

# THE CHASON GROUP, INC.

## **MEMORANDUM**

TO: TRAE WESTMORELAND  
FROM: TIM L. CHASON  
DATE: JANUARY 27, 2020  
RE: PHASE ONE REPORT

Please find attached the Phase One Report for the Coweta County Development Authority. This report focuses on materials which will be utilized to identify qualified candidates for the economic development Project Manager's position with the Authority.

Reviewing the documents is extremely important. The first phase of the talent search will be the distribution of the Position Announcement. I will send the information to The Chason Group's nationwide database of candidates and post the document on GEDA, SEDC and LinkedIn. I will provide a final document for you to post on your website and the Coweta County Board of Commissioner's site if you like. I would like to send this out as soon as possible.

The position description, weighting scale and compensation package can be modified as necessary over the next week or so. Again, these documents are the foundation to the search.

Thank you again for the opportunity to work with the Development Authority on this extremely important project. Please feel free to give me a call at 404.735.0540 if you have any questions. I am available on Monday to discuss in more detail.

Attachments



**Position Description for  
Economic Development Project Manager**

**REPORTS TO:** President and CEO of the Development Authority

**Job Summary**

The Project Manager is accountable for assisting in the development and implementation of effective marketing and sales initiatives; promote Newnan and Coweta County for the attraction and retention of new businesses, investments and jobs; generating and converting leads to qualified projects; assisting in the facilitation and management of site location projects, from initial contact through a final location decision; and interaction with existing businesses in the community.

**Qualification Summary**

Education & Experience

- Bachelor's degree, ideally with an MBA or other post-graduate work, from an accredited college, or equivalent experience, in the area(s) of economic development, economics, planning, business, public administration, marketing, public relations, and/or real estate.
- Three years of work-related experience in a similar field.
- Eligible to obtain a valid State of Georgia driver's license within the first 90 days of employment.

Critical Thinking Skills

- Possess skills necessary to establish and maintain effective working relationships with people and organizations.
- Experienced team builder and leader that will effectively represent the Development Authority in a professional manner at all times.
- Ability to evaluate and select among alternative courses of action quickly and accurately.
- Ability to work well in high-pressure situations while maintaining composure and objectivity.
- Ability to identify potential issues and develop methodologies to prevent or limit the impact of those issues.
- Ability to assimilate complex information and data from various sources and consider, adjust or modify to meet the constraints of the need.
- Ability to effectively listen to, understand, and clarify concerns and issues expressed by stakeholders.
- Knowledge of the concepts and theories relating to industrial and commercial development.
- Knowledge of the practices and procedures of a wide range of business types including manufacturing, distribution/logistics and professional services.
- Knowledge of federal, state and county regulations involving economic development and land use.
- Knowledge of state and local incentives policies and bond financing techniques.
- Knowledge of county policies and procedures.
- Skill in reading and interpreting maps, site plans and technical data.
- Skill in planning, organizing and coordinating projects.

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### Financial Skills

- Possess a clear understanding of revenue bonds and their positive impact on business growth opportunities.

### Technology and Communication Skills

- Proficient with word processing, PowerPoint or Prezi, and Excel skills to prepare business correspondence and reports with speed and accuracy. GIS software skills is recommended.
- Skill in writing grammatically correct routine business correspondence such as letters, emails, meeting minutes, and other documents as required.
- Ability to make oral group presentations to persuade others to accept a specific opinion, action and/or provide information or explain procedures, policies, etc.

## **Specific Duties and Functions**

### Economic Development and Marketing

- Maintains a high level of familiarity with the county's marketable assets, building and site characteristics, and local and state incentives
- Works with the President to develop programs and activities designed to generate sales leads and opportunities and convert leads to industry locations and expansions consistent with Authority's strategic planning and annual plan of work.
- Develops and maintains meaningful and effective professional relationships with statewide and regional economic development project managers, utility companies, real estate contacts and site location consultants as well as established and prospective businesses through continuous contact and communications to identify new business opportunities for Coweta County.
- Serves as an initial point of contact for sales inquiries and promotes Coweta County to prospective industries, and conducts research, determines fiscal and economic impacts of projects.
- Responds to Requests for Information and Requests for Proposal from project managers, site location consultants and industry prospects and develops proposals and other client-centered presentations.
- Analyzes company financial information to assess project viability and works with President to prepare incentive proposals and/or recommendations.
- Coordinates site and community visits and selling opportunities to include developing agendas and itineraries as well as setting and participating in various appointments with local business and government contacts.
- Identify, plan and execute marketing and trade missions in concert with statewide and regional agencies and organizations to targeted markets and/or industries.
- Monitor, measure and report sales activity relative to number of leads generated, project status for active and closed prospects, number of clients, allies and consultants visiting Coweta County.
- Continue professional development to increase knowledge and skills base, and attend professional conferences, events and trade shows.
- Attend professional development seminars and actively participate in professional economic development organizations such as the Georgia Economic Developers Association and Southern Economic Development Council.

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- Attend regular meetings of the Coweta County Development Authority and other meetings of various boards, civic and business organizations as appropriate.

#### Property Management

- Build and maintain accurate records of all properties owned or managed by the Development Authority, including lease agreements, sales agreements, tax records, and other materials as required.
- Facilitate the physical maintenance of all Development Authority owned or leased properties, including signage, roads, right-of-ways, and other improvements as deemed appropriate.

#### Organizational Leadership

- Perform other duties that may be assigned by the President or members of the Development Authority relating to economic development for Coweta County.

### **Organization Structure and Conditions**

Working Conditions - This is a diversified job requiring sustained mental effort related to public contacts, organizational issues, mediation, planning and technical areas as well as travel, public speaking and non-standard business hours. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

The Coweta County Development Authority is an equal opportunity employer. No person is unlawfully excluded from consideration for employment because of race, color, religious creed, national origin, ancestry, sex, age, veteran status, marital status or physical challenges.

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## WEIGHTING SCALE

*Purpose of Weighting Scale.* The Weighting Scale will be utilized to screen candidates throughout the talent search process. The scale provides a base for key skills sets the President of the Development Authority is looking for in a Project Manager.

Marketing Innovator, Aggressive, Detailed, Relationship Builder	40%
Communication Skills Verbal, Written, Digital & Presentation	40%
Critical Thinker Collaborator, Inquisitive	20%
Economic Development Project Management or Related Experiences RFI and RFP Prep Experience; Data Collection; Research	20%
Total	100%



## RECOMMENDED COMPENSATION PACKAGE OFFER PROJECT MANAGER

Category	Offer
Annual Base Salary	Up to \$70,000.
Incentive Bonus	After one year of employment. To be determined through 2021 goal setting – established with approval of President and Board.
Medical/Dental/Prescription	Employer partial paid. Full-time employees have two Cigna medical plans as well as a dental plan to select from. Included with enrollment in the medical plan is a \$10,000 basic life and AD&D insurance policy. The waiting period for enrollment is 60 days from date of hire. Coverage effective on 61st day from date of hire. (Coweta County Board of Commissioners.)
Life Insurance	Employer paid. 3 x annual salary. (Coweta County Board of Commissioners.)
Retirement Plan	Defined Contribution Plan – 457(b)/401(a) Enroll within 30 days from date of hire. Employee Contribution – any % of compensation – \$19,500 maximum. Employer Contribution – match up to 5% plus 1% automatic contribution (match and automatic contribution increase with years of participation up to max of 9% and 5% respectively.) (Coweta County Board of Commissioners.)
Long-Term Disability Insurance	Employer paid – if enrolled in Defined Contribution Plan). Pays a monthly benefit of 60% of employee’s base salary. 180-day elimination period. (Coweta County Board of Commissioners.)
Paid Time Off / Sick Leave	Two weeks annually – years zero to 3; three weeks annually – years 4 – 10. Sick leave accrues 8 hours per month. (Coweta County Board of Commissioners.)
Holidays	New Year’s Day, Martin Luther King, Jr. Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving Day and the following Friday, Christmas Eve, Christmas Day.
Professional Development	As budgeted and approved by the President of CCDA.
Professional Memberships	Georgia Economic Developers Association and others as budgeted and approved by the President of CCDA.
Civic Club Membership	As budgeted and approved by the President of CCDA.
Mileage Reimbursement	Employer paid. Business mileage reimbursement will be provided at current rate established by Coweta County Board of Commissioners.
Wellness Reimbursement	Employer paid. Full-time employees who have at least 60 visits to a fitness facility between October 1st and September 30th are eligible for a \$240 reimbursement. This is a voluntary program.

**Continued**

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## Recommended Compensation Package Offer – Coweta County Development Authority

### **Commuting Distance & Office Hours**

- Project Manager will be expected to live within a reasonable commuting distance of the Coweta County Development Authority offices in Newnan, Georgia within three months of start date. Office hours are 8 am until 5 pm, Monday through Friday. Based on programs, there are early morning and evening meetings. Limited weekend travel is expected.

### **Additional Notes**

- Cell phone (for business use) and laptop will be provided to Project Manager. Option available for \$55 cell phone stipend to be paid each month vs another cell phone.
- 45 and 90-day performance reviews.
- Annual performance review December 2020.

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## Economic Development Project Manager - Newnan, Georgia

**Overview.** The Coweta County Development Authority ([www.developcoweta.com](http://www.developcoweta.com)) in Newnan, Georgia has retained The Chason Group to lead a talent search for an economic development Project Manager.

**About the Authority.** The Coweta County Development Authority is the primary point of contact for economic development activities in the community. Trae Westmorland, a seasoned economic development professional, has served as President and CEO of the authority since 2017. The authority was created in 1966 through a local amendment to the Georgia Constitution. The agency consists of a five-member volunteer board, appointed by the Coweta County Commission. In addition, a seven-member board, the Development Authority of Coweta County, was established by legislation in 1973. These two boards work together to support and enhance economic development in Coweta County.

Working with local, regional, state and national partners, the Authorities work to encourage and promote economic development activity in the county, whether through the location of a new company or through the expansion of an existing facility.

**Newnan – Coweta County and Georgia.** Located in the southwest quadrant of the Atlanta MSA, Newnan and Coweta County are located along Interstate 85. Coweta has a population of 141,554 and is the 49th fastest growing county in the US. Georgia has earned the distinction from Site Selection magazine as the number one place in which to do business for seven consecutive years.

**About the Position.** The economic development Project Manager will be accountable for assisting in the development and implementation of effective marketing and sales initiatives focused on the attraction and retention of new businesses and jobs. The professional selected will be accountable for generating and converting leads to qualified projects; assist in the facilitation and management of site location projects from initial contact through final location decision; prepare RFPs and RFIs for economic development partners and stakeholders; and have extensive interaction with existing companies in the the area.

**Position Requirements.** Candidates should possess a Bachelor's degree, ideally with an MBA or other post-graduate work, from an accredited college, or equivalent experience, in the area(s) of economic development, economics, planning, business, public administration, marketing, public relations, and/or real estate. Individuals interested in the position should have a minimum of three years of work-related experience in a similar field.

**How To Apply.** For more information regarding the executive search process for the Project Manager's position with the Development Authority, please contact Tim Chason at 404/735-0540. A cover letter and resume may be uploaded at [www.thechasongroup.com](http://www.thechasongroup.com). The deadline for materials to be submitted is February 14, 2020. The anticipated start date for the position is late March.

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