



# MAIN STREET MANAGER

VICTORIA, TEXAS



## COMMUNITY OVERVIEW

Victoria is located in the heart of the Golden Crescent of South Texas with a diverse population of about 67,000 and encompassing an area of approximately 34 square miles. Victoria is a cultural, historic, medical, educational, and economic hub for the area. With major highways 77, 59, 87, and the future Interstate 69 all intersecting in Victoria, and with a prime position along the NAFTA Corridor, the City is known as "The Crossroads of South Texas."

As one of the state's oldest, most historic cities, Victoria is the place where Texas history was written, and the legendary Texas cattle industry began. The original colony, founded in 1824 by empresario Don Martin de Leon, was named for the first president of Mexico, Guadalupe Victoria. The town was established at a site known earlier as Cypress Grove due to the abundant cypress trees growing along the banks of the Guadalupe River. Victoria is the county seat of Victoria County and the third charter city created in 1836 under the Republic of Texas.

Today, Victoria remains at the forefront of new business and technology, with a strong plastics manufacturing industry, petrochemical and industrial chemical plants, oil and gas exploration, and a growing medical service community. The availability of a high-speed fiber optics technology network, higher education, and a burgeoning retail trade sector have made Victoria an excellent location for businesses and residents.

The Coastal Plains region of Texas is an area renowned for hunting, fishing, and birding. Victoria offers a variety of recreational opportunities, as well as cultural outlets, with the Victoria Symphony, local theater, and several notable museums celebrating its heritage. The City is an inviting community with friendly residents and provides a great climate and hospitality for wintering visitors. With the major cities of South Texas in close proximity and the short distance to the Texas coast along the Gulf of Mexico, Victoria is an ideal location for permanent residents, visitors, and "Winter Texans" who come for the temperate climate.

There are two higher education campuses within the City: the two-year Victoria College and the University of Houston at Victoria. Public education is offered by the Victoria Independent School District, the largest public-school system in the Golden Crescent, which serves 17,000 students on 14 elementary campuses, four junior high schools, and three high schools. Victoria also has two private high schools.



## MUNICIPAL ORGANIZATION AND GOVERNANCE

The City of Victoria was incorporated in 1915 and adopted its home rule charter in 1956. The charter provides for a council-manager form of government with a City Council comprised of the Mayor and six Council members. The Mayor is elected at-large for a three-year term. Four Council members are elected from single member districts and two Council members are elected by super districts. All terms are three-year terms with no term limits. The Council, among other duties, appoints the City Manager, City Attorney, and Municipal Court Judge.

The City of Victoria is a full-service municipality, providing general administrative services, police and fire protection, emergency ambulance service, highways and streets, water and sanitary sewer utilities, parks and recreation services, public improvements, planning, and solid waste residential service.

The City of Victoria adopted its Victoria 2035 Comprehensive plan in 2016 and as part of the increased focus to downtown, the City entered into a new partnership with the Main Street Program where the management of the operation now resides within the City. The new main street manager will be the first hired under this new arrangement and will be responsible for overseeing the development and implementation of a more specific Downtown Master Plan to include historic preservation, economic development, and revitalization of downtown Victoria. In addition, this position will manage the day to day operation of Main Street. Under the leadership of a new City Manager, this position will be part of a more comprehensive organizational change whereas the position will report to a new Assistant City Manager that will focus on Economic Development/Quality of Life. The new Assistant City Manager will also oversee the Convention & Visitors Bureau and Parks & Recreation. This new structure will bring more synergy between the departments that have a role in downtown.



FULL-TIME  
EMPLOYEES  
632



FY 2019-2020  
BUDGET  
\$139 million



GENERAL FUND  
\$54 million

# LEADERSHIP AND INNOVATION

The City of Victoria is recruiting a Main Street Manager who will support Victoria's vision of becoming a destination city by being proactive in revitalization of downtown and retail recruitment and retention. The candidate of choice will be responsible for innovative concepts, organizational development, customer service initiatives, growth strategies, and other special or high priority projects assigned by City Management.

The Main Street Manager will have a strong, innovative, outgoing personality and exceptional interpersonal skills and will bring enthusiasm and passion to their daily interactions. The City seeks a mature, thoughtful, ethical, highly disciplined, strategic, collaborative, and results-driven individual who will inspire and motivate others by example.

The selected candidate must be able to identify and coordinate special projects, events, fundraising initiatives, and volunteer management activities. They will demonstrate knowledge regarding downtown development incentives, grants, and historical information to successfully serve as the liaison between the City and current/prospective businesses and building owners.

The ideal candidate will have the knowledge, skills, and ability to help manage the City of Victoria's Main Street program by providing overall leadership, direction, and administration of programs and services that serve the downtown Main Street District.





# IDEAL CANDIDATE

The City of Victoria's new Main Street Manager will play a vital role in the city's on-going effort to create a more vibrant downtown. They will utilize the unique preservation-based economic development tool, the **Main Street Four Point Approach®**, to build a sustainable and complete community revitalization effort for the City of Victoria downtown commercial and historic district.

The ideal candidate will exhibit a calm, professional demeanor at all times, treating conflict with tact and diplomacy. Dispute mitigation and resolution skills will be important. The successful candidate will be an exceptional listener and communicator with skills in comprehensive planning, downtown redevelopment, and economic development.

The next Victoria Main Street Manager will be a good listener and communicate directly and frankly, but always positively and respectfully. The person selected will be a highly effective communicator who can build consensus and forge strategic partnerships, internally as well as externally. The ability to establish and maintain positive, trusting, and highly productive relationships is essential.

It will be important for the new Main Street Manager to be highly visible and active in the community, personally and professionally. An outgoing people person who passionately embraces Victoria's culture and genuinely supports its traditions is strongly desired.

## Main Street Four Point Approach®





## EDUCATION AND EXPERIENCE

The selected candidate must hold a bachelor's degree in hospitality, tourism, marketing, or business administration, or a related field from an accredited college or university. Three years of experience in a community and/or economic development role is required, with an understanding of downtown revitalization, redevelopment, financing, and marketing preferred. Experience working closely with small businesses , volunteer groups, and planning special events is also preferred.

## COMPENSATION AND BENEFITS

The starting salary for this position is dependent on qualifications. The City offers a competitive benefits package including a retirement plan through the Texas Municipal Retirement System (6% employee contribution, matched 2:1 by the City), health, life, and dental insurance, and vacation and sick leave. City employees contribute to Social Security. Deferred compensation is also available. If needed, relocation assistance will be provided to the successful candidate.



## APPLICATION PROCESS

Please apply online at: <https://victoriatx.peopleadmin.com>

For more information on this position contact:

**Jesús A. Garza, City Manager**

City of Victoria

[jgarza@victoriatx.org](mailto:jgarza@victoriatx.org)

361-485-3030

This position is open until filled. To view the status of this position, please visit: <https://victoriatx.peopleadmin.com>

The City of Victoria is an Equal Opportunity Employer and values diversity in its workforce. Applicants selected as finalists for this position will be subject to a comprehensive background check.



## RESOURCES

**City of Victoria**  
[victoriatx.org](http://victoriatx.org)

**Victoria EDC**  
[victoriaedc.com](http://victoriaedc.com)

**Victoria Chamber**  
[victoriachamber.org](http://victoriachamber.org)

**Victoria Convention and Visitors Bureau**  
[explorevictoriatexas.com](http://explorevictoriatexas.com)

**Victoria Main Street Program**  
[victoriamainstreet.com](http://victoriamainstreet.com)

**VT15**  
[vt15.org/podcasts](http://vt15.org/podcasts)

**VSTDC**  
[victoriatx.org/government/boards-and-commissions/sales-tax-development-corporation](http://victoriatx.org/government/boards-and-commissions/sales-tax-development-corporation)

