

# ECONOMIC VITALITY MANAGER



City of  
**Mountain  
View**



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## THE COMMUNITY

Nestled between the Santa Cruz Mountains and San Francisco Bay, Mountain View is a diverse community with an estimated population of 83,601. Mountain View covers just over 12 square miles, featuring over 1,000 acres of parks and open space, including the 750-acre wildlife and recreation area called Shoreline at Mountain View. In the heart of Silicon Valley, Mountain View is home to an attractive downtown area and headquarters to many nationally and internationally known corporations, including Google, Microsoft, LinkedIn, Intuit, Waymo, and other major technology companies, along with a thriving small business sector. Mountain View has also quickly become a hub for autonomous vehicle and drone delivery ventures. While leading the region in innovation and ideas, Mountain View remains committed to the values of strong neighborhoods and community involvement.

The City of Mountain View prides itself on providing exceptional public services and facilities that meet the needs of a caring and diverse community in a financially responsible manner. In the heart of the City, Mountain View's vibrant and pedestrian-friendly downtown offers a wide range of attractions, including numerous restaurants and retail stores, cultural events, concerts, and a weekly farmers' market. The City has turned three blocks of downtown into a Pedestrian Mall, creating a great experience for those who visit. The Civic Center, built around Pioneer Park, has one of the finest performing arts facilities in Northern California, and a 60,000-square-foot, state-of-the-art Library.

Mountain View's 45 City parks and extensive trail system provide an array of opportunities for recreation and active living. Shoreline at Mountain View is a regional park with stunning views along San Francisco Bay, featuring an 18-hole golf course, sailing lake, restaurant, and 9.7 miles of trail. Shoreline Amphitheatre boasts an exciting concert season bringing top-name performing artists to Mountain View.

The City has an impressive safety record and is regarded as one of the safest and best places to live and work in the Bay Area. The community is served by excellent public and private schools and is in proximity to some of the best universities in the nation, including Stanford, Santa Clara University, UC Berkeley, UC Santa Cruz, San Jose State, and Carnegie Mellon-West.

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## CITY GOVERNMENT

The City of Mountain View is a forward-thinking, full-service city operating under the Council/Manager form of government. The seven Councilmembers are elected at large for four-year terms that are staggered, with elections held in even-numbered years. The Mayor and Vice Mayor rotate every year among the Councilmembers. Mountain View City Council has a well-earned reputation for demonstrating good governance, embracing innovation, taking the lead on challenging regional and state policy issues, working together with civility, and treating members of the community and City staff with respect and appreciation.

The Council has adopted a Strategic Plan to guide the City through the next two fiscal years, focusing on seven priorities: Community for All, Intentional Development and Housing Options, Mobility and Connectivity, Sustainability and Climate Resiliency, Livability and Quality of Life, Economic Vitality, and Organizational Strength and Good Governance.

The City Council appoints the City Manager, who implements the strategic direction and manages the day-to-day operations of the City government. The City Council appointed Kimbra McCarthy as City Manager in March 2020. Under her leadership, the City organization has gone through a positive transformation with a specific focus on enhancing the excellent organizational culture, fostering effective governance, and embracing a continuous improvement mindset. City Manager McCarthy has increased the organization's staffing levels and empowered employees to take bold and strategic steps to evolve the organization and implement unprecedented new programs to serve the Mountain View community.

Mountain View's sound fiscal practices, strong budget discipline, and diversified revenues have allowed the City to maintain its AAA credit rating and helped it to remain resilient in the face of economic uncertainty. In fiscal year 2024-25, the City's expenditure budget is \$546.7 million, with over 709 employees citywide. The City is very intentional regarding maintaining a robust and vibrant organizational culture. This demanding yet rewarding environment is suitable for professionals who are at, or striving to be, at the top of their game as this mid-size city performs more like a larger metropolitan municipality.

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## COMMUNITY DEVELOPMENT DEPARTMENT

The Economic Development Division is located within the Community Development Department and is supported by a strong and collaborative partnership with the City Manager's Office. The Community Development Department focuses on creating a livable community that balances the needs of residents, property owners, and businesses. The Department is organized across the following three divisions: Planning, Building, and Economic Development; and is supported by 49.5 FTE with a FY 2024-25 budget of \$16.5 million.

The Community Development Department reflects the City's unique and innovative approach with a fun, team-oriented culture. Team members are encouraged to innovate and try new things, building on the Department's history of creativity and collaboration. Employees learn and grow by working on interesting and innovative assignments and being part of an engaged, high-performing team.

Recently, the City approved the Google North Bayshore Master Plan, the largest development project in the history of the City. A new dedicated website for the development review process has recently launched, and the City has implemented multiple process improvements to streamline permitting including "ePermitsMV," a one-stop location to submit building permits electronically, and "ExpressPermitsMV," a fast-track permit review process for small-scale residential and commercial projects.

## Economic Development Division

The Economic Development Division develops and implements strategies, plans and programs to achieve the City's vision for economic vitality and to expand the local economy. The Division is responsible for recruiting and retaining businesses, advising on public-private projects on City land, and implementing the public art strategy and oversight of the public art review process. The Division coordinates across several City departments to plan and promote downtown revitalization efforts and supports implementation of the Downtown Precise Plan. Division staff build partnerships and take an innovative, solution-oriented approach to working with businesses and being responsive to their needs. Staff are frequently the first point of contact for entrepreneurs, small businesses, and brokers seeking clarity in navigating City policies and processes. The team works across all departments within the City as an advocate for helping businesses thrive.

With a FY 2024-25 budget of \$1.9 million, the Economic Development Division is supported by three staff members, including the Economic Vitality Manager and two Economic Vitality Strategists, and is supplemented by outside consulting support. Reporting to the Community Development Director, the Economic Vitality Manager works closely with the Assistant City Manager and other team members citywide. A major focus for Division staff over the next five to ten years will be implementation of the Economic Vitality Strategy, including over 164 recommended actions.

As a key member of the City team, this individual will develop strong internal and external relationships, including acting as the City's liaison for the Downtown Business Association, Chamber of Commerce, Downtown Business Improvement Association, and other regional associations such as the Silicon Valley Economic Development Alliance, NOVAWorks, SVCCreates, and Joint Venture Silicon Valley. Division staff are also responsible for staffing both the Downtown and the Visual Arts Committees, which serve as advisory bodies to the City Council, and working closely with businesses, property owners, and developers. This high-profile position also interacts with leaders in all sectors of

the business community, from the largest corporations to small businesses located downtown and throughout the City.

### Building the Mountain View of Tomorrow

*Innovation Economy, Vibrant Downtown, Small Business Support*

- Economic Vitality Strategy
- Retail Strategies and Vacancy Solutions
- Corporate Partnerships
- Development Review Process Improvements
- Castro Pedestrian Mall
- Downtown Parking Strategy
- Public Art Strategy
- Downtown Precise Plan Update
- Moffett Boulevard Precise Plan
- Storefront Activation
- Wayfinding
- Downtown Assessment District
- Major Sporting Events in 2026

## THE IDEAL CANDIDATE

The ideal candidate will be a dynamic and visionary economic development professional who is innovative, results-driven, and energized by a fast-paced environment. This highly motivated leader will serve as a strong advocate for the City and its thriving business community, building meaningful relationships with a wide range of stakeholders. Approachable and visible, the ideal candidate will be an exceptional communicator with strong interpersonal skills and high emotional intelligence. As an inspiring and supportive people manager, this individual will encourage team members to achieve their full potential. Mountain View's future economic development leader will bring a genuine passion for working with businesses of all sizes and excel at uniting diverse interests around a shared vision for the future.

### Key Attributes and Characteristics:

- Strong customer-service mindset and commitment to engaging with and serving the community.

- Forward-thinking and inspirational, with a focus on building a sustainable, modern economic future for Mountain View.
- Innovative mindset and willing to try new things to help small businesses thrive.
- Highly collaborative, with a track record of forming positive partnerships with City staff, residents, business owners, and developers.
- Excellent written and oral communication skills, adaptable to a wide range of audiences from City officials and management to business owners and developers.
- Proven ability to foster a collaborative team culture, encouraging innovation and challenging conventional approaches.
- Dedicated to continuous improvement, leveraging technology and streamlining processes to promote the City and engage stakeholders.
- Respected industry leader with a talent for attracting new business while valuing and supporting long-established local businesses and service providers.
- Creative problem-solver is capable of developing solutions that align the interests of multiple parties with diverging goals and objectives.
- Action-oriented and strategic professional able to maintain focus and rigor on achieving outcomes outlined in the recently adopted Economic Vitality Strategy.

This position requires five years of increasingly responsible experience in economic development, real estate, financing, redevelopment, or a related field, including one year of supervisory responsibility. A Bachelor's degree in economics, finance, business or public administration, marketing, or a related field is also required.



## COMPENSATION & BENEFITS

Effective July 1, 2025, the standard salary range for this position is \$164,525 - \$246,787, with a control point of \$205,656. Appointment beyond the midpoint may be considered depending on qualifications and experience. Salary growth after appointment is in accordance with pay-for-performance plan, and increases may be awarded annually for meritorious performance.

The City also offers a highly competitive benefits package that includes the following:

**Flexible/Hybrid Work Schedule:** Flexibility will be offered for telecommuting or alternate work schedules after the successful candidate is established in the position, while recognizing the importance of visibility and relationship building for this role within the City organization and business community.

**Retirement:** 2.7% at 55 years of age for CalPERS classic members and 2% at 62 for CalPERS new members; employee contribution to CalPERS is 11.5% for classic members and 10.5% for new members for fiscal year 2024-25; with no Social Security deduction.

**Vacation Leave:** Up to 23 days depending on years of service with Mountain View. Annual vacation cash-out program available.

**Sick Leave:** Accrues 12 days per year. An additional 8 hours of vacation leave is granted for each quarter when sick leave is not used.

**Management Leave:** Accrual up to 10 days per fiscal year (80 hours); pay out at the end of fiscal year if not used.

**Deferred Compensation:** A deferred compensation plan is available for voluntary employee contributions with a one-time contribution of \$2,500 for employees on January 1, 2026, and January 1, 2027.

**Health Insurance:** The City offers a choice of four medical plans (two HMO plans, one HDHP/HSA, and one PPO) through Health Net and Kaiser. The City pays the full premium for vision coverage and full dental premiums for the employee plus a significant portion of dependent coverage.

Short and long-term disability, life, and accidental death and dismemberment insurances are provided and paid for by the City.

**Wellness:** Wellness-minded culture includes access to an onsite employee gym and incentive pay for participating in the City's wellness program.

**Paid Parental Leave:** Up to 8 weeks' paid leave for the birth, adoption, or fostering of a child.

**Commute Incentives:** Up to \$150/month City contribution for mass transit expenses, with \$10/month minimum employee contribution, and a bicycle commute incentive.

**Tuition Reimbursement:** Up to \$2,000 in tuition reimbursement for education advancement annually with a one-time opportunity for up to \$20,000 for the completion of a job-related bachelor's or master's degree or approved leadership program.

**Retiree Health Plan:** Employees can participate in a defined benefit or a defined contribution retiree health plan.

**Housing:** Low-interest loan options are available to assist with purchasing a primary residence in, or within a 10-mile radius of, Mountain View.

**Relocation:** Relocation assistance may be provided.

**Other Benefits:** City offers an Employee Assistance Program (EAP), IRS Section 125 flexible benefits and pretax childcare.

## APPLICATION & SELECTION PROCESS

The closing date for this recruitment is midnight, **Sunday, July 13, 2025**. To be considered for this opportunity, upload a compelling cover letter, resume, and list of six professional references using the "Apply Now" feature at [www.tbcrecruiting.com](http://www.tbcrecruiting.com). This is a confidential process and will be handled accordingly throughout the various stages of the process.

**TB&CO.**

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Following the closing date, applicants with the most relevant qualifications will be granted preliminary interviews by the consultants. Candidates deemed to be the best qualified will be invited to participate in additional interviews and a meeting with the City Manager. The City anticipates making an appointment in a timely manner, once negotiations and background and reference checks are completed. Please note that references will not be contacted until mutual interest has been established.

