



**OUTSTANDING  
OPPORTUNITY TO  
SERVE THE  
CITIZENS OF  
RIFLE, COLORADO  
AS THEIR NEXT  
CITY MANAGER**

**RIFLE, COLORADO**

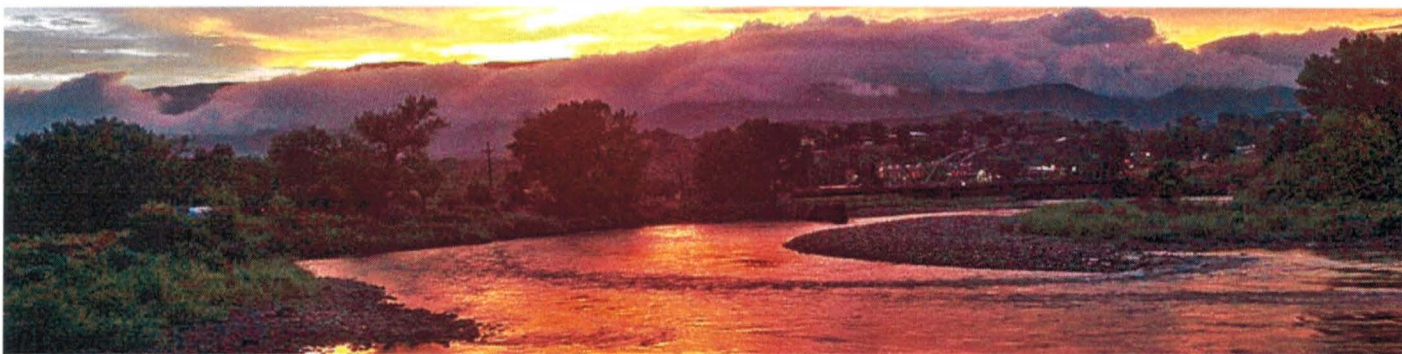
Rifle, Colorado a community of 9,500 residents is located on Colorado's beautiful Western Slope. Rifle is unparalleled in its combination of an affordable outdoors lifestyle, a vibrant and friendly community, and easy access to everything that is great about Colorado. Located on Interstate-70, Rifle is 60 minutes from Grand Junction, 90 minutes from Aspen, and three hours from Denver.

Rifle (elevation, 5,300 feet) enjoys a typical Colorado climate, with average summer highs of 91 degrees and nights cooling down to 55 degrees. Winter temperatures average a high of 36 degrees and a low of 12 degrees. Rifle averages 14 inches of precipitation annually with minimal snowfall accumulation in town but many feet of snow in the surrounding mountains that reach 11,000 feet.

Rifle (6.9 square miles) has a current population estimate of 9,500. Rifle is located in Garfield County which has doubled in population since 1985 and is projected to double again by 2040. Garfield County which is 3,000 square miles has only six municipalities.

**COMMUNITY**

Rifle is known as a friendly, safe, and caring community where neighbors help neighbors. The community is extremely welcoming to new residents no matter their backgrounds. Rifle has the best of the "classic west" lifestyle of ranching, hunting, and fishing as well as the "new west" lifestyle of mountain biking, ATVing, and water sports. We are truly a "choose-your-adventure" kind of community.



Residents take passionate ownership and pride in their community. While Rifle residents are known for their civic-mindedness, from a political standpoint, their viewpoints run the gamut from conservative to progressive.

The City Council also has civic mindedness embedded in its culture, and the Council is a cohesive body that treats each other with respect even when they disagree. This has maintained itself over many years despite the service of many different Council Members due to term limits.

### **LOCAL ECONOMY**

The top industries in Rifle's economy are energy, service and construction, and tourism. For many years Rifle has had a fluctuating presence of gas and oil exploration which is presently increasing. The community has a robust solar energy program and has been a leader in this field for many years. At one time Rifle had more solar energy capacity than any Colorado community. Tourism consists primarily of the Rifle area's many outdoor recreation activities, with a growing entertainment sector in town. *Outdoor Life Magazine* ranked Rifle 17th out of 200 towns as the best place in the US for outdoor sports enthusiasts.

The City of Rifle works in partnership with the Rifle Regional Economic Development Corporation (RREDC) which serves as the economic development recruiting arm for Western Colorado.

The City and the RREDC have a goal of trying to diversify Rifle's economy. Rifle recently successfully competed with several large Colorado cities for a new fire research center, the Center of Excellence for Advanced Technology Aerial Firefighting which is located at the Rifle/Garfield County airport. The Center's mission is to research the development of additional aerial firefighting techniques especially related to fighting wildfires.

The City with local partners has also had much success with downtown revitalization, including the attraction of a 7-plex movie theater and rehab of the historic art-deco Ute Theater into the region's premier performing arts venue and event center.

### **EDUCATION**

Rifle and the surrounding area are served by the Garfield Re-2 School District. In Rifle there are three elementary schools, one middle school (grades 5-8), and one high school.

Rifle hosts one of the campuses of the Colorado Mountain College. This College is ranked #17 in the nation by CNN/Money for student success among more than 800 two-year colleges. The College currently offers five bachelor degrees and plans on offering more in the near future. Colorado Mesa University in Grand Junction offers masters, bachelors, and associates degrees and is a one-hour drive from Rifle.

### **TRANSPORTATION**

Rifle is served by Interstate 70, U.S. Highway 6, and Colorado Highway 13. The Rifle/Garfield County Airport which has a 7,000-foot runway is the preferred general aviation mountain business jet airport in the region. The neighboring Eagle and Aspen airports are at a higher elevation and therefore closed more often due to inclement weather making the Rifle/Garfield County Airport more accessible.

### **RECREATION AND CULTURE**

Separated from Colorado's major cities by the Rocky Mountains, Rifle is a mecca for outdoor recreation activities. The lifeblood of this semi-desert land is the Colorado River, which has not only brought water to the region, but over tens of thousands of years, its ceaseless energy has also gouged out stunning canyons that lure visitors from around the world. Right outside Rifle's backyard are a playground of ATV trails, hiking trails, mountain biking, boating, hunting, fishing and one of the world's foremost sport climbing crags: Rifle Mountain Park with 250 bolted climbing routes.

Recreational activities in Rifle include the attractive 11-acre Centennial Park downtown with a splash pad, amphitheater, and picnic shelters. Centennial Park hosts concert series and festivals including the Christmas Tree Lighting Festival. The City in-town trail network has grown to over six miles of both paved and soft-surface trails, with many more planned. The City also owns a public pool with a water slide.

For urban amenities the recently renovated 300-seat historic Ute Theater and Event Center, seven-screen Brenden Rifle 7 movie theater, restaurants, a historic downtown, and more are in Rifle. The City of Rifle collects a one percent sales tax dedicated to Parks and Recreation.

A recent Rifle promotional video and information on attractions can be found at <http://www.realwesternadventure.com/>.

Additional information about Rifle is available at [www.rifleco.org](http://www.rifleco.org)



## THE CITY GOVERNMENT

The City of Rifle is a home-rule charter city and has operated under the council-manager form of government since 1963. The City Council consists of seven Council Members elected at-large to four-year overlapping terms. Elections are held in September on odd numbered years on a nonpartisan basis. The City Council elects a Mayor for a two-year term, and the Mayor appoints a Mayor Pro Tem for a two-year term. City Council Members can serve no more than two consecutive four-year terms. The current Rifle City Council is the only one in Garfield County whose majority consists of females.

The City Council appoints a City Manager who is responsible for recommending the budget to the City Council and for hiring and providing managerial leadership to City staff. Rifle has had only seven City Managers in 54 years all of whom left voluntarily with one exception.

The City is a full-service operation with 90.5 FTE's not including temporary seasonal employees. The City does not have any employee unions and does not conduct collective bargaining. In addition to the City Manager, the City Council appoints the City Attorney, Municipal Judge and Prosecuting Attorney who works on a contractual basis.

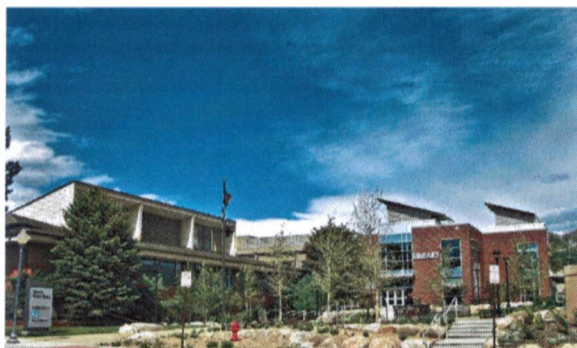
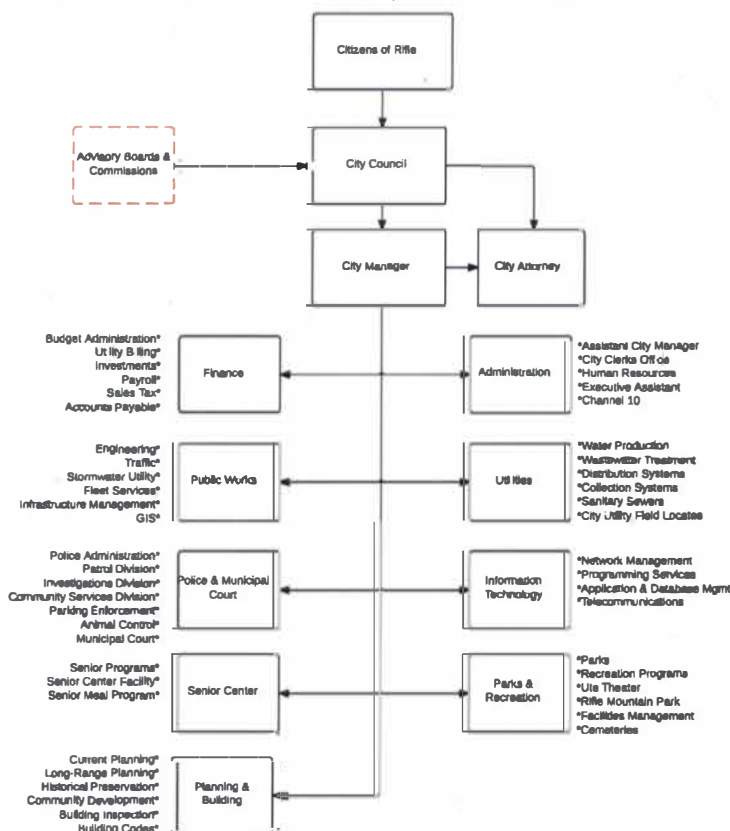
Like most Colorado communities some local government services are provided by special districts. Rifle residents receive fire (851 square miles), library, 911 communications, and hospital and nursing home services through special districts.

The City, which is on a calendar budget year, has an annual budget of \$34.5 million. Rifle is in generally good financial condition and the General Fund balance is approximately 40 percent of annual General Fund expenditures. Like most Colorado municipalities the largest General Fund revenue source is municipal sales taxes with a relatively small amount of property tax revenue. The City sales tax rate is 4.25 percent, County sales tax is 1.0 percent and State sales tax is 2.9 percent for a total of 8.15 percent.

RIFLE CITY COUNCIL	
<b>Randy Winkler</b>	<b>Mayor</b>
<b>Barbara Clifton</b>	<b>Mayor Pro Tem</b>
<b>Joe Elliott</b>	<b>Councilor</b>
<b>Ed Green</b>	<b>Councilor</b>
<b>Theresa Hamilton</b>	<b>Councilor</b>
<b>Annick Pruett</b>	<b>Councilor</b>
<b>Dana Wood</b>	<b>Councilor</b>



## CITY OF RIFLE, COLORADO



By charter the City does strategic planning annually. Both Council and staff are involved in the strategic planning process. In addition the City conducts statistically valid Community Surveys biannually which are used for strategic planning, budgeting, and other purposes.

**The City of Rifle's mission is to be nimble, responsive, and innovative in serving our community.**

### **VISION**

Rifle in 2023 is a regional center that:

- preserves its small town values & cohesive sense of community;
- has a sustainable & growing economic base;
- is well planned, environmentally responsible & resource efficient;
- has diverse neighborhoods that are safe, secure & have convenient access to services & amenities;
- offers a premier & integrated system of recreational, educational, & cultural activities for all ages & income levels.



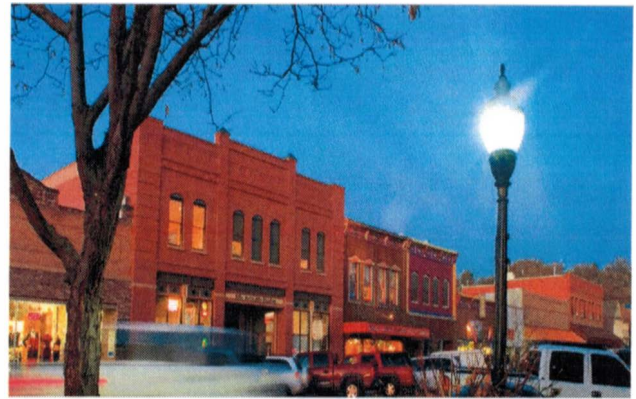
### **ISSUES AND OPPORTUNITIES**

The following is a summary of the issues and opportunities to be managed by Rifle's next City Manager.

**Continue Culture of Trust**—as previously noted there is an amazingly high level of trust among and between City Council, City staff, community members, and Garfield County local governments. This culture of trust has been built over many years even as issues and opportunities have changed. Without necessarily accepting the status quo, the next City Manager needs to continue to build upon this culture of trust in the relationships he/she fosters with many diverse people. This obviously requires the City Manager to have a high level of integrity.

**Economic Development**—as previously noted there is a desire to create a more stable diversified economy rather than relying so much on oil and natural gas exploration which tend to fluctuate with economic times. The City creates public-private partnerships on a project by project basis when it makes economic sense instead of routinely providing tax incentives to developers. One example is the Brenden Rifle 7 theater. The City owned the land where the Brenden Rifle 7 theater was built and used the incentive of the land to find a theater operator to build and operate the theater through a lease agreement with the City.

**City Hall Project**—the current City Hall building was constructed in the early 1980's and has housed several different functions over the years. As such the building's layout is inefficient for its current uses and also has an outdated HVAC system. The City is exploring a public-private partnership with a well-known Denver developer who would construct a four-story building with the City owning or leasing the first floor for City Hall, and the developer owning and leasing 23 units of affordable housing on the other three floors. This project is expected to begin in 2019 if approved.





**Infrastructure**—the City has been working diligently for many years to construct and maintain new vertical and horizontal infrastructure. The Parks Maintenance Facility, Police Station, and Municipal Court are all relatively new facilities. Also a new Water Treatment Plant has just been completed along with a 2 million gallon per day (MGD) water storage tank and a 3 MGD water storage tank. The City is focusing on redundancy within the water utility and continues to prioritize maintenance of City infrastructure. This coming September 12, there is a referendum on the municipal election ballot to provide financing for a new swimming pool complex. The construction debt for this project would be repaid from the expiration of debt service payments from a prior project. As previously noted the City is exploring a public-private partnership to construct a new City Hall.

One of the City Council's strategic priorities is to formalize the Capital Improvements Program (CIP) planning process initiated by the last City Manager. This includes identifying operating and maintenance (O&M) costs of proposed CIP projects.

**Organizational Capacity**—during the Great Recession the City of Rifle was fortunate to not have any City employee layoffs. However reorganizations and reduction of FTE's did occur.

The next City Manager will be charged with examining the organizational structure and staff capacity to insure effective delivery of City services. The Utility Director position is presently vacant, and the Assistant City Manager will be leaving in September for a new job.

**Pay Plan**—the City Council approved a new compensation plan last year. This plan was developed with the help of Mountain States Employer Council. This plan includes salary ranges for all positions as well as procedures regarding how City employees advance through the salary ranges.

**Marijuana Regulations**—Colorado law allows for both medical and recreational marijuana use. Rifle has five medical marijuana stores and four recreational growth greenhouses. Rifle does not have any recreational sales stores. There is an advisory referendum on the September 12 City election ballot regarding whether recreational stores should be allowed, licensed, and taxed.

## **JOB REQUIREMENTS**

The minimum job requirements are: 1) Masters of Public Administration, Business Administration, or closely related field; and 2) seven years' experience evidencing ability to manage full-service local government; equivalent combinations of education and experience considered.

### **Desired Professional and Personal Attributes**

The following are the desired professional and personal attributes for Rifle's next City Manager:

- ◇ Excellent human relations skills with an ability to relate to and communicate effectively with all stakeholders;
- ◇ A visionary leader who embraces strategic planning;
- ◇ Strong economic development and public-private partnership track record;
- ◇ High community visibility and engagement in civic activities and events;
- ◇ Successful track record of obtaining grants;
- ◇ Outstanding moral character that factors principles, ideals, and ethics into decision making;
- ◇ Strong intergovernmental relationship skills and experience;
- ◇ Understands dynamics of smaller rural communities and the importance of regular face-to-face communication with stakeholders;
- ◇ Open to discussing new ideas with residents and patience to deal with a variety of opinions on issues;
- ◇ Can-do attitude with willingness to be creative and take calculated risks;
- ◇ Strong public relations skills with ability to educate residents when necessary about upcoming issues and ability to utilize most effective means to communicate with stakeholders including in-person, social media, etc;
- ◇ Experience developing techniques to communicate with and provide services to non-English speaking residents a plus;
- ◇ Lean management skills a plus;
- ◇ Data-driven decision making valued;

- ◇ Personable with appropriate use of humor; and
- ◇ Honors rich history of Rifle.

### **COMPENSATION**

The starting salary is dependent on the selected individual's qualifications and match with the desired attributes being sought by the City. The City will pay reasonable and customary moving expenses for the next City Manager who is required to live within the city limits by City Charter.

The compensation for the City Manager job is highly competitive including a fringe benefit package with:

- ⇒ compulsory 401(a) retirement plan solely contributed to by City at 5 percent of pay with 5 year vesting schedule;
- ⇒ voluntary 457(b) retirement plan with City contributing 1 percent of pay if employee participates in 457(b);
- ⇒ medical, dental, vision, and life insurance plans;
- ⇒ flexible spending accounts for health and dependent care expenses;
- ⇒ several medical plan options with employee monthly premiums ranging from \$31 to \$89 and family monthly premiums ranging from \$330 to \$464; and
- ⇒ other typical benefits.

### **TO APPLY**

In order to be considered for this position, please send your resume and cover letter with current salary by September 5, 2017 to [pwconsulting@cox.net](mailto:pwconsulting@cox.net). For additional information about this job, please contact:



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