



# City Administrator Brodhead, Wisconsin

Position Profile



Public Administration Associates





# The Brodhead Community

Brodhead is a small but progressive community located just north of the Illinois-Wisconsin State Line, just 30 miles south of Madison, Wisconsin's State Capital, in both Green and Rock counties. It is centrally situated within a two-hour drive of Chicago, 90 miles from Milwaukee, and 60 miles from Rockford, Illinois. Brodhead's slogan is "Revive.Renew.Live.Breathe.-Do." That certainly is apt as it combines the best of small town living with big city amenities very close by (it is also 20 miles from Janesville, Wisconsin's 10th largest city).

Brodhead was incorporated in 1891 and has some notoriety for the location of the "Half-Way Tree", a large bur oak that supposedly was identified by Native Americans as the halfway point on a foot trail between Lake Michigan and the Mississippi River.

The current Wisconsin and Southern Railroad track that runs east and west through the city features a small museum with a train and army tank on display, adjacent to the central park and bandstand pavilion. Originally in the 1850s, the placement of the railroad was being wooed by two different towns, and the owners decided to split the difference and created Brodhead in the spring of 1856.

The town was named in honor of the chief engineer of the Milwaukee and Mississippi Railroad, Edward Hallock Brodhead (1809–1890), who was among the earliest promoters of the railway depot. The initial street names of the town were platted after the surnames of the landowners, eventually changed to numerical titles to reflect practical purposes. In the late 1800s, a raceway was dredged off a branch of the Sugar River that diverted a long canal to a hydroelectric generator that supplied electricity to the town. This gave Brodhead the distinction of having electrical service before other larger cities such as Chicago, and perhaps the first electrical service in Wisconsin.

Today, Brodhead is home to approximately 3,300 residents. It is a close-knit community known for its welcoming spirit, deep-rooted farming heritage, and diverse and growing business community. With five (5) active Tax Increment Finance (TIF) Districts and a Business Improvement District (BID) focused on its historic downtown area, Brodhead is very focused on economic growth and development.

Brodhead is served by the Brodhead School District. There are 1,039 students in the district with grades Pre-K through 5th attending Albrecht Elementary School. Grades 6 through 8 attend Brodhead Middle School. Brodhead High School is the local high school. The Brodhead School District also has a low student-teacher ratio of 13:1.

Brodhead is the southern entrance to the 23-mile Sugar River Bike Trail that leads to New Glarus, America's Little Switzerland. One of the many delights along the trail is the National Award-Winning Clarence Covered Bridge replica constructed by the Brodhead Jaycees. Tourism is an important component of the local economy. Besides the Sugar River Trail and Brodhead Railroad Depot Museum, the community boasts two campgrounds, a go-kart race track, a public swimming pool, and the Pearl Island Walking Trail offers visitors many recreational activities. A wonderful new airport with a museum that brings in many events throughout the year. The Sugar River also allows visitors to enjoy canoeing, kayaking, and fishing.







# The Position

The Brodhead City Administrator is a newly created position. Mayor Thomas Simpson and the Brodhead City Council studied the need for professional management in 2024 and subsequently included funding in its 2025 City Budget to recruit and hire for the position in the Summer of 2025 with a goal of a September 1st start date. The City Administrator will be Brodhead's Chief Executive Officer (CAO) under Chapter 62 of the Wisconsin State Statutes.

As chief operating officer, the Brodhead City Administrator is responsible for the implementation of the Mayor and City Council's policies and priorities as well as recommending the annual municipal budget. The City Administrator performs work under the direction of the Mayor and serves at the pleasure of the City Council. The City Council is comprised of six (6) Alderpersons who serve alternating two-year overlapping terms. The Brodhead Mayor is also elected to a two-year term. Dr. Thomas Simpson, a retired veterinarian, has served as Mayor for the last two years.

The Brodhead City Administrator supports the work of the City Council and municipal boards and committees by coordinating their official business and providing leadership and direction to the organization. The City Administrator is expected to be actively involved in promoting the community and its economic development, and further is expected to promote and assist in maintaining the City's strong business environment. The City Administrator hires city department heads (subject to Mayor/City Council confirmation) and other administrative staff and oversees the management of department-led projects and activities. The City Administrator is the face of the municipal government and should be very visible in the community, representing the City organization.



# City Finances

The 2025 Brodhead Budget totals approximately \$9M with a breakdown of budgeted expenses as follows:

General Fund: \$3,689,238  
General Government-\$481,905 (13.1%)  
Public Safety-\$1,575,832(42.7%)  
Public Works-\$550,422 (14.9%)  
Health and Human Services-\$159,000 (4.3%)  
Culture, Recreation and Education-\$324,009 (8.8%)  
Debt Service-\$418,073 (11.3%)  
Transfer to Library-\$179,880 (4.9%)

**Water and Light Utility-\$4,334,997**  
**Wastewater Utility-\$872,796**  
**Storm Water Utility-\$11,838**  
**Business Improvement District-\$15,896**

The City's General Fund Unrestricted Balance at the end of 2024 was \$2,331,042, which represents a very positive 63.2% of its 2025 Operating Budget. Likewise, its three Enterprise Funds-Water and Light, Wastewater, and Storm Water-had unrestricted balances of \$2,769,958, 1,800,452, and \$376,070, respectively, on December 31, 2024. Consequently, the new Brodhead City Administrator will inherit very strong municipal finances.





# The City Organization

The Brodhead City Administrator will oversee a staff of 14 full-time and 50+ part-time and seasonal employees.

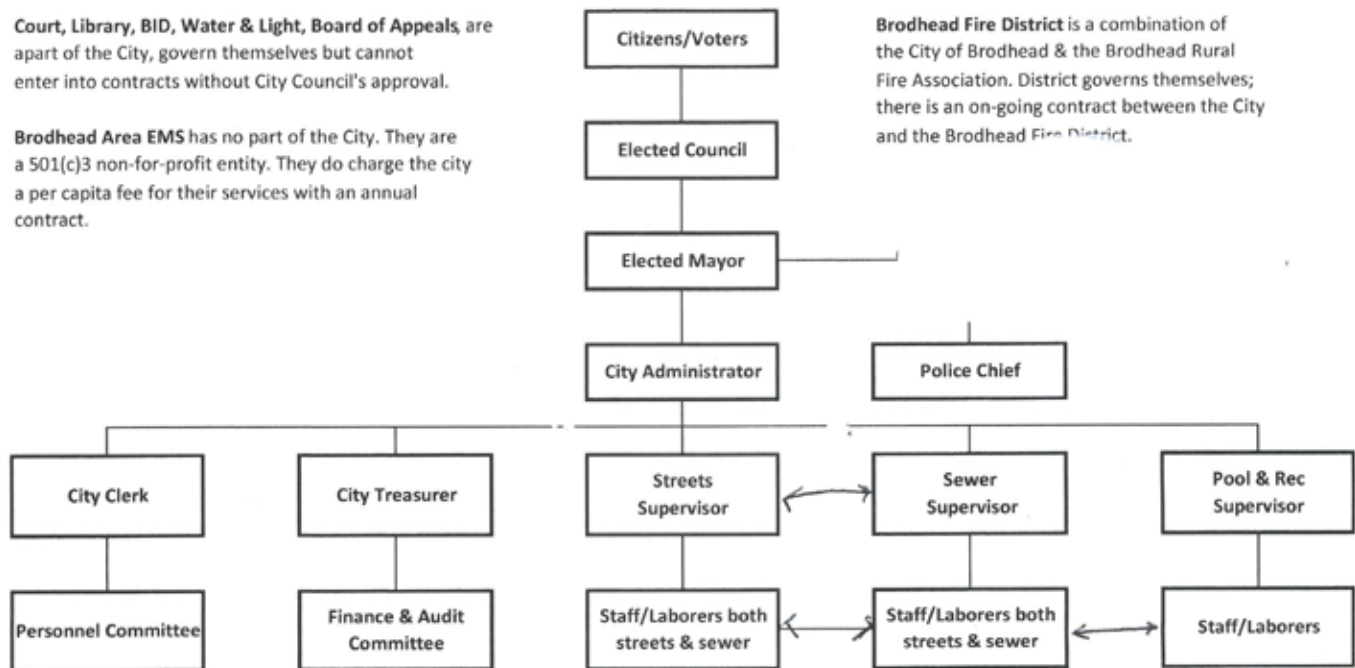
Services provided by Brodhead include building inspections, fire, EMS, municipal court, police, public works, library, parks and recreation, and utilities (including electric, sanitary sewer, stormwater, and water). The Water and Light Commission, appointed by the Mayor and confirmed by the City Council, oversees the operations of those municipally-owned utilities.

## CITY OF BRODHEAD ORGANIZATION CHART

Court, Library, BID, Water & Light, Board of Appeals, are apart of the City, govern themselves but cannot enter into contracts without City Council's approval.

Brodhead Area EMS has no part of the City. They are a 501(c)3 non-for-profit entity. They do charge the city a per capita fee for their services with an annual contract.

Brodhead Fire District is a combination of the City of Brodhead & the Brodhead Rural Fire Association. District governs themselves; there is an on-going contract between the City and the Brodhead Fire District.



### Other Standing Committees

- Economic Development
- Historic Preservation
- Planning Commission
- Pearl Island
- Adhoc - as determined by the mayor/council

Below is a link to the Brodhead Comprehensive Plan:

[https://www.cityofbrodheadwi.us/doing\\_business/comprehensive\\_plan.php](https://www.cityofbrodheadwi.us/doing_business/comprehensive_plan.php)



# The Ideal Candidate

The first Brodhead City Administrator must have excellent communication skills and be able to establish a good rapport with a wide variety of community stakeholders. Carrying oneself with a high degree of professionalism with personal and professional integrity is expected. Brodhead desires a leader who fosters teamwork and has a collaborative style, who will support and encourage a positive and convivial working environment as well as professional growth opportunities for city staff. A passionate public servant who is humble and has a good sense of humor is also desired.

The City of Brodhead is seeking candidates who have demonstrated leadership and have had stable tenures in their past positions. Brodhead wants a new administrative leader who has the experience of guiding a municipality or other complex organizations through a period of growth and organizational change while possessing the strong ability to cultivate positive and productive relationships with the City Council, staff, and residents alike.

Prefer a Bachelor's Degree in public or business administration or related field with at least two 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 the skills required. Residency in the community is encouraged but not required.

The City desires a strong background in budgeting/debt financing (including TIF experience), community marketing (including tourism development/promotion), economic development with a focus on downtown redevelopment, public works and engineering project management, and human resources management and talent development.

Appointment to this position is expected in July, with the new city administrator anticipated to be on the job by early September.





# Future Opportunities & Challenges for the First Brodhead City Administrator

There are many opportunities and challenges for the first Brodhead City Administrator, including the following:

- Continuation of balanced budgets and strong municipal finances
- Collaborative community strategic planning with city staff, Mayor, City Council, and residents
- Continuation of strong collaborative partnerships with other local units of government
- Maintaining a Strong Multi-Year Capital Improvements Program
- Continuation of Efforts to Improve Brodhead's Central Business District and Bring More Commercial Development to the Community
- Youth Recreation Program Growth and Development
- Development of More Housing Availability in Brodhead

Further, this is a very unique opportunity to mold and develop this position within the Brodhead municipal organization and community. Mayor Simpson and the City Council are excited about bringing the first person in this capacity on board.





# How to Apply

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

**Attn:** Kevin Brunner, President

**Address:** 1155 W. South Street Whitewater WI 53190

**E-mail:** kevin.brunner1013@gmail.com

**Application Deadline: June 20, 2025**

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

For more information, visit the City of Brodhead website: <https://www.cityofbrodheadwi.us/>



**To Learn more watch the Brodhead City Administrator video announcement: <https://youtu.be/C8iBsym9mdM>**