



City Administrator

Position Profile/Community Profile

Town of Ashland City, Tennessee



(A rendering of the new Ashland City Hall, which is being built on North Main Street.)

Community Profile

The Town of Ashland City is seeking a city management professional to be its next City Administrator. Located approximately 15 miles west of Nashville and 20 miles southeast of Clarksville, Ashland City is located on State Route 12 and State Route 49, where it serves as the county seat of Cheatham County.

Incorporated in 1856, Ashland City, located along the Cumberland River, is a full-service municipality providing police and fire services, public works, parks and recreation, planning and code enforcement, and utilities. City Hall is located at 233 Tennessee Waltz Parkway.

The city currently has approximately 2,573 dwelling units. Its residents are drawn to a community that is rich in history and natural beauty, offering a peaceful lifestyle along the Cumberland River in northern Middle Tennessee. Serving as a center for manufacturing and agribusiness, Ashland City is located within the Nashville-Davidson-Murfreesboro Combined Statistical Area (CSA) of nearly two million people. The Nashville region is currently experiencing an unprecedented economic boom.

The city maintains six parks, which includes acres of beautiful green space and forestry, with ballfields, playgrounds, walking trails, tennis courts, boat launch and dock, and other amenities.



(Ashland City is located along the scenic Cumberland River.)

Community and Area Demographics

The 2020 certified population of Ashland City is 5,193, a 14.4% increase from the 2010 census. The racial makeup of the city is predominated by White alone at 89.34%, Black or African American alone at 5.4%, and Hispanic or some other race alone at 5.3%.

A breakdown of the population reveals that 5.2% of the residents are under 5 years of age, 22.9% are between 5 and 17 years of age, 54.9% are between 18 and 64 years of age, and 17% are persons age 65 or older.

Educationally, 73.3% of the residents over age 25 are high school graduates or higher, with 9% of this group earning a bachelor's degree or higher, and 2.5% receiving a graduate or professional degree. The median value of a home is \$100,047. The average household size is 2.7 persons per household.

Population

2020 Census	5,193
2022 Population	5,528
2022 Median Age	38.7
2027 Population Projection	5,567
Annual Growth Rate (2022-2027 Projected)	0.14%

The median age in the city is 38.7 years, with females comprising 52.6% of the population and males 47.4%. The estimated median household income is \$32,142 with per capita income at \$17,329.

When compared to the Tennessee state average, Ashland City is a younger community with a lower median family income, lower home value, and a lower percentage of residents with a higher education.



(Several new apartment complexes and townhome developments have opened in Ashland City in recent years.)

Tax Structure

Property Taxes (2022)

• Rate per \$100 value \$0.58

Ratio of Assessment:

• Residential 25%
• Commercial/Industrial 40%
• Personal (equipment) 30%

Total City Assessed Value (2021) \$180,311,661

Hotel-Motel Tax 2.5%

Today, Ashland City finds itself in a region anchored by fast-growing Nashville/Davidson County to the east, Murfreesboro/Rutherford County to the southeast, Franklin/Williamson County to the south, and Clarksville/Montgomery County to the northwest, and is thus conveniently located near major commercial, employment, and entertainment centers, all the while retaining its own unique community identity and quality of life.



(Summerfest is one of Ashland City's largest community events. It is held the first week of June at Riverbluff Park, which is located along the Cumberland River.)

Municipal Government

Ashland City is chartered under a private act authorized by the Tennessee General Assembly and was most recently amended in 2023. The City Council is comprised of a mayor elected at large to a four-year term of office, and six (6) council members elected from wards serving staggered, four-year terms.

The last municipal election was held in December 2021 in which three council members were seated. In August 2024, there are three council seats and the mayor's seat on the ballot.

The council approves the annual budget, establishes policies, goals, and objectives to direct the growth and development of the city, and adopts ordinances and regulations as necessary for the general health and welfare of the community and its citizens. The council meets in regular session on the second Tuesday of each month at 6:00 p.m. at the Thrive 55+ Ashland City center. Workshop meetings are held on the first Tuesday of every month at 6:00 p.m. at the same location.

A new \$9.7 million City Hall is currently under construction on North Main Street and has an estimated completion date of February 2025.



(Music on Main is held in October on Main Street in Ashland City.)



(The Christmas parade is held on the first Saturday in December.)

City Administrator

The City Administrator is appointed by the City Council and serves at the pleasure of the council. The council also appoints a city recorder and attorney. The City Administrator serves as the administrative head of the municipal government with the following responsibilities and duties:

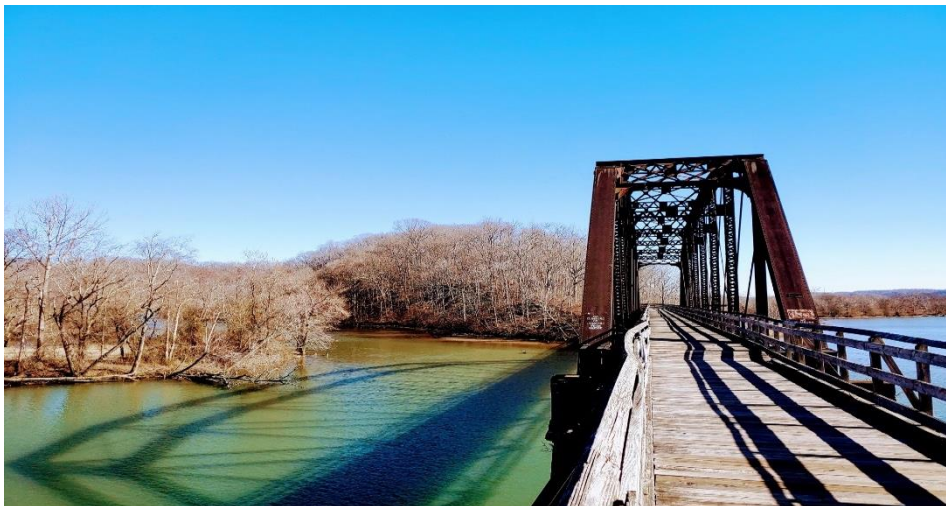
- 1) To see that the law and ordinances are enforced;
- 2) With the concurrence of the mayor, to initiate disciplinary and termination proceedings against department heads. Assist the department heads with disciplinary and termination proceedings against department employees.
- 3) To work with department heads for the efficient operation of the city;
- 4) To attend all meetings, with the right to take part in the discussion, but not to vote;
- 5) To recommend the adoption of such measures as may be deemed necessary or expedient;
- 6) To assist the mayor, finance director and department heads with the preparation and implementation of the annual budget for all funds and departments and shall be responsible for oversight of departmental budget development.
- 7) To coordinate long range budget planning efforts and prepare Capital Improvement Plan budgets for the city.
- 8) To keep the council advised as to the financial condition of the city;
- 9) To implement personnel ordinances, rules and regulations as adopted by the council; and
- 10) To perform other duties as may be prescribed by the charter or required by council.

The total city budget is \$11 million. A staff of 79 full-time employees and 72 part-time employees ensure the delivery of municipal services in the areas of general administration, police, fire, public works, parks and recreation, planning and code enforcement and water and sewer. Utility services are provided by Ashland City through a municipal utility.

Challenges and Opportunities

A number of near-term challenges and opportunities, identified through interviews with members of the governing body, will be of primary importance to the new City Administrator.

Budget and finance - Developing a sound financial plan will be an important concern, requiring balancing the cost of providing municipal services with current revenues. While the city has maintained a healthy general fund reserve in the past, the City Administrator will need to assist the council in understanding operational and capital expenditures needs and wants, the prioritization of the same, and then efficiently implementing spending decisions made by the council in response thereto.



(The Cumberland River Bicentennial Trail in Ashland City attracts outdoor enthusiasts from all across Middle Tennessee.)

Responsive and welcoming government - Customer care and responsiveness are of great importance to the council. Accordingly, maintaining and cultivating a culture of customer service and organizational responsiveness to citizen concerns and service requests will well serve the city and City Administrator and organization going forward.

Governance/management - The council seeks a City Administrator who understands the roles and responsibilities of the governing body and staff and is able to maximize the effectiveness of the council in its policy making role, while assuming authority and accountability for the successful management of the city within the authorities set by the charter.

Downtown beautification – The council is in the beginning stages of discussing a downtown beautification and enhancement project. Among the work that is included in this proposed project is enhancing the landscape, installing tree planters and benches and adding an outdoor music/audio system. This project will help enhance the quality of life for residents and tourists alike and keeping the downtown area a viable, attractive location to work, live, visit, and shop.

Residential and commercial growth - Growth management, including the coordination of development with infrastructure improvements, will be an ongoing responsibility of the City Administrator and staff. The community is expected to see a steady, manageable growth pattern in new residential housing. Commercial construction is expected to likewise accelerate, particularly on the State Route 12 corridor.

Parks and Recreation - Within the city's ambitious five-year capital improvement plan, one major project specific to Parks and Recreation is the proposed construction soccer, softball and baseball fields and a campground off the Tennessee Waltz Parkway along the Cumberland River. The estimated cost for phase one of this project is \$15 million. The City Administrator will be involved extensively in the planning, scheduling, and financing of these major new recreational amenities upon action of the council to advance these projects.



(The Braxton Condominiums are located along the Cumberland River in Ashland City.)

City Services At A Glance

Fire Department

Full-time firefighters	12
Volunteer firefighters	55
Fire stations	2
Fire trucks	10
ISO Insurance Rating	4



Police Department

Full-time police officers	18
Number of patrol cars	21

Building and Codes

Zoning Regulations	Yes
Planning Commission	Yes
Industrial Development Corp.	No



Thrive 55+ Ashland City

Number of members	1,000-plus
Number of employees	5

Parks and Recreation

Number of City Parks	6
Number of employees	5





ASHLAND CITY CHEATHAM COUNTY



(Ashland City is located in Cheatham County in the heart of Middle Tennessee.)

Ashland City Quick Facts

Cheatham County Workforce

2022 Annual Averages (Age 16-plus)

Labor Force	33,637
Employed	21,405
Unemployed	744

2022 Employed Population (Age 16-plus) By Industry

Agriculture/Mining	0.8%
Construction	12.5%
Manufacturing	12.1%
Wholesale Trade	2.2%
Retail Trade	9.4%
Transportation/Utilities	8.9%
Information	1.0%
Finance, Insurance, Real Estate	5.8%
Services	40.7%
Public Administration	6.5%

Source: ESRI

Retail Sales

Year 2021

Amount	\$474,063,997
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Manufacturing in Area

(Annual Averages 2021)

Number of Units	63
Annual Average Employment	2,684
Annual Average Weekly Wage	\$1,288

Per Capita Personal Income

Year 2022

Amount	\$33,268
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Source: ESRI

Median Household Income

Year 2022

Amount	\$69,873
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Source: ESRI

Average Home Sales

Year 2021

Number of Homes Sold	765
Average Cost	\$334,795
2022 Median Home Value	\$247,556

Source: Tennessee Housing Development Agency



(The Ashland Farms apartment complex off Highway 12 South.)

Major Industrial/Manufacturers/Distribution

Firm	Product or Service	Total Employees
AO Smith Water Products Co.	Temperature control systems	1,500
Caymas Boats	Boat manufacturer	320
Arcosa Marine	Barges & deck fittings	300
Madison Mill, Inc.	Wood products & millwork	120
Gate Precast Inc.	Precast concrete panels	110
Nashville Fabrication	Metal fabrication	90
Rogers Manufacturing Corp.	Trusses, wooded roof	50
Jarrett Concrete Products & Supply, Inc.	Concrete products	30
Steele SaddleTree, LLC	Wooden saddle trees	30
International Paper Ashland City Sheet Plant	Chipboard boxes	25
American Wire & Cable Co.	Electrical appliance wire	15



(The largest employer in Ashland City is A.O. Smith.)



(Caymas Boats is the second largest employer in Ashland City.)

Candidate Qualifications, Duties

QUALIFICATIONS

- Bachelor's Degree, although a master's degree preferred in public administration, business administration, political science, or related field from an accredited college or university.
- Minimum of 5 to 7 years of executive management experience as a City Administrator/City Manager or Assistant City Administrator/Manager in Local Government or closely related field which includes operations management, budgeting and managing personnel.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Responsible for the daily and efficient operation of city functions and services, works with department heads for the efficient operation of the city. Makes recommendations to the City Council for improving quality and quantity of services.
- Works with the City Recorder in preparing the agenda for City Council meetings in consultation with the mayor, council members, city attorney and all department heads.
- Attends all official meetings of the City Council and its committees including but not limited to the Planning Commission with the right to take part in all discussions, but not vote.
- Recommend to the City Council the adoption of all such ordinances, resolutions, or other action that he or she deems necessary.
- Assist Mayor, Finance Director and department heads with preparation and implementation of the annual budget for all funds and departments and shall be responsible for oversight of departmental budget development.
- Coordinate long range budget planning efforts and prepare Capital Improvement Plan budgets for the city.
- Works with department heads to determine work procedures, work schedules to expedite workflow; studies and standardizes procedures to improve efficiency and effectiveness of operations.
- Facilitates positive, professional attitude among workers and resolves grievances, and able to integrate the employees with the council to have a cohesive team in order to achieve goals and provide effective services.



(Ashland City is home to more than 5,500 residents.)

- Prepares a variety of studies, reports, and related information for decision making purposes as needed.
- Nominate individuals to mayor for appointment as department heads and supervise activities of all department heads.
- Initiate discipline and discharge proceedings against department heads and assist department heads with discipline and discharge of employees with the concurrence of the mayor.
- Provides professional advice to the City Council and department heads; makes presentations of the board and committees, civic groups, and general public.
- Keep the City Council advised as to the condition and needs of the city. Provides leadership and direction in the development of short- and long-range plans; gathers, interprets, and prepares data for studies, reports, and recommendations; coordinates department activities.
- Report to the City Council on the condition of all equipment, buildings, and real estate.
- Monitor all available grant opportunities and administer and coordinate all state and federal grants received by the city.
- To implement personnel ordinances, rules and regulations as adopted by the City Council.
- Represents the Mayor and the city at various meetings, functions, and events; serves as a liaison to various civic or governmental organizations and committees; confers regularly with officials from the other municipalities, chamber of commerce, authorities and commissions and keeps the mayor apprised of activities.

REQUIRED KNOWLEDGE AND ABILITIES

- Should have a working knowledge of government finance with proven experience in administering budgets and should possess high level communication skills.
- Ability to analyze municipal operations and make recommendations to the board for improvements.
- Ability to plan, assign, and coordinate the activities of city employees and other resources to achieve the most efficient and effective day to day operations.
- Ability to establish and maintain effective working relationships with the general public, employees, City Attorney and elected officials. Able to operate effectively and efficiently in a team environment.
- Detail-oriented and self-motivated.
- Ability to be bonded in such sum as may be fixed by and with such surety as may be acceptable to the City Council.



(Ashland City serves as the county seat for fast-growing Cheatham County.)

Position Advertisement
Ashland City, Tennessee
City Administrator

City Administrator, Ashland City, TN (Pop. 5,528). Salary commensurate with education, experience, Salary range is \$95,000-\$120,000. Ashland City is the county seat for Cheatham County, which is located 15 miles west of Nashville/Davidson County.

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Candidates should possess a bachelor's degree, although a master's degree is preferred in public administration, business administration, political science, or related field from an accredited college or university. Candidates should possess a minimum of 5 to 7 years of executive management experience as a City Administrator/City Manager or Assistant City Administrator/Manager in Local Government or closely related field which includes operations management, budgeting and managing personnel. The City Administrator should live within a distance agreed upon between the City Administrator and the City Council so all functions of the position can be more efficiently fulfilled.

A position profile is available at <http://www.ashlandcitytn.gov>. Please send cover letter and resume immediately by electronic mail to the University of Tennessee's Municipal Technical Advisory Service, attention Gary Jaeckel, at gary.jaeckel@tennessee.edu. Initial review of applications will occur in April/May 2024. Please direct questions to Gary Jaeckel, MTAS Management Consultant, at the same email address.