

CITY MANAGER (pop. 15,000)

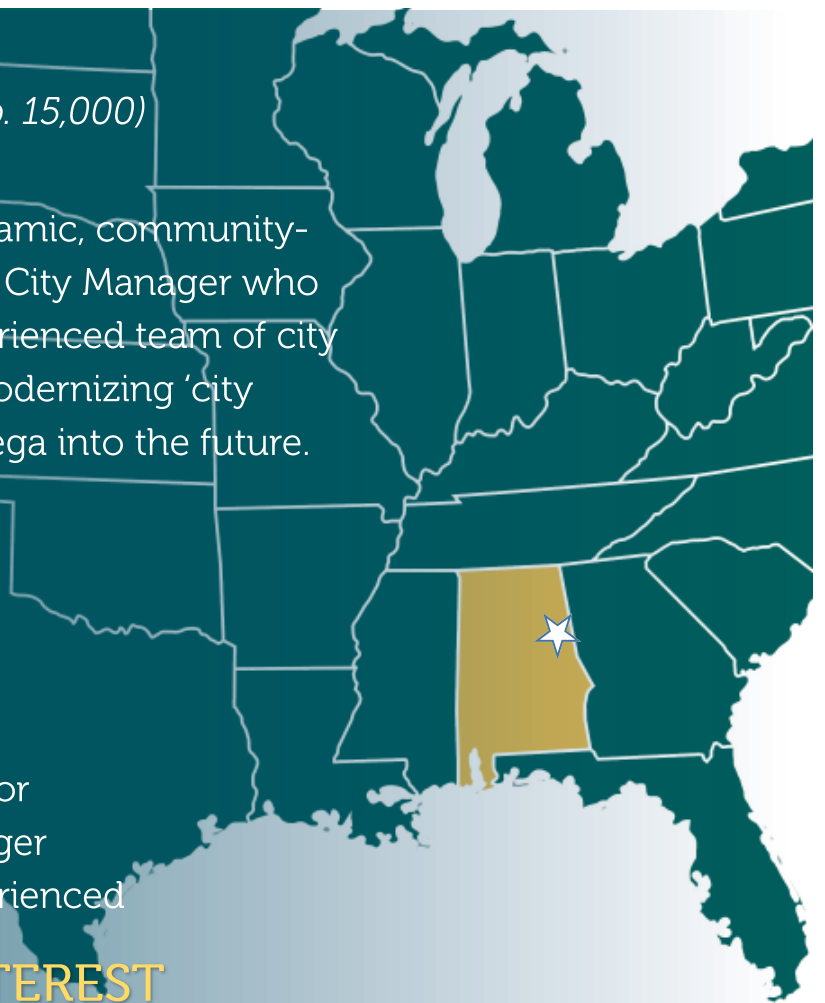
The City of Talladega is looking for a dynamic, community-focused leader to become the City's next City Manager who will have the opportunity to lead an experienced team of city professionals to implement a vision of modernizing 'city management' to move the City of Talladega into the future.

The ideal candidate will be:

- Ethical and of High Integrity
- Locally & Regionally Collaborative
- Team-Builder & Community Leader
- Culturally-Sensitive & Interpersonal
- Accountable, Effective Communicator
- Diplomatic & prudent conflict manager
- Technically-skilled, Educated & Experienced

RESUME & LETTER OF INTEREST

TalladegaCityManager@municipalsolutions.org



History of **TALLADEGA** *Alabama*

Prehistorically, the region that would become Talladega was inhabited by Indigenous peoples who migrated northward from Mesoamerica and the Gulf Coast over thousands of years. Prior to European contact, the area was occupied by Muskogean-speaking peoples, most notably the Creek (Muscogee) Confederacy, whose towns and trading paths were established throughout east-central Alabama. The name "Talladega" is derived from the Creek words *Tvlvtēke* or *Tvladega*, meaning "border town," reflecting its location at the edge of Creek territorial boundaries.



By the early 18th century, Talladega and the surrounding region were influenced by shifting alliances, disease, and conflict brought by European colonization. Following treaties and forced removals in the early 19th century, Creek inhabitants were displaced, and American settlement began.



Alabama was admitted to the Union as the 22nd state on December 14, 1819. Talladega County was established in 1832, during a period of rapid westward expansion and agricultural development. In the 1830s and 1840s, settlers began establishing farms, homes, and commercial enterprises in the Talladega Valley.

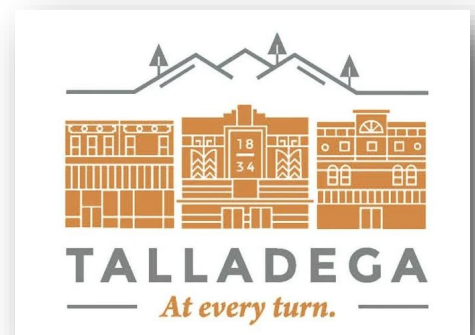
The City of Talladega was formally incorporated in 1835 and soon became an important regional center for trade, education, and government. The arrival of the railroad in the mid-19th century accelerated growth and connected Talladega to larger markets, strengthening its role as an economic and transportation hub. During the Civil War, the city's industrial assets, including iron-works, made the city strategically significant.

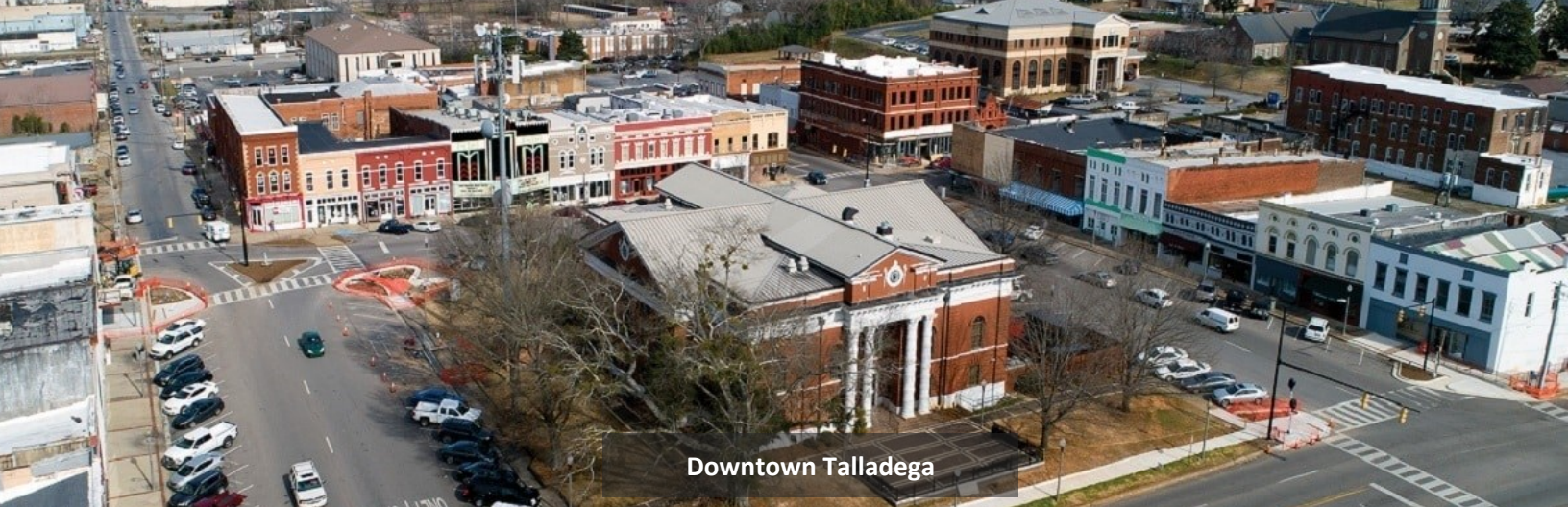


Today, Talladega is a city with a proud heritage and a forward-looking vision. Known for its historic downtown, educational institutions, and cultural contributions, Talladega is committed to preserving its past while embracing opportunity and progress, and a community where local residents continue to value tradition, resilience, and collaboration, while focusing on building a future where people choose to live, work, visit, and raise families, while honoring the history that shaped Talladega.

More details about Talladega's history:

- [Hall of Heroes Museum](#)
- [Talladega College History](#)
- [History of Talladega \(Alabama Historical Association\)](#)





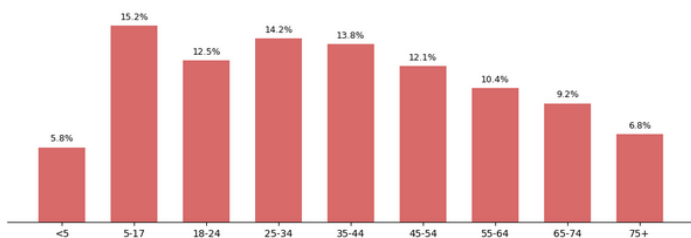
Downtown Talladega

Population

The 2020 census shows a population of more than 15,149 people, a decrease of -5% vs. 2010.

Age Distribution

The median age in Talladega is 40 years. The largest segments include Adults ages 25-44 (28%), Young Adults (ages 15-24) at 18%, and children under age 15 representing about 20%. Ages 45-64 comprise 22%, and the senior population (65+) is around 12%.



Education

Educational achievement among adults age 25 and older:

- 26%% no High School diploma.
- 26.8% High School Diploma / no college
- 26.4\$ Associates Degree or some college
- 14.3% Bachelor's
- 4% Master's
- 2% Doctorate and Professional

Median Income

The median household income in Talladega is approximately \$46,820. The most recent available community data indicates an unemployment rate around 12.5%.

Ethnic Composition

The U.S. Census Bureau estimates, the city's gender and ethnicity composition to be 51% Female, 49% Male, 53.5% African American, 39.6% White, 4.2% Hispanic or Latino, and other smaller groups.

Cost of Living

Cost of Living in Talladega is 78.5/100 - 22% lower or 62% less expensive than the national average. Current estimates put the **Median Home Price** in Talladega at \$136,611 - 25% below the state average of \$182,000. **Rental options** range from \$675 (1-BR), **\$900** (2-BR apartment), and \$1,200 to **\$1,500** for a 3-4 BR homes. Vacancy rates are 22.4% (overall housing).

CLIMATE

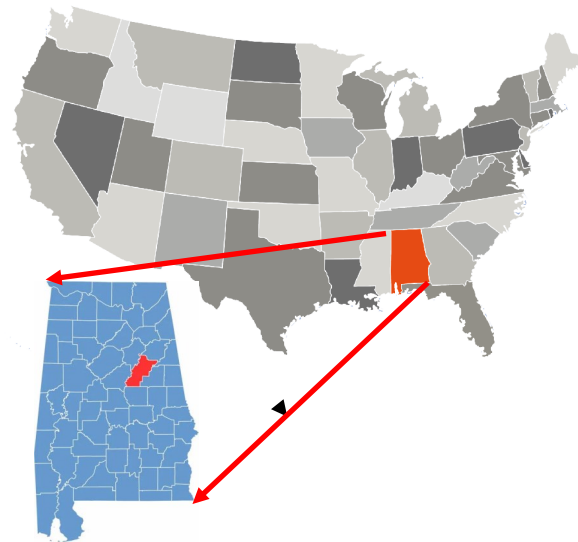
The City is in the *humid subtropical climate zone* which experiences hot, humid summers, generally mild winters with seasonal temperature variation but few extreme cold events, with warm high-humidity Summers and short, moderate Winters.

Freezing temperatures occur between December and February. Prolonged cold is uncommon with lows reaching around 35°F in January, and highs reaching near 90°F in July.

Average annual rainfall of 51-57" is distributed throughout the year, with more occurring during the winter and early spring months. Snow is rare.

GEOGRAPHY

Located in **Northeast central Alabama**, Talladega is in the foothills of the southern **Appalachian Mountains**, at the edge of the Coosa River Valley, approximately 50 miles east of Birmingham and . The Talladega National Forest and Cheaha Mountain (Alabama's highest point) are to the east, with the Cahaba River and Oakmulgee Ranger District to the west. **City limits: 26.1 square miles. Residents: 15,861.**



Air Travel

- **Birmingham–Shuttlesworth International Airport** (39 mi) is the primary airport serving the Talladega area. Major carriers include: *American, Delta, Southwest, & United*. **Top non-stop destinations include** *Atlanta, Chicago, Dallas/Fort Worth, Houston, Orlando, Charlotte, Washington, D.C., and Denver*.
- **Hartsfield–Jackson Atlanta International Airport** (111 mi) is the alternate (major) international airport serving the Talladega region. Carriers include *Delta (global hub), Southwest, American, United, Frontier, JetBlue, and Spirit*, and numerous international airlines. **Top domestic destinations include:** *New York, Los Angeles, Chicago, Dallas/Fort Worth, Denver, Orlando, Miami, Washington D.C., Boston, Houston, Las Vegas, Phoenix, and Seattle*.
- **Talladega Municipal Airport** (2 mi) is a small general aviation facility serving private, business, and training flights. No passenger flights.



Driving Distances

| | |
|-------------------------|----------|
| Birmingham, AL | 1 hr |
| Montgomery, AL | 1.25 hrs |
| Huntsville, AL | 1.75 hrs |
| Atlanta, GA | 2.25 hrs |
| C hattanooga, TN | 2.5 hrs |
| Nashville, TN | 4 hrs |
| Mobile, AL | 4.5 hrs |
| New Orleans, LA | 5.5 hrs |
| Memphis, TN | 5.5 hrs |
| Jacksonville, FL | 6 hrs |
| Tampa, FL | 7.5 hrs |
| Dallas, TX | 10 hrs |

COMMERCE

Talladega has long stood at the crossroads of eastern Alabama—an *historic center* of commerce shaped by **agriculture, rail, and manufacturing**. Today, the region is redefining / shifting its economy from traditional industry towards advanced manufacturing, logistics, and shared-service operations. Low real estate and operating costs, access to a skilled and trainable workforce, and proximity to major Southeast markets, Talladega is emerging as an attractive hub for new investment, innovation, and growth.

The top employment sectors: **Manufacturing (23%), Health Care & Social Assistance (14%), Education (12%), Retail (10%), Food Services (8%), Other Services and Public Administration**

| Largest Local Businesses | Sector | FTEs | Largest Local Businesses | Sector | FTEs |
|------------------------------------|----------------------|-------|---------------------------------|------------|------|
| Talladega Superspeedway | Sports / Events | 1,200 | St. Vincent's St. Clair | Healthcare | 800 |
| Federal Mogul / Tenneco | Manufacturing | 1,000 | Talladega City Schools | Education | 600 |
| Kimber Manufacturing | Manufacturing | 800 | Talladega County Schools | Education | 550 |
| Talladega Co. Government | Government | 700 | Walmart (Talladega) | Retail | 350 |
| Cheaha State Park / Tourism | Recreation / Tourism | 500 | Publix (Talladega) | Retail | 300 |

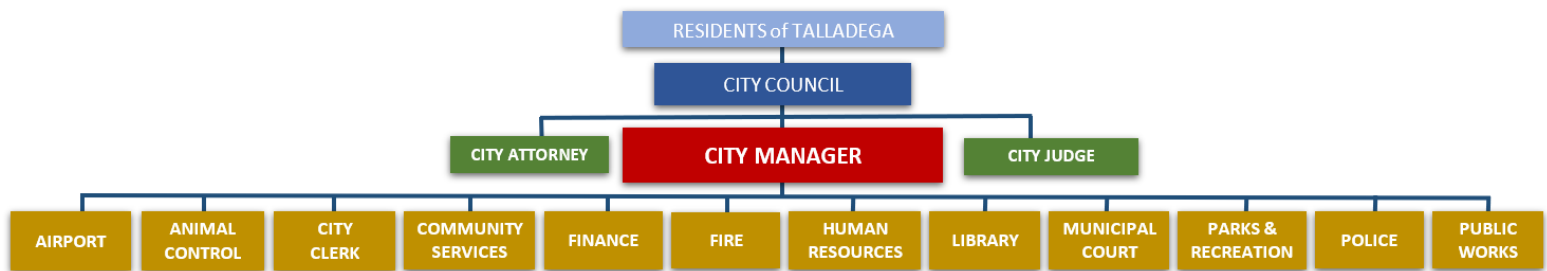


Type of Government

Talladega is a **Class 6** city in the Alabama's municipal classification system, based on population from the last decennial census.

Form of Government

In 2006, Talladega adopted a **Council-Manager Form of Government** through local ordinance and a state constitutional amendment. Under this structure, the City Council appoints a City Manager to serve as the professional administrative head of the municipal government.



City Council

The **City Council** comprised of 5 members elected by ward. Mayor and Council members serve 4-year terms and must live within City limits. Elections are *not* staggered, and last general elections occurred in 2023. The Council serves as the governing body of the City and sets policies that protect the health, safety, welfare and quality of life of residents & visitors. Council members are deeply connected to the community, and desire professional management, economic growth and a strong future for Talladega.

- **President, Hugh Sims** | Ward 3 | 1st term. Elected 2023.
Long-time resident, Sales & Manufacturing.
- **Steve Dickerson** | Ward 1 | 1st term. Elected 2023.
Community advocate, Supervisory Contract Specialist, ret.
- **Vickey Hall** | Ward 2 | 2nd term. Re-elected 2023.
Resident 20+ years. Property Manager.
- **Betty C. Spratlin** | Ward 4 | 2nd term. Re-elected 2023.
Former Council President. Local business owner (pre-k).
- **Shane Denney** | Ward 5 | 1st Term. Elected 2025.
Local business-owner (restaurant) & philanthropist.



Talladega City Council

Link: [City Council page](#)

City Finances

The City of Talladega is a *full-service* city with **\$65,728,010** in **Capital Assets** being depreciated (2020 CAFR), and a **General Fund Operating Budget of \$23,934,470** as of FY 2025 / 2026. Talladega's Ad Valorem tax rate is **8.46 mills** or **\$.846 per \$100 assessed valuation**, based upon 10% of assessed value assigned by the State.

Link: [City's Financial Reports](#)



City Manager

Under the direction of the Council President, the **City Manager** serves as *Chief Administrative Officer* and *Chief Financial Officer* of the City, and is responsible for the effective, efficient and sustainable delivery of all municipal services. The City Manager is also responsible for the preparation of the Annual & Capital Budgets, Asset Management, Personnel and Procurement.

| City Manager Functions | Key Duties |
|---|---|
| Management of the City | Oversee all operations; advise Council; ensure infrastructure maintenance and safety; represent the City at meetings and media engagements; collaborate on Economic Development opportunities, and act as a point of contact for City Administration. |
| Fiscal Responsibilities | Serve as <u>Chief Financial Officer</u> ; prepare and administer the Annual Budget; review and approve expenditures and contracts; manage grants; ensure compliance with Federal / State laws; responsible for monthly Financial Reports to Council. |
| Oversight and Supervision | Appoints/removes staff (as appointing authority); Supervises Department Heads; handles Grievances and Performance Reviews; ensures Staff Training and Credentialing; and conducts Disciplinary Actions. |
| Strategic Management of Legal Implications | Implements Risk-minimizing Policies; consults City Attorney; Train Staff on risk and Liability Reduction; operates from a Risk Management perspective. |
| Public Relations Management | Acts as spokesperson and <u>Public Information Officer</u> ; develops the City's image and communication initiatives; handle Media and Special Events; maintains accurate Public Information and Communications via website and various social media. |

Link: [City Manager Job Description](#)

Senior Management Team

Past City Managers have assembled a dedicated **Senior Management Team** who lead **200 employees** in the following **ten (10) departments** which report to the City Manager. This list also includes the tenure of each Department Head:

Finance Director | 3 years
Library Director | 11.5 years
City Clerk | 13 years; 6 as Clerk
Fire Chief | 36 years; 18 as Chief
Police Chief | 24 years, 1 as Chief
Parks and Recreation Director | 11 years
Human Resources Director | 3 years, 10 months
Water & Sewer Director | 15 years; 10 as Director
Municipal Court Clerk / Magistrate | 1 year as Magistrate
Community Services Director | 23 years; 5 months as Director



THE IDEAL CANDIDATE

Approachable & Empathetic

- ◇ Approachable and positive, has an infectious attitude; mentors motivates and inspires others;
- ◇ Genuinely cares about residents, staff, and community well-being;
- ◇ Instills passion and focus among employees;
- ◇ Honest, enthusiastic, sincere and transparent;

Effective Communicator

- ◇ Collaborates w/ staff and external stakeholders;
- ◇ Highly effective written / verbal communicator;
- ◇ Prepared with relevant details when speaking to the Board, City Manager, City Council & Public;
- ◇ Explains the Operational & Fiscal impacts of policies, decisions and visions to elected officials and community stakeholders;
- ◇ Proven ability to improve Intergovernmental Relationships and Community Partnerships;

Customer Servant

- ◇ Embodies Customer Service and builds a strong internal Customer Service culture;
- ◇ Instills passion and focus among employees, Council and Committee members;
- ◇ Fosters a 'professional culture' throughout all departments within the City;
- ◇ Engages and works diligently to develop relationships with the employees and members of the community;
- ◇ Effectively communicates with all stakeholders;

Collaborator, Team Builder, Influencer

- ◇ Integrity, charisma, and strong moral character;
- ◇ Inspirational, approachable, positive, infectious attitude which mentors and inspires others;
- ◇ Builds bridges, strengthens relations and unites staff under a shared mission;
- ◇ Collaborates w/ social & regional stakeholders;
- ◇ Effectively delegates authority, and actively promotes performance measurement;
- ◇ Openly supports and promotes all departments, supports their mission, recognizes employee / department success, and awards performance;

Communications & Technology

- ◇ Promotes effective communication with and among elected officials, department heads, employees, and citizens;
- ◇ Implements modern communications technologies & social media to engage / inform the public and maintain operational efficiency;

Visible

- ◇ Understands 'Small-community' dynamics;
- ◇ Engaged in the community, accessible, and active in local / regional professional networks;
- ◇ Personally invested in the community's success; Supports and attends local events;
- ◇ Values a highly-effective Management Team and is available for them

Steady, Accountability & Continuity

- ◇ Attracts, retains and rewards employees who love the City and don't want to leave;
- ◇ Highly organized;
- ◇ Effectively works to balance the demands of the City Council & the needs of the Employees;
- ◇ Meets regularly with Management Team and encourages Department Heads to lead;
- ◇ 'Returns and Reports': Embodies accountability and effectively assigns work expecting progress reports from staff. Provides regular and complete reports to the City Council;
- ◇ Crisis Manager who effectively identifies and mitigates risks;



PAST CHALLENGES

- ♦ **Economic Revitalization.** Downtown Talladega needs redevelopment and reinvestment, vacant buildings filled, structures brought up to Code, and improved walkability. A \$400,000 CDBG Grant was acquired in 2024 to help the City remove blighted buildings. Business attraction and retention is needed to replace lost businesses.
- ♦ **Housing / Workforce Instability.** High prices, low inventory and loss of manufacturing jobs have created workforce instability.
- ♦ **Professionalism / Customer Service.** Employee morale, appreciation, accountability, professional development, reporting, & transparency.
- ♦ **Professional City Management.** Retaining a long-term, highly-professional Public Administrator has been difficult (7 in 20 years). An experienced City Manager willing to grow with the City and the Community will positively impact institutional accountability, culture, systems, tools, processes, and performance.

OPPORTUNITIES

- **Asset Management / Deferred Maintenance**
 - ◇ Capital Infrastructure Plan (CIP),
 - ◇ Deferred Maintenance Schedule
 - ◇ Public Facilities, City Hall, Parks
- **Efficiency & Transparency.** An all-departments audit of the City's systems, tools, processes and personnel needs to be conducted and result in a **Management Roadmap** to realize improved public services and cost-savings.
- **Public Information & Technology**
 - Improved interaction w/ the Public
 - Modern Technology for City Operations
- **Long-range Strategic Plan.** With blight and loss of jobs, a long-range Strategic Plan needs to be developed to guide future growth and involve the public in the future of Talladega.
- **Economic Development / Revitalization / Jobs.**
 - ◇ **State Route 275 (SR 275).** Bypass development
 - ◇ **Main Street Alabama:** Downtown revitalization, entertainment and pedestrian access
 - ◇ New business attraction & retention
- **Organizational Leadership.** Improving interdepartmental and Council/Manager/Staff relations will improve morale, trust and efficiencies.

QUALIFICATIONS & COMPENSATION

Education

- ◇ **Master's Degree** in Public Administration, Public Administration, Finance or related field from an accredited four-year university.
- ◇ **Five (5) plus years** progressive experience working in a local government; **Two (2) plus years** of senior management or supervisory experience in local government.
- ◇ **Professional City Manager certification** with a professional organization (like ICMA). Must maintain for the duration of employment.

Experience

- ◇ Documented experience in Public Finance, Budgeting.

See full [Job Description](#) for more information.

Annual Salary (*negotiable*)

\$117,000 to \$145,000 (DOQ) with performance incentives, relocation expenses, professional dues,

Benefits

- [Medical, Dental, & Vision Insurance](#)
- [Short-term Disability](#)
- [Life Insurance](#)
- [Retirement](#)
- [Professional Development & Memberships](#)
- [Vacation & Sick Leave](#)
- [Wellness: Discounted Gym Membership](#)

Read more about [Employee Benefits](#).



REGIONAL & LOCAL AMENITIES

Talladega National Forest

Talladega is renowned for its motorsports heritage and natural beauty. With a median age of 40, Talladega is a community perfect for families. It's a major attraction for racing fans and an ideal spot for those who want a blend of small-town charm and access to urban excitement, yet a short drive to larger cities.

→ Adrenalin-filled experiences would include a visit **Talladega Superspeedway**, the **International Motorsports Hall of Fame**, and **CMP Talladega Marksmanship Park**.

→ A day trip to nature would surely include: **Cheaha State Park** (highest point in AL), **DeSoto Caverns**, **Talladega National Forest**,

→ Enjoy the local culture and history at the **Hall of Heroes Military History Museum**, **Jemison-Carnegie Heritage Hall Museum**, the **Dr. William R. Harvey Museum of Art**, or **Veterans Memorial Park**.

→ Cool off at local aquatic centers, the **Coosa River**, or **Devil's Den Falls**.

→ Enjoy action-packed world-class athletic events with nearby teams: **Atlanta Falcons** (NFL), **Braves** (MLB), **Atlanta United** or **Birmingham Legion** (USL Soccer), **Auburn Tigers**, **Alabama Crimson Tide** (NCAA) & more!

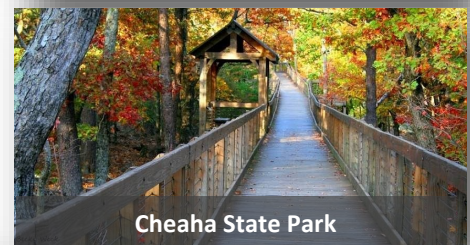
There is so much to do in Talladega!!!



Hall of Heroes Museum



Coosa River



Cheaha State Park



Dr. William R. Harvey Museum of Art



Historic Talladega College



REGIONAL & LOCAL AMENITIES

Auburn's Jordan-Hare Stadium

The local climate provides residents with all four seasons, which allows for year-round outdoor activities. Whether you like to hike, bike, fish, or enjoy a picnic, we have the space for you to enjoy the great outdoors.



Pro Baseball



Pro Soccer



College Basketball



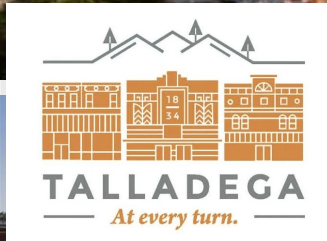
Pro Football



Historic Downtown



Historic Ritz Theater



CITY MANAGER

How to Express Interest

Resume and Letter of Interest by EMAIL only to:

TalladegaCityManager@municipalsolutions.org

Direct questions to the Municipal Solutions recruiting team at the email above or by calling (888) 545-7333.

Timeline & Selection Process

- Jan 18- Deadline to Express Interest
- Dec 21 - Jan 25 - Initial Candidate Screening
- Jan 26 - Feb 8 - Comprehensive Background checks
- Feb 16 / 17 - Finalist Interviews & Selection

Alabama law permits confidentiality of employment application during initial screening. Disclosure of Finalist names can be expected.

This recruitment is actively managed by:

