work schedule with director approval.

APPLICATION PROCESS

[Please apply online](#)

First Review of Applications: June 13, 2022

For more information on this position contact:

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Lashonr@plano.gov



It is the policy of the City of Plano to recruit, hire, train, and promote employees without discrimination because of race, religion, color, marital status, veteran status, physical or mental disability, national origin, sex, age, sexual orientation, gender identity, or genetic information. Applicants selected as finalists will be subject to a comprehensive background check.

RESOURCES

City of Plano
plano.gov

Plano Chamber
planochamber.org

Visit Plano
visitplano.com

Economic Development
planotexas.org

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