



City Administrator

Position Profile



Public Administration Associates

The Community

Park Falls, WI is a growing municipality (51% increase in equalized value in the last five years) in northern Wisconsin's Price County and is located at the intersection of STH 13 and STH 182. Park Falls is a regional retail and employment center that is situated along the banks of the North Fork of the Flambeau River. Park Falls is 20 minutes from the 1.5 million acre Chequamegon-Nicolet National Forest where outdoor recreation opportunities abound and approximately 3.5 hours from the Twin Cities, MN and Green Bay, WI where entertainment, cultural and professional sports venues are abundant. Originally settled as a Village in 1901, the current City of Park Falls was incorporated into a City in 1912.

At 3.8 square miles, Park Falls offers its 2,380 residents a great mix of residential, retail and commercial uses surrounded by an abundance of outdoor recreational opportunities ranging from skiing, fishing, hunting, camping, snowmobiling/ATV and hiking/biking trails. The North Fork of the Flambeau River offers some of the best whitewater rafting/kayaking in the Midwest. The region is also near multiple lakes and waterways. In the Summer of 2025, a new YMCA wellness center is scheduled to open its doors. The community has an idyllic small-town quality of life with many nearby big city amenities that make it an extremely attractive place to live, learn, work and play.

Park Falls median household income (2022 dollars) was \$47,461 with 57.8% living in owner-occupied dwellings with a median home value of \$105,365.

Park Falls is known as a recreational paradise but is also known for the hard work and resilience of its residents. A paper mill has operated in Park Falls for over a century, at one-time employing over 650 persons. While the Paper Mill closed its doors in 2021, the new building owners are leasing storage space and actively seeking new tenants. Additionally, the City has actively worked with the State and regional entities to retain other manufacturers and attract new ones. The City assisted Weathershield Windows and Doors with a \$3.6 million addition to their operations and St. Croix Rods, a 75 year fishing rod manufacturer in Park Falls expanded operations into an abandoned Shopko store.

Park Falls is an employment center for the region with over 1200 people commuting into the City daily for work and is recognized regionally, nationally, and globally for the products created here. Over 40 small businesses with focuses in agriculture, manufacturing, hospitality, personal finance, medical (including a hospital and clinic) and personal services are located in Park Falls.

The Chequamegon School District is the community's larger employers and is home to Chequamegon High School, Park Falls Elementary School, Chequamegon North Campus (Glidden Elementary and Chequamegon Middle School), Class Act Charter School, Early Learning Center and Rural Virtual Academy. Additionally, there is a parochial school and 6 pre-schools located in Park Falls with Northcentral Technical College located 25 minutes from Park Falls and UW-Eau Claire and UW-Superior approximately 2 hours away.

The Position

Park Falls has a City Council form of government organized under Wisconsin State Statutes Chapter 60. The Mayor (Tara Tervort) was recently elected in this leadership role in 2023 and the eight (8) Alderpersons (Dan Greenwood, Dennis Wartgow, Terry Wilson, James Corbett, Anthony Their, Dixie Weldman, Dina Bukacheck and Mike Mader) are non-partisan positions.

The City Administrator oversees a staff of 24 Full time and 60 part-time and seasonal employees as well as the day-to-day City operations guided by policies and directives approved by the City Council. The City Administrator prepares the annual budget with the assistance from 5 department heads (Fire Chief, Police Chief, Treasurer, City Clerk & Public Work Director) and approval of the City Council. Park Falls also operate a full-service Library, municipal airport, water & wastewater utility, and athletic complex (which includes an outdoor pool, ice arena, ball fields and courts). The City Administrator also directs internal City operations and external relations, listens to the concerns and requests from the community, and anticipates municipal needs. The City Administrator advises the Mayor, Alderpersons, Commissions and other standing committees based on research, state law and intergovernmental peer discussions.

Other responsibilities of the City Administrator include; planning, zoning administration, community and economic development, personnel management, vendor management, serves as Safety Director and coordinating with the Building Inspectors. Additionally, the Administrator manages City and utility finances.

The Administrator oversees an approximate \$3.6M annual operating budget (general fund) with a property tax levy of \$1.54M, including municipal utilities and two (2) Tax Increment Districts).



Park Falls Finances

These are the Park Falls Financial Highlights (excerpts from the 2022 Financial Audit):

The fiscal year December 31, 2022, ended with a Total Fund balance of \$1,403,323, with \$820,714 unassigned. Other reserves have been designated by management to address specific uses or functions as well as budget amendments.

The Enterprise funds have a combined Net Position of \$9,667,251 of which \$735,290 is an Unrestricted Net Position Balance in the Business Activities category. The unrestricted monies are intended to provide a cushion against significant downturns in revenues and to maintain sufficient working capital and cash flow to meet daily financial needs. Other reserves have been designated by management to address equipment replacement and bond reserve requirements.

From the Statement of Activities, General Revenues, primarily property taxes were used to support the following major activities. For each government function, 2022 totals are shown with amounts of taxes and other revenues, respectively:

- o **General Government** – Admin., Finance, Operations, & City Council
Total: \$443,235; Taxes: \$432,219; Other: \$20,016
- o **Public Safety** - Police, Fire, Building Inspection
Total: \$969,175; Taxes: \$897,211; Other: \$71,964
- o **Public Works**
Total: \$1,119,425; Taxes: \$638,969; Other: \$480,456
- o **Health & Human Services**
Total: \$31,250; Other: \$31,250
- o **Conservation, Development and Leisure**
Total: \$1,223,914; Taxes: \$1,108,690; Other: \$62,890
- o **Interest & Fiscal charges**
Total: \$229,994; Taxes: \$229,994

As of December 31, 2022, the unassigned portion of the fund balance, all of which is available for spending at the City's discretion, was \$820,714 or approximately 23% of total general fund revenues.

As of December 31, 2022, total long-term obligations increased to \$6,508,758 including General Obligation notes and bonds, TIF and short-term debt. \$2,603,225 of general obligation debt is outstanding as of 12/31/2022; the City has a statutory debt limit of \$7,200,450. Additionally, the Water and Wastewater Utilities have a combined indebtedness of \$6,450,676 in revenue debt.



Opportunities and Challenges for the Next Park Falls City Administrator

Despite its relatively small size, Park Falls has aggressive economic (re)development, quality of life enhancements, infrastructure maintenance and strategic planning initiatives underway-which have already produced results. The recent closure of a large manufacturer has provided opportunities for redevelopment and luring new industries, however, the loss of Park Falls largest utility customer has left a need for careful management of Utility financials. The next Administrator must be willing to take the reins and continue to drive these plans forward while keeping abreast of surfacing economic development and funding opportunities that will benefit the City.

Future impactful opportunities for the next Administrator include continuation of the economic development momentum, coordinating an update to the City's Comprehensive Plan, implementing recommendations from the 2021 housing study; coordinating projects from the recently established TID No. 6 created in 2022.



The Ideal Park Falls Candidate

The ideal candidate should be a person of high personal and professional honesty and integrity; display a strong work ethic; possess open and positive communication skills; demonstrate strong listening skills, be proactive in responding to economic development opportunities, work harmoniously with both elected officials and other governmental entities, have solid budget development & management experience, be a leader in commercial development and community planning and have a successful track record of obtaining grant funding.

The Park Falls Administrator plays a critical role in the continued economic development and community redevelopment that is a high priority for the community. The prior City Administrator has helped coordinate the City's economic development for many years, as well as a mindful manager of effective allocation of its resources. As such, the next City Administrator should have a good working knowledge of various business financing mechanisms, including grant writing, management of Tax Incremental Districts, developer agreements and utility financing.



Skills and Experience

The successful candidate must demonstrate a strong background in economic development and Tax Increment District management; budget development and management; capital project planning and management; as well as grant writing and intergovernmental relationships. Possess several years of progressively responsible administrative and leadership experience in a municipal organization. Consideration of candidates with private sector or military experience will be made if they can demonstrate accomplishments that directly relate to necessary skills identified.

Qualifications and Compensation

- Require Bachelor's Degree in public or business administration or related field; prefer Master's Degree.
- Must have a valid Driver's License, or ability to obtain one.
- Residency in the community is encouraged but not required.
- Starting salary range: \$95K-\$115K DOQ, plus excellent benefits.

Additional information about the City's personnel and compensation policies can be found in the Park Falls Employee Handbook. Contact Shawn Murphy, Public Administration Associates for a copy at SLQ9469@live.com. In addition to the benefits summarized, the City will consider relocation expenses for the selected candidate.



Learn More

Visit the community website at www.cityofparkfalls.com for additional information.

How to Apply

Send cover letter, resume, salary history and 5 work-related references (in one PDF file) to Public Administration Associates, LLC

Attn: Shawn Murphy, Associate

Email: SLQ9469@live.com

Application Deadline: May 27, 2024

Confidentiality must be requested by applicant and cannot be guaranteed for finalists.