

RECRUITMENT  
PROFILE



**CHIEF EXECUTIVE OFFICER (CEO)**  
**OF WILSON CITY**  
*Wilson, Arkansas*

*Wilson*  
AR K A N S A S

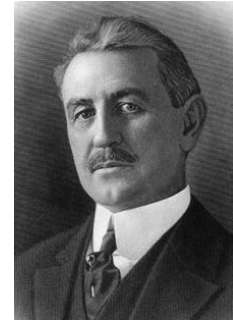


*Recruitment actively managed by:*



## WILSON: FROM PIONEER TOWN...

- 1866** Established in 1886 as a company town for Robert E. Lee Wilson's nearby logging and sawmill operation the village prospered when Wilson decided to use the cleared land for agriculture instead of selling it after logging.
- 1900** Major archaeological find occurs near Wilson when Dr. James K. Hampton discovers the Island 35 Nodena Indian Mounds.



All residents of Wilson, except the postmaster and railroad employees, had access to company doctors for \$1.25 annually (\$17.71 in 2015 dollars), a rarity in the poverty stricken Arkansas delta. The company also employed people to work in basic service industries, keeping the standard of living high.

- 1925** Wilson's son and his son's wife return from their honeymoon in England enamored with the Tudor style. Existing public structures are retrofitted and all future public buildings are built in Tudor architecture.

- 1959** Wilson incorporates as a Town. Houses are sold to the renters living in them providing additional tax income for the Town.

Technology advanced on the farm, and fewer employees are needed.



For the 125 years that the Wilson family owned the town, it ran the store, the bank, the schools, and the cotton gin. At one point, the Wilson's even minted their own currency to pay their workers, and bags of coins still sit in the company vault.

# Wilson

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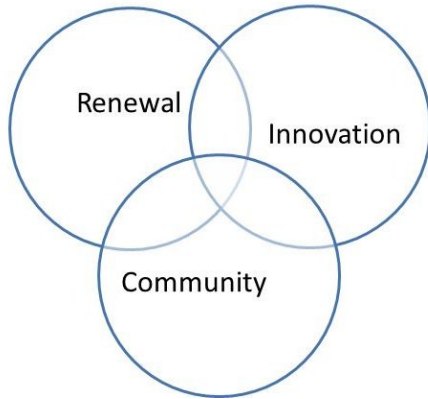
## ..TO WORLD-CLASS PIONEERING TOWN

LAWRENCE  
GROUP



**2010** Lawrence Family purchases historic Lee Wilson Company and 90% of the historic commercial buildings and agriculture lands in Wilson with the commitment and vision to turn Wilson into a modern pioneering town.

Wilson's new owner, the Lawrence Group starts to create a singular vision for a new community model of **renewal, innovation & community** is bringing together resident leaders with outside experts for dynamic and strategic growth.



**2015** Under new leadership, Wilson has seen its famed Tudor architecture restored, an independent school created, the addition of new businesses including an organic farm, grocery store, bank, hospitality center and revitalized café.

Working with creative professionals, residents, Town Council, planners & stakeholders, Wilson's community vision combines housing, hospitality, dining, education, agriculture practice, infrastructure, and entertainment to create a one-of-a-kind experience for residents and visitors.

**2016** Duties as **Chief Executive Officer (CEO) of Wilson City** includes managing \$25 million in assets, and growing revenues and opportunities for all residents and businesses:

- ◆ **Residential Development** of the *Southern-style custom home subdivision*,
- ◆ **Agricultural Education** of *Wilson Gardens and The Grange*.
- ◆ **First-class hospitality-** the *White House residence*.
- ◆ **Retail & Dining Enterprises** - the *Wilson Café and Grocery Store*.

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**About the position**

Wilson is unique because it is an incorporated Town largely managed by a single, private corporation. **The Lawrence Group** owns and manages most of Wilson’s infrastructure, housing and businesses including a restaurant, grocery store, pharmacy, café and more.

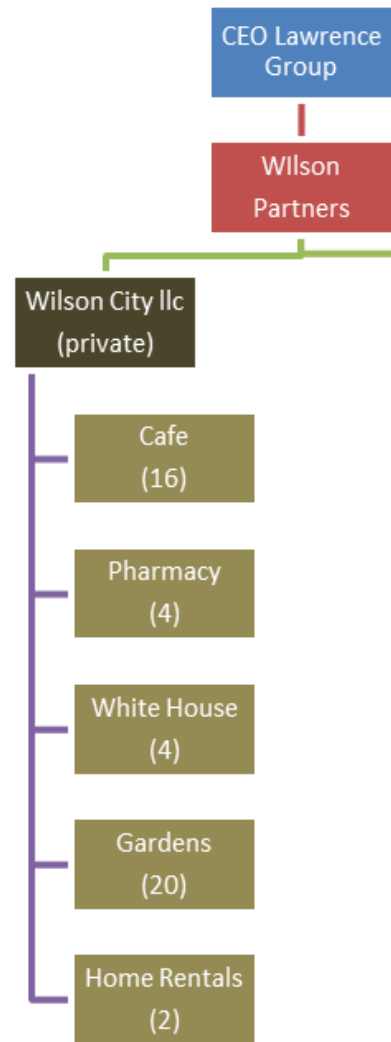


Wilson City LLC

Wilson City LLC is a wholly-owned subsidiary of Wilson Partners. Unlike the Town of Wilson, which is a public entity, Wilson City llc is a private entity, separate from the Town of Wilson. Wilson City llc, unlike the Town of Wilson, is a non-agriculture, real-estate holding company. The Lawrence Group, parent company of Wilson Partners, owns 100% of all commercial properties in Wilson along with most of the farmland. In its entirety, The Lawrence Group owns 95% of business and property in Wilson, Arkansas.

Wilson City possesses \$25 million in assets, with annual revenues close to \$2 million. The organization is made up of the following entities:

- ◆ **The Wilson Café** - Run by well-known chefs Joseph Cartwright and Shari Haley from Memphis. The Café’s mission is to create a modern representation of the tradition Wilson Café.
- ◆ **The Wilson Pharmacy** - This unit is overseen by Linda Dawson.
- ◆ **The “White House”** - The White House is a storied piece of Wilson’s plantation history and is overseen by Todd King.
- ◆ **The Wilson Gardens** - Created in 2014 and administered by Leslie Woverton, the Gardens’ mission is to support the people of Wilson in living healthier, richer lives, as they celebrate, create and taste food.
- ◆ **Residential Subdivision / House Rentals** - The new steel mill is under development - will provide up to 500 jobs. New homes are needed. The House Rentals portion of the business is overseen by Jim Johns.



# TOWN MANAGER

The Town of Wilson is an independently incorporated municipal government heavily supported by Wilson City Partners - a subsidiary of The Lawrence Group.

As **Chief Executive Officer / Town Manager**, you will be responsible for managing five (5) businesses under Wilson City llc, and providing technical, management and administrative assistance to the Town of Wilson.

Town of Wilson  
(govt)

Police  
(2)

Town Services  
(1)

Fire  
(.5)

Public Works  
(5)

## Town of Wilson

The Town of Wilson is an incorporated town in the State of Arkansas. Wilson has a **Mayor-Council form of government** consisting of a 4-member Town Council and one Mayor. The Mayor and Town Council meet once a month. There are currently three (3) full-time staff. None of the dedicated Council Members at Town Hall are full-time, and the Town contracts out for most of its municipal services. The Town has a resident population just under 1,000.

The Lawrence Group provides technical and financial assistance to the Town as it becomes independent from The Lawrence Group / Wilson Partners and more self-sustaining.

The Town of Wilson's organizational structure consists of the following:

- ◆ **Recorder/Treasurer:** The Recorder / Treasurer's office is made up of one person Linda Dawson.
- ◆ **Fire Department:** The Fire Department is a volunteer entity, and the Fire Chief, P.D. Weich, also serves as a Maintenance Specialist for the Town.
- ◆ **Police Department:** The Wilson Police Department was recently funded through a 1% local sales tax passed by the Town Council. It has two full-time employees.
- ◆ **Maintenance department:** The Maintenance Department crew is made up of five employees and encompasses - water, sewer, sanitation, and grass cutting

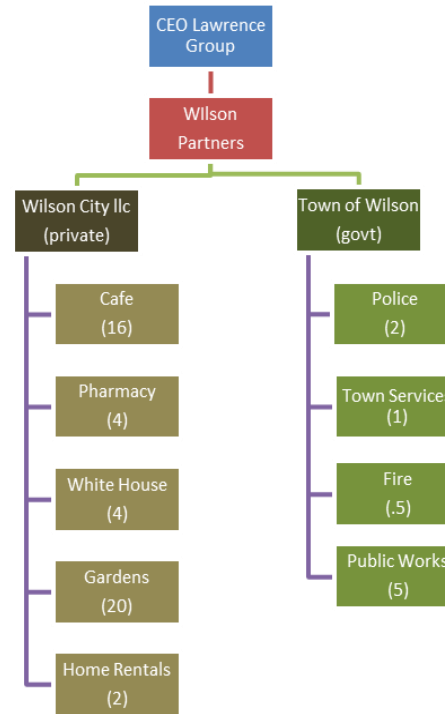
Wilson

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# GENERAL MANAGER / TOWN MANAGER



## Key Responsibilities

### **For Wilson City Ilc:**

- ◆ Serve as **Chief Executive Officer (CEO)** for Wilson City LLC.
- ◆ Marketing and branding Wilson as a destination to visitors, investors & corporations.
- ◆ Efficiently and effectively manage & grow six (6) enterprises: ***The Wilson Café, The Wilson Pharmacy, The “White House,” Wilson Gardens, House Rentals and Grocery Store.***
- ◆ Drive consistency of operations, identify best practices and lead implementation among all enterprise staff.
- ◆ Review operational effectiveness, organizational structures, job descriptions, functions and performance of staff.
- ◆ Develop real-estate enterprises including commercial and residential subdivisions.
- ◆ Attend and participate in meetings with developers, investors, and public officials at the local, regional state & national levels.
- ◆ Act as principal liaison between the corporation and the Town’s public officials.

### **For the Town of Wilson:**

- ◆ Provide administrative and technical assistance to the Town in planning, finance, asset and infrastructure management & general management.
- ◆ Assist the Town in obtaining state / federal funding to support the Town’s development activities.
- ◆ Assess and monitor community needs while identifying opportunities for improving service delivery through new programs or improvements.
- ◆ Attract, train and retain high-quality talent.

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## DESIRED ATTRIBUTES

- ◆ Innovative, flexible personality and management style
- ◆ Strong, authoritative, and capable
- ◆ Interpersonally strong & savvy
- ◆ Effective HR / personnel manager
- ◆ Organized, attentive to detail
- ◆ Rurally sensitive & appreciative
- ◆ Excellent communicator (*verbally and written*)
- ◆ Strong organizational management

# GENERAL MANAGER / TOWN MANAGER

## Opportunities & Challenges

The **Chief Executive Officer (CEO) / Town Manager** position needs someone with “*diverse experience with horsepower,*” flexibility, innovation, and skillful management. With The Lawrence Group’s vision for Wilson, this position will evolve in scope and responsibility over time. Some initial challenges:

- ◆ Growing local enterprises & **increasing profits.**
- ◆ Attracting private and public investment.
- ◆ Growing the local **tax base.**
- ◆ Developing an **Asset Inventory & 5-year Capital Improvements Program for the Town.**
- ◆ Assisting the Town in the development of new **Design & Construction Standards.**
- ◆ Assisting the Town with the formulation of a new **Zoning Code.**
- ◆ Development of a **20-year Strategic Plan.**
- ◆ **Expansion of local subdivisions and new housing construction.**
- ◆ Developing a separation strategy between the Town from the Corporation

## The Ideal Candidate

The new **Chief Executive Officer (CEO) / Town Manager** will have knowledge and skill in both areas of Community and Public Administration. A high-level of personnel management, physical facilities management as well as income / expense management experience.

## **Experience**

- ◆ 10 years in comprehensive enterprise operations and management experience over multiple services including: land & master-plan development, property, facilities & human resource management with a minimum of five (5) years in a senior management role.
- ◆ Strong experience in Finance and Accounting, ability to lead budgeting & financial reporting, variance analysis, modeling, and Board reporting;

## **Education**

- ◆ Undergraduate Degree in Administration, Business Management, Finance, and / or Marketing (*required*).
- ◆ Graduate Degree in Management, Finance or Law (*preferred*).

## DESIRED SKILLS

- ◆ Economic Development
- ◆ Infrastructure management
- ◆ Financial Management (*public & private*)
- ◆ Highly networked connections
- ◆ Physical facilities management
- ◆ Commercial/Residential Development
- ◆ Retail Marketing & Management
- ◆ Personnel Management
- ◆ Performance Measurement
- ◆ Public Private Partnerships
- ◆ Intergovernmental Relations

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## Geography

The town is located at the intersection of US route 61 and Highway 14. This segment of US 61 through Wilson has been designated as part of Great River Road, a tourist route to display the heritage of communities along the Mississippi River - less than 45 minutes from Memphis.

According the US Census Bureau, the town has a total area of 2.8 square km, all of it land. The area is dominated by the Mississippi river flood plains, trees and fields. Parallel to the Tennessee-Arkansas state line, the former course of the Mississippi River as it was before the New Madrid earthquake is still visible in the landscape almost 200 years after the events.

For the outdoor enthusiast, Wilson is home to expansive nature which provides ample opportunities for hunting, hiking, biking, swimming, bird watching, camping or a leisurely stroll through nature.

**Memphis International Airport** provides convenient family & business travel access to anywhere in the world with daily direct flights to more than 30 major US cities including:

**Atlanta, Chicago, Dallas, Los Angeles, New York, Washington DC, Miami, Tampa and more!**



## Demographics

As of the 2010 census of 2010, there are 986 people, 364 households, and 264 families residing in the town. The population density was 873.9/square mile. There were 386 housing units at an average density of 359.3/square mile. 73.27% of the population is White, 26.30% Black, 0.11% Native American, 0.32% from other races, and 0.96% Hispanic or Latino.

There are 364 households of which 36.8% have children under the age of 18. 25.0% of all households were made up of individuals and 11.3% had someone living alone who was 65 years of age or older. The average household size was 2.58 and the average family size was 3.07.

The median age is 37 years old. The median income for a household in the town was \$33,625, and the median income for a family was \$38,971. The per capita income for the town was \$14,738. About 10.7% of families are below the poverty line.

**Table II:**  
**Population by Age**

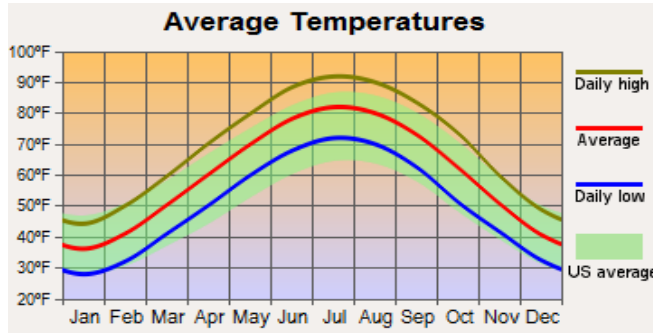
Age Group	Percent
1-9	15%
10-19	9%
20-24	6%
25-34	9%
35-44	10%
45-54	19%
55-64	18%
65-74	8%
75+	2%

*Source: U.S. Census*



## Climate

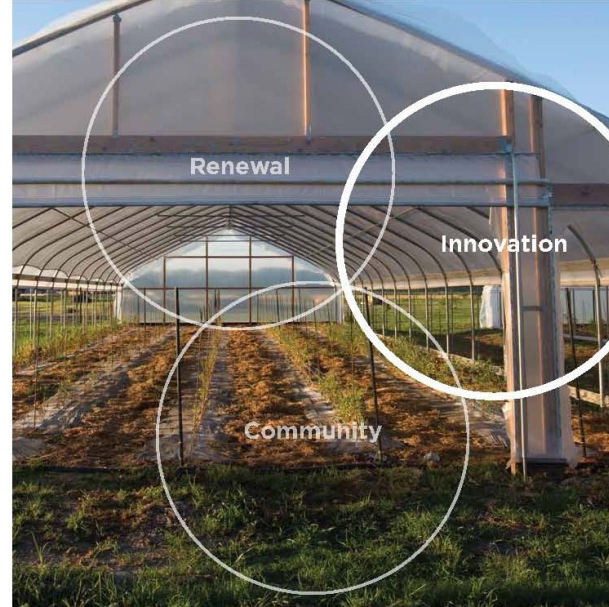
Wilson has a humid sub-tropical climate with hot, humid summers and mild, slightly drier winters. Autumn usually brings the first taste of cooler air arriving in September. Lasting cold generally arrives by the start of November.



## Commerce

Agriculture is the dominant source of income in the area surrounding Wilson, especially the cultivation of cotton. After the abolition of slavery, sharecropping was the primary means of income for low income families in the area. Mostly for cultivation of cotton, land would be used by sharecroppers in return for a share of the crop to the landowner. Modern machines cotton have made manual cultivation of cotton obsolete over time.

Tourism and Agro-tourism also plays a role in the economy of Wilson. With its rich history as well close proximity to major music, food, and recreation spots, the town is an attractive place for tourists, and corporations looking for a high-class location for company retreats.



## Education

With progressive education at the core of its vision, Wilson is a place to learn. **Rivercrest Public Schools** provide a supportive environment driven by high expectations for K-12 students throughout the county. The **Delta School** is a an inventive, pre- K-12 independent school which opened in August 2015. On a world-class campus, innovative educators enhance learning. Community scholarships make the school accessible to all and local farmers set aside a portion of their cotton crops to help fund scholarships for students who need financial aid. **The Grange** is a learning lab and community hub for cultural events, fitness activities, food-related events, and other unique experiences. Affiliated with Wilson Gardens, it serves as a bank of garden-based knowledge including cooking classes on how to prepare and enjoy garden fresh foods.

Through the new **Delta School**, and **The Grange**, Wilson seeks to bring the town together around shared learning, free expression and mutual advancement.

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## Amenities

Wilson is unique with its classic Tudor-inspired buildings found within the town square. Established and independent businesses on the square help sustain the refreshing sense of community you feel as you tread through Wilson. Enjoy quality food, local products and classic entertainment in Town.

### 5 things to do in Wilson:

- Visit the Hampson Museum State Park downtown
- Eat at the Wilson Café to gathering place to share news, food, and friendships
- Spend some time at the Wilson Cotton Gin
- Take a stroll through Wilson Gardens
- Attend the bimonthly Music Series featuring local, regional and national artists

### Many other things to do around Wilson:

Wilson attracts heritage tourists interested in the Delta Culture and its iconic center - Memphis—which is rich in history, soulful sounds of quintessential American music, and unforgettable food - only a 45-minute drive from Wilson! Visitors also enjoy seeing:

- ◆ Professional Basketball with the NBA Memphis Grizzlies
- ◆ NCAA Div.-I College football at the University of Arkansas
- ◆ Dyess, a Depression era colony, boyhood home of Johnny Cash;
- ◆ Tyrnza, home to the Southern Tenant Farmers Museum;
- ◆ The National Civil Rights Museum (*Memphis*),
- ◆ Stax Museum of American Soul Music (*Memphis*),
- ◆ Beale Street, Entertainment District and other one-of-a-kind cultural sites (*Memphis*).

From fun and attractions of Mud Island on the Mississippi River to **Elvis Presley's Graceland**, Memphis is the place to be for urban adventures. Museums, galleries, historic sites, festival and great places to stay, from hip to historic, make Memphis an undeniable attraction.



Beale Street & Entertainment District



NCAA Division I Arkansas Razorbacks



NBA Memphis Grizzlies



Elvis Presley's Graceland



## RECRUITMENT PROFILE

# CHIEF EXECUTIVE OFFICER (CEO) OF WILSON CITY

*Wilson, Arkansas*

### Compensation

- ◇ **Salary: \$150,000 + DOQ + Performance Bonuses**
- ◇ **Benefits:**
  - ◇ Medical BCBS of Tennessee + Health Savings Accounts
  - ◇ Dental & Vision
  - ◇ Mass Mutual 401k (4% requirement + 4% match)
  - ◇ Life Insurance through the Principal
  - ◇ \$11,500 / yr. private tuition / admission to Delta School
  - ◇ Relocation expenses
  - ◇ Generous housing allowance

### Residency

Residency within the Town of Wilson is permitted, but not required. Residency in Memphis is recommended due to high level of expected travel for company and investor meetings.

### Other useful information

For additional information, visit the following links:

- [www.wilsonarkansas.com](http://www.wilsonarkansas.com)
- [www.thedeltaschool.org/](http://www.thedeltaschool.org/)
- [www.MunicipalSolutions.org](http://www.MunicipalSolutions.org)

### CREDENTIALS & LETTER OF INTEREST

#### Chief Executive Officer (CEO) of Wilson City

*c/o Mr. David A. Evertsen, CEO & Principal*

*Municipal Solutions llc*

[WilsonCityCEO@MunicipalSolutions.org](mailto:WilsonCityCEO@MunicipalSolutions.org)

Email only. Faxed and mailed resumes will not be considered. Any questions should be directed to Mr. Evertsen at (623) 207-1309. Qualified candidates will be notified and scheduled for Interview. Open until filled.

### Confidentiality

We realize that not every candidate is comfortable having their names disclosed to the public. Accordingly, all candidate application materials, including the applicant's name, will remain strictly confidential until a candidate agrees to be a Finalist.

### Equal Opportunity

*The Lawrence Group and its subsidiaries is an equal opportunity employer. This application will not be used for limiting or excluding any applicant from consideration for employment on a basis prohibited by local, state, or federal law.*

Applicants requiring reasonable accommodation in the application and/or interview process should notify a representative of the organization.

