



— POSITION AVAILABLE —

Deadline Extended - Looking for a Few More Great Candidates

CITY MANAGER

*Apply ASAP but no later than December 6, 2024*

Welcome to Longview, Washington! The City of Longview encapsulates the wonder of living in the Northwest – a welcoming and close-knit community, deep roots in the timber industry, the perfect hub for outdoor activities, natural diversity, and the kind of place where you want to raise a family. Whether you're a big city person or a nature-lover, Longview will supply you with everything you need. Ideally located where the Columbia and Cowlitz rivers meet, Longview serves as the perfect hub for outdoor activities and adventures set in a scenic landscape.

Longview is geographically located in one of the best areas in Washington. Residents enjoy the small-town atmosphere, with large metropolitan amenities nearby. The City is situated near Vancouver, WA (40 miles), Portland, OR (50 miles), Olympia, WA (68 miles), while Seattle, WA is only 128 miles north. These nearby cities expand the opportunities for work, education, and recreation, making Longview the perfect location for residents. For adventure seekers, Longview is near Mount St. Helens (1 hour), the beaches of the Pacific Ocean (1.5 hours), and the terrain of the ski slopes (2 hours).

The Longview area is not only community-focused, but also prioritizes the environment. The City has been recognized for its



strong commitment to urban forestry. In addition, Longview has maintained a progressive Urban Forestry Program since the 1960s, currently run by the Parks Department. It was one of the first communities to receive the Tree City USA certification from the Arbor Foundation and has kept this designation since 1984. Also, in 2020, Longview was named a Tree City of the World by the National Arbor Day Foundation. These awards and designations demonstrate Longview's commitment to preserving forests and green spaces.

There are many ways for residents to enjoy the natural surroundings of Longview. Lake Sacajawea, often called Longview's "crown jewel," offers a variety of outdoor activities that include boating, fishing, and picnicking. A 3.5-mile loop trail offers residents the ability to walk, run or bike, and is the gathering place for many community events. As part of Longview's original city plan, Lake Sacajawea is a treasured spot for both locals and visitors to enjoy year-round.

Longview and its surroundings offer a variety of recreational activities. There are many hiking trails in Cowlitz County and in the Mt. St. Helens National Monument. Additionally, golfing and disc golf are popular, and the nearby Cowlitz River provides opportunities for fishing, kayaking, and boating. With these diverse outdoor experiences, Longview is a center for nature lovers seeking both adventure and relaxation.

Longview is steeped in history and has a strong local culture. Many of the buildings that were built as part of the original city plans have been preserved and are still in use. The Longview Public Library, dedicated in April 1926, is a historic building designed in the Georgian style, which was popular at the time of its design. This library serves as a key cultural resource in the community, reflecting the city's commitment to education and public service.

As residents walk through the city, many buildings capture the essence of the city's past. Some of these buildings include the Commerce Building, Columbia River Mercantile, Columbia Theatre, the Monticello Hotel, and St. Helen's Church. There is also modern architecture that echoes the spirit of Longview. An iconic symbol of the city, the Nutty Narrows Bridge, built in 1963, provides a unique feature as a bridge for squirrels, allowing them to safely cross a bustling thoroughfare. Longview is known

for its squirrel bridges and has since added eight more, demonstrating the community's quirky charm.

Longview has many dining options for residents and visitors who possess varied cravings. Beloved local establishments such as Porky's Public House and Eatery, Mill City Grill, Junior's Tacos, and Rigos; each offering a unique culinary experience. Coffee aficionados will find plenty of charming coffee shops with local brews, including Keebler Coffee Roasters and Red Leaf Coffee. For those with a passion for refreshment, Longview is home to several wineries and breweries. You can sample local creations at Ashtown Brewing Co., Antidote Tap House, and Roland Winery.

Additionally, the Cowlitz Community Farmers Market, held on Saturdays during harvest season, is the perfect place to explore fresh, locally grown produce and artisan goods. Longview's vibrant cultural scene comes to life with events such as "Concerts at the Lake," held at Lake Sacajawea, where local musicians display their talents in a scenic outdoor setting. The city is known for community wide events such as Squirrelfest, Crafted Brewfest, and Turkey Trot Fun Run. Each year, the city hosts the Go 4th Festival which is one of the oldest and largest 4th of July celebrations in the state. Visitors come from all over Washington and Oregon to attend the festival's parade, timber show, vendor market, and spectacular firework display.

The City also values providing modern amenities and activities for its residents. Longview offers a wide array of recreational activities for residents of all ages. Adults can participate in options like softball, hula, and basketball. For kids and teens, programs include various sports, babysitting, ballet, bowling, ceramics, cooking, quilting, Spanish, ukulele, summer camps, after school care, and many other activities are available.

Longview is invested in its local parks. These parks are ideal gathering spots where adults and children alike can enjoy large grassy areas, boating, fishing, trails, sports, and local environment. These activities and recreational spaces foster Longview's sense of community. When people can play, create, and coexist with each other, strong relationships can be fostered.

The Longview School District provides exceptional educational experiences that empowers every student to succeed. The eight

elementary schools, three middle schools, and two main high schools are known for their high-quality instruction, innovative programs, and a supportive community that believes in the potential of every child. Pre-K children also benefit from the Broadway Early Learning Center, which offers foundational education. For students seeking flexible learning options, the Longview Virtual Academy is an excellent choice for students in grades 6-12. This program offers a free tuition model and provides an at-home learning environment with in-person support.

There are also opportunities for higher education located in and near Longview. Lower Columbia College is a public two-year and limited four-year institution, offering over 90 certificate and degree options across eight distinct career pathways. For those seeking a four-year degree, Washington State University Vancouver is conveniently located just 40 minutes south of Longview. This campus provides a small-school atmosphere, with opportunities that a larger university offers.

Longview's total crime rate is higher than the state average; however, it's noteworthy that the overall crime rate in Longview decreased by 13% in 2023 compared to the previous year. Many offenses are connected to mental health and substance abuse issues. In response to these challenges, the local police department has been proactive in developing a robust Behavioral Health Unit (BHU) over the past few years, aimed at addressing the needs of individuals in crisis. This initiative has positively affected the community's crime rate and is a significant step toward enhancing the overall quality of life for all residents.

The City offers an affordable real estate market, with a median sale price of \$373,000, while the median list price is \$409,933, making it an appealing option for homebuyers. For those seeking open space, larger newer builds are available, featuring ample yard space in many listings. The homes available in this area effectively cater to various needs and preferences.

Sports enthusiasts can easily access major sports events in nearby cities. Portland is home to the Trail Blazers (NBA), the Portland Timbers (MLS), and the Portland Thorns FC (NWSL). Washington also has a plethora of professional sport teams including: the Seattle Mariners (MLB), Seattle Seahawks (NFL)

Seattle SeaWolves (APRU), Seattle Storm (WNBA), Reign FC (NWSL), and the Seattle Kraken (NHL).

For those looking to travel from Longview, a variety of transportation options are available. Amtrak and Greyhound offer rail and bus services, connecting residents to regional and national locations. For air travel, the Portland International Airport (49 miles) and the Seattle-Tacoma Airport (120 miles) both provide extensive domestic and international flight services.

Longview is a welcoming and vibrant community that offers a wealth of recreational activities, educational opportunities, and access to major urban centers. With organized sports and diverse programs for all ages, residents can engage in everything from pickleball to ballet. Longview serves as an ideal location for those seeking a balance of small-town charm and access to broader opportunities. Whether exploring local parks, enjoying community events, taking pleasure in natural surroundings, or traveling to nearby attractions, Longview offers a rich and fulfilling lifestyle for its residents.

## HISTORY

In 1849, pioneers began to settle the Cowlitz County area. They named their settlement Monticello, in honor of Thomas Jefferson's home in Virginia. In 1852, a group assembled in what would be called the Monticello Convention, to petition Congress for statehood and to be called Columbia. Congress agreed to statehood but named the state Washington in honor of George Washington, the first president of the United States of America.

Longview, WA is a planned city, one of the few that were built in the early 20th century. The idea for the city was conceived and developed by Robert A. Long, a lumber tycoon for the Long-Bell Lumber Company. He envisioned a modern community that would support his lumber mill operations. The Long-Bell company contracted with George Kessler, a city planner based in St. Louis, to build a city that would support two lumber mills. Kessler designed the town based on the nation's capital and planned a city for up to 50,000 residents.

Table 1: Longview Demographics

Distribution by Race		Distribution by Age	
White	79%	0 to 19	24%
Black	1%	20 to 29	13%
Asian	2%	30 to 39	13%
Native American	1%	40 to 59	23%
Some Other / Two or More Races	17%	60 to 79	22%
Total	100.0%	Over 80	5%
Hispanic (all races)	10%	Estimated Population: 37,722	

Educational Achievements (25 & Over) and Other Statistics	
High School or Higher	88.5%
Bachelor’s Degree or Higher	15.7%
Median Age—Longview, WA	39.9
Median Age—U.S.	39
Median Household Income—Longview, WA	\$34,737
Median Household Income—U.S.	\$74,580
Poverty Rate	13.6%

Source: U.S. Census Bureau

The City was officially incorporated on February 14, 1924. At the time of its conception, Longview was the only planned city of its magnitude to have ever been conceived of and built entirely with private funds.

## DEMOGRAPHICS

See Table 1 for information on Longview demographics.

## CLIMATE

Because Longview, WA is located 80 miles inland on generally flat terrain, the area experiences a temperate maritime climate, characterized by mild, wet winters and warm, dry summers. Autumn brings cooling temperatures and increasing rainfall which transforms the landscape into vibrant reds, oranges, and yellows. The winters are rainy and chilly, with one to two



Figure 1: Location of Longview, WA

snowfalls each year. Temperatures in the winter are typically between 30 and 55 degrees Fahrenheit. The record for the coldest temperature recorded is -6 degrees Fahrenheit. Spring brings gradually warming temperatures and decreasing rainfall making way for blooming flowers and budding trees. Cherry blossoms and wildflowers create colorful displays. Summers are warm and dry with average summer temperatures in Longview between 70 to 80 degrees Fahrenheit, with the record high being 108 degrees Fahrenheit.

## GEOGRAPHY

Longview covers 14.79 square miles, with 14.49 square miles of land and 0.3 square miles of water. The City is located in Cowlitz County, along the Washington/Oregon border. The Columbia River is located along Longview’s southern border, with the Lewis and Clark Bridge connecting it to Rainier, Oregon. Longview’s proximity to the river is one of its defining landmarks.

## COMMERCE

Longview has a large commercial base in the logging industry and the associated industries, such as paper, packaging, and energy.

Table 2: Principal Employers, Longview, Washington

Employer	Industry	Employees
PeaceHealth / St. John's Hospital	Healthcare	1,740
Weyerhaeuser	Energy and Natural Resources	1,600
Longview Fibre / Westrock	Paper and Packaging	975
Longview School District	Education	813
Foster Farms	Agriculture	787
Kelso School District	Education	734
Cowlitz County	Government	619
Nippon Dynawave Packaging	Packaging	539
Norpac	Paper	500
Lower Columbia College	Education	434

Source: Longview, WA 2023 CAFR

## THE GOVERNMENT

The Longview City Council consists of seven members, with one Councilmember appointed as the Mayor for a two-year term. Council members are elected at large, serving staggered four-year terms. The current Mayor, Spencer Boudreau, was appointed in 2024 and has served in his Council position since January 2022. Four Council positions are elected during one election year, while the other three positions are elected two years later during the next elections, with 2025 being the next election year, which will be held for the Mayor and two Council seats; 2027 will be held for the four remaining Council seats. They each are involved in the community and serve on various boards and Councils.

The City Manager is responsible for carrying out policies and programs established by the City Council. They supervise the City's day-to-day operations, including departments and employees, either directly, or indirectly. The City Manager oversees several public service positions, including the Police Chief, Fire Chief, City Attorney, HR Director, and the Executive staff. Historically, one Department Head has been appointed as Assistant City Manager, which reports to the City Manager and manages the remaining departments in the City. The City Manager reports to the Longview City Council, who in turn answers to the citizens of Longview.

Longview has 334 full-time employees with 100 part-time employees. There are five unions representing employees, which include the International Association of Fire Fighters Local 828 (firefighters), International Association of Fire Fighters Local 3375 (battalion chiefs & fire marshal), Longview Police Guild, Longview Support Guild, Amalgamated Transit Union, Local 758, AFL-CIO, and the Employees' Bargaining Association. The City provides all the typical services of a full-service community including Police, Fire/EMS, Utilities (Water, Sewer, Stormwater), Planning & Development, Parks & Recreation, Library, Economic Development, Human Resources, and Transit (RiverCities Transit provides bus services for Longview and Kelso). The City currently has contracts for the City Attorney and Finance Director.

Longview's Total Adopted Budget is \$125,437,360. Its General Fund Budget is \$48,298,540.

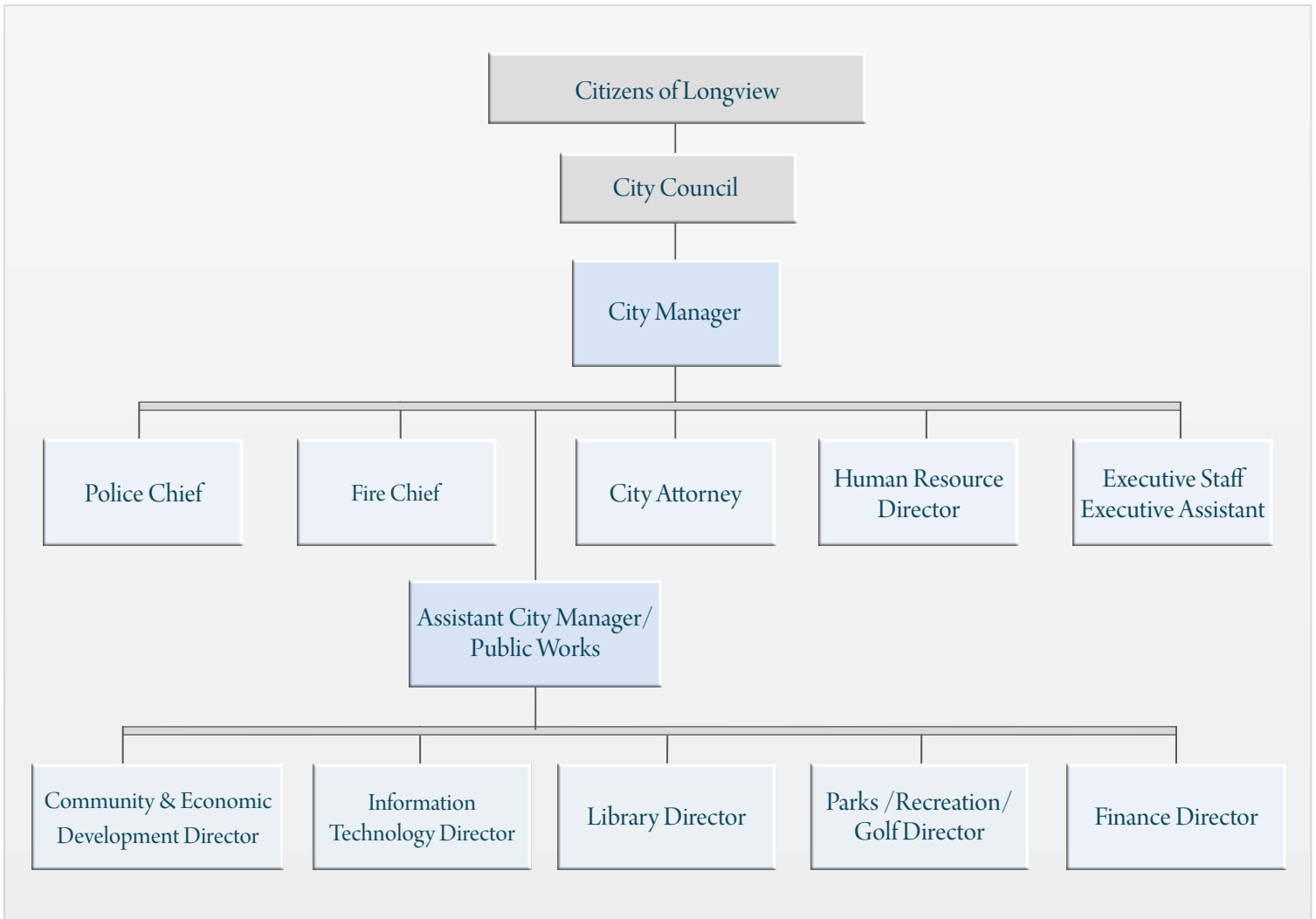
## THE CHALLENGES AND OPPORTUNITIES

While the City has numerous challenges, they are manageable and indeed are opportunities for a City Manager to leave a lasting legacy.

First, will be navigating the diverse perspectives of the seven City Councilmembers. Each Councilmember has the best interests of the city at heart, and their views of how to make Longview a great city can differ considerably. The next City Manager will need to showcase outstanding collaboration skills to strengthen the connections within the Council, while also engaging active and involved residents.

Second is the need for stability in the government. With the change of the Members of the City Council after the previous election, staff has experienced frequent changes in their direction and focus. Additionally, this change has led to a blurring of the lines between what the Council should focus on and what the staff is responsible for. While Longview has many excellent

## LONGVIEW, WASHINGTON ORGANIZATIONAL CHART



employees, their morale has suffered. The new manager will need to establish structure, clarify roles, create expectations, and provide a consistent direction while rebuilding culture and morale. In addition, some intergovernmental relationships have been tarnished, and this individual will need to repair those associations.

Third, the City is focused on developing a robust long-term revenue strategy whereas the City Manager, in collaboration with the Council, will be executing that vision. Due to Initiative 747, Washington cities are limited to a 1% annual increase in property taxes, which falls short of keeping pace with inflation and rising salaries. To overcome this challenge, creativity is key in exploring alternative funding sources. The Council and staff have identified several promising strategies. The next City Manager will play a

vital role in leading the planning and execution necessary for Longview’s long-term success.

Finally, as often happens in many U.S. cities, Longview’s infrastructure has not always kept up. Significant parts of the City’s infrastructure are older and approaching the end of their useful life. Remedying these issues will require money and a plan to find and/or commit to the required resources. A good financial understanding, creativity, long term vision, and the ability to secure grants, partnerships, and outside funding sources will be crucial.

Longview has a great deal of potential not yet fully realized. It wants to diversify and become an outdoor adventure destination, without losing its small town, friendly feel. Longview is a great city and has the potential to be an even greater city with the right



leadership. Its story needs to be told, and its brand established. Unfortunately, some in the public have lost trust in the government. Better communication (including listening), being transparent, explaining decisions, education, and acknowledging mistakes will go a long way towards restoring the City's status. The next step will be to reimagine a great city!

The next City Manager will be busy. Steadying the organization, improving morale, building trust, and bringing parties together is the priority. If successful in these areas, the remaining challenges will be much easier to address.

THE IDEAL CANDIDATE

The Longview City Council is seeking an accomplished and professional, achievement-oriented leader and manager to take the City to the next level. The individual will be a team builder and a healer. Superb communication skills and unquestioned integrity are musts. Trust will need to be earned. The City Manager will believe strongly in transparency and in being accessible. Listening will be a critical skill, as will flexibility and the willingness to consider other points of view. Stakeholders need to know they are important and being heard.

The Council wants someone who will partner with them and be a trusted advisor. They want the next City Manager to guide them and help unify their vision and goals. The individual will treat all Councilmembers the same and ensure they all have the same information at the same time. The City Manager will work with them to develop a strategic plan, and base all plans and decisions on the direction of the Council.

The ideal candidate will be active in the community, always seeking opportunities to

improve the residents' quality of life. That will involve having conversations with residents, businesses, and staff. Outstanding customer service is a core value. The City Manager will lead by example and find ways to get to "yes," and a sincere effort must be made to resolve issues. If the problem cannot be solved, then the resident should be given a well-reasoned explanation.

The next City Manager will have a high degree of emotional intelligence and be forward thinking. A critical skill will be the ability to gaze into the future, anticipate issues, and take action to resolve the issues before they become problems. Likewise, they must be able to analyze the current challenges, prioritize, and address them.

The ideal candidate will understand how to create a brand and how to elevate Longview's image to that of a great city. They will be savvy in the use of both traditional media and social media. When confronted with negativity, the City Manager will stand up politely and correct the record. Finding common ground and bringing people to consensus will be keys to success.

This individual will be innovative and encourage creativity. They will ensure that staff members have the necessary resources, and then step back to let them do their jobs. That said, the City Manager will expect to be kept informed, and accountability is important. They will act as a mentor and realize that some of the best ideas come from the people actually doing the job.

Personally, they will be responsive, friendly, outgoing, organized, and positive with an orientation towards accomplishment. The individual will have a sense of humor and work hard to create a place where employees want to come to work. The individual will think strategically while being practical, flexible, consistent, driven, and thoughtful.

The next City Manager will have strong skills in management, finance, grants, economic development, transportation, intergovernmental relations, and strategic planning. The ideal candidate will also have experience in labor relations and will value creating and maintaining a strong working relationship with the city's unions as well as all its employees.

The ideal candidate must have a minimum of five to ten years of progressive senior management experience as a City Manager, Assistant City Manager, or Department Head. A bachelor's degree in business, public administration, public policy, or a related field is expected. While not mandatory, a master's degree is highly desirable. Knowledge of Washington and its laws are pluses, but not requirements.

The Council will make a commitment to its next manager's success and wants a candidate who will embrace Longview's enormous potential. The next City Manager should view this position as a destination and stay at least five to ten years.

## COMPENSATION

The salary range is \$173,292 to \$232,236. The final salary will depend on qualifications and experience. Benefits are excellent. The City Manager will be part of the Washington State Department of Retirement Systems.

## THE MOST RECENT CITY MANAGER

The previous City Manager was released from her contract in March 2024.

## RESIDENCY

The City Council is requesting that the selected candidate live within City limits so that they can be part of the community, attend community events, and be available for emergencies.

## HOW TO APPLY

E-mail your cover letter and resume to [Recruit22@cb-asso.com](mailto:Recruit22@cb-asso.com) by December 6th. Questions should first be directed to Scott Krim at 801-628-8364 and then Colin Baenziger at (561) 707-3537.

## INTERNAL CANDIDATES

The City Council is committed to a level playing field and the best person will be selected for the position, whether internal or external.



## CONFIDENTIALITY

No candidates' names will be released without the candidates' permission. It is, however, expected that the names will be released to the public when the City Council selects finalists.

## THE PROCESS

Applications will be screened between November 23rd and January 8th. Finalists will be selected on January 9th. A reception and interviews will be held on January 16th and January 17th. A selection will be made shortly thereafter.

## OTHER IMPORTANT INFORMATION

The City of Longview is an Equal Opportunity Employer and encourages women, minorities, and veterans to apply.

## ADDITIONAL INFORMATION

For additional information about the city, visit:

[www.mylongview.com](http://www.mylongview.com)

[www.mylongview.com/359/Attractions](http://www.mylongview.com/359/Attractions)

[www.kelsolongviewchamber.org](http://www.kelsolongviewchamber.org)

