

Peckham & McKenney
"All about fit"



Economic Development Manager

CITY OF MENLO PARK, CALIFORNIA

THE COMMUNITY

The City of Menlo Park is a thriving community with tree-lined neighborhoods, active commercial areas, excellent schools, spaces to enjoy the outdoors, and opportunities to engage in local activities. Located conveniently between the major metropolitan areas of San Francisco and San Jose, Menlo Park is home to just under 34,000 residents in its 19 square miles. The stunning natural surroundings of the city afford views of the San Francisco Bay to the east and the Pacific Coastal Range to the west. Menlo Park's climate is moderate to warm, with an average of 265 sunny days a year.

Menlo Park's residents reflect a range of backgrounds and interests, with a tendency toward being actively engaged in community life. Excellent public and private schools serve its many young families, while residents of all ages enjoy the City's numerous parks and recreational facilities. The City's close proximity to Stanford University and Menlo College provide a multitude of academic, cultural and athletic event opportunities. The City regularly hosts musical performances and cultural experiences at both the downtown Burgess campus and the newly opened Belle Haven Community Campus. The Downtown, with its many eateries and



unique shops, attracts locals and visitors alike. The Menlo Park Caltrain station also provides a convenient connection to the numerous arts and leisure activities in the San Francisco and San Jose areas.

Known worldwide as the "Capital of Venture Capital," Menlo Park hosts many venture capital firms and is well situated to benefit from and help shape new technologies and markets originating from Silicon Valley. Additionally, Menlo Park is host to numerous technology and healthcare related companies, including such major employers as Meta (formerly Facebook), SRI International, Pacific Biosciences, Grail, Exponent, and CSBio.

For additional information, visit the City's website at menlopark.gov.

THE ORGANIZATION

Incorporated in 1927, Menlo Park is a General Law city operating under a Council-Manager form of government. The City Council is the City's five-member governing body whose members are elected by district for four-year

overlapping terms in general municipal elections. The Mayor and Vice Mayor each serve one-year terms and are selected annually by the City Council.

The City Council appoints the City Manager and City Attorney as well as members of the Planning Commission and numerous advisory boards. The City Manager appoints all executive and management level positions. City staff report to one of six departments: Administrative Services, City Manager's Office, Community Development, Library and Community Services, Police, and Public Works, which includes Menlo Park Municipal Water. Fire protection and sanitary services are provided by separate special districts.

The City is supported by 296 FTE and has over 55 funds with a total expenditure **budget over \$216 million**. As evidence of the City's sound financial stewardship and solid financial standing, Menlo Park consistently maintains an AAA bond rating, in large part due to its healthy reserves and strong revenue base.

In addition to its many attributes, Menlo Park has one of the most beautiful civic center campuses in the Bay Area. Heritage trees, a running fountain and a duck pond surround City Hall. The campus also includes a nine-acre park, recreation facilities and the Menlo Park Library. These civic amenities make the campus a noted destination for residents, local employees and visitors. Conveniently located, the campus is a short walk to the Menlo Park Caltrain Station and the downtown retail district.

THE DEPARTMENT

This position falls within the City Manager's Office, which, under the direction of the City Manager, has responsibility for staff organizational management, personnel appointment, preparation and execution of the City budget, as well as administration of city ordinances and policies adopted by the City Council. The City Manager's Office provides administrative support to the City Council and advisory commissions,



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in addition to working closely with the City Attorney's Office.

The City Manager's Office also includes the following key functions:

- Administration
- City Clerk
- Communications & Public Engagement
- Economic Development
- Emergency Preparedness
- Sustainability



Additional information on the City Manager's Office and the City Manager's Office budget is available through the [public budget portal](#).

As an integral part of the City Manager's Office, the Economic Development division ensures that the City addresses the needs of local businesses and provides opportunities for their success. This includes identifying new businesses that will enhance the community and the City's overall economic health, and assisting with expeditious, thorough, and effective development approvals. This also includes regular outreach to local businesses to offer assistance through referrals to state and federal programs, strategic planning for expansion approval, and marketing/networking opportunities. This division creates and maintains partnerships with multiple economic development associations, community-based organizations, and state and federal

resources to market Menlo Park as an attractive location for businesses.

THE POSITION

The City of Menlo Park is seeking a dynamic and experienced Economic Development Manager to join the City Manager's Office. This is a fantastic opportunity to shape and lead innovative programs that enhance the local economy, reimagine and activate the built environment, and attract, retain, and support businesses in the world class community of Menlo Park.

Menlo Park is home to a vibrant mix of small businesses, restaurants, hotels and venues, cutting-edge life sciences companies, venture capital firms, and multinational technology companies, among others. The Economic Development Manager plays a vital role in fostering relationships with the business community, developing and implementing economic development strategies, and providing direct support to meet business needs—a truly diverse range of work in partnership building, policy development, long-term visioning, program implementation, data analysis and research, and service delivery.

"Downtown vibrancy" is one of the top five priorities of the City Council. The Economic Development Manager would join the City at an exciting time, with a clear opportunity to guide the vision and community engagement strategy for efforts in the Downtown. The Manager would play a pivotal role in the implementation of the "Streetary" outdoor dining program, activation of public space, efforts around the construction of affordable housing, improvements to parking plazas and streetscapes, and more.

THE IDEAL CANDIDATE

The Economic Development Manager must be a superb communicator with a track record in building partnerships and the ability to connect with a diversity of businesses, agencies, organizations, and community groups, to continue to enhance Menlo Park's robust local economy and quality of life.

A strongly collaborative and creative approach to innovating City strategies and programs to advance economic development will be key to success in this position. The successful candidate will be well-versed in economic development strategy, with an adaptable and strategic mindset to take on new projects and advise senior staff on complex topics. Additionally, a well-developed perspective to not only create new programs and garner the necessary support, but also to thoughtfully and thoroughly implement changes for the most optimal outcomes is needed.

Given the unique business environment in Menlo Park, which is comprised of small, independent, local businesses, as well as large corporations such as Meta, along with everything in between, the ideal candidate must be adaptable, proactive, and politically astute. In addition to managing a variety of communications and interactions with a wide range of businesses, the successful candidate will be able to effectively connect and coordinate with a number of City departments to further various projects and initiatives.

The successful candidate will also be well-versed in how to utilize data to analyze



the division's level of service, produce reports, and make recommendations for improvements.

EXPERIENCE AND TRAINING GUIDELINES

The position requires the equivalent of:

- Graduation from an accredited four-year college or university with major coursework in business administration, public policy or administration, economics, urban planning, or closely related;
- Five (5) years of increasingly responsible experience in a related field (a Master's degree in a field as listed above may substitute for one (1) year of the required experience); and
- Possession of a valid California driver's license and a satisfactory driving record.

THE COMPENSATION

The annual salary range for this opportunity is \$138,413 - \$186,857, depending on qualifications.

The City also offers a generous benefits package including:

CALPERS RETIREMENT: Classic members 2.0% @ 60 and 2% @ 62 for PEPPRA members. Employees pay the full member contribution. The City does



SEARCH SCHEDULE

Filing Deadline.....	August 5, 2025
Preliminary Interviews.....	August 6 - 19, 2025
Recommendation of Candidates	August 25, 2025
Finalist Interview Process	September 4-5, 2025

These dates have been confirmed, and it is recommended that you plan your calendar accordingly.

not participate in Social Security, except for the 1.45% Medicare contribution by both the City and employee.

MEDICAL PLANS: City pays 100% medical, dental, and vision insurance.

EDUCATIONAL REIMBURSEMENT: City reimburses up to \$3,600 per year for tuition expenses or existing student loan payments, subject to program guidelines.

LIFE INSURANCE: City provided policy equal to 1.5 times the employee's annual salary up to \$350,000.

DEFERRED COMPENSATION: City matches employee contribution up to 4% of salary or to the IRS maximum, whichever is less

PAID TIME OFF: Includes 338 hours of General Leave, 80 hours of Management Leave, and 11 official paid holidays. Up to 120 hours may be cashed-out in accordance with the City's leave buy-back policy. Accrued general leave is fully paid out upon separation from the City.

OTHER: City contribution of \$2,500 per year for health reimbursement account. Employees who are not assigned a City vehicle receive an auto allowance of \$277 per pay period. City Manager may award bonus of up to \$20,000 per fiscal year. City paid long-term disability and AD&D insurance. Counseling and referral services provided through the Employee Assistance Program.



THE RECRUITMENT PROCESS

To apply for this exciting career opportunity, please submit your cover letter and resume (including month/year of employment) via our website:

Peckham & McKenney
www.peckhamandmckenney.com

Please do not hesitate to contact Anne Cardwell at 707-771-4213 or anne@peckhamandmckenney.com for questions regarding this position or the recruitment process.



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