



Assistant City Manager

CITY OF FRISCO, TX

AUGUST 2025



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About Frisco, Texas

As *the* fastest growing community over the past two decades (*U.S. Census Bureau*) and listed among *the Best Places to Live in America* (*Money Magazine, 2021-22 and 2018*), **Frisco defines Progress in Motion**, our city tagline.

Spanning about 70 square miles, Frisco is 28 miles north of Dallas, in Collin and Denton counties. More than 240,000 people call Frisco home. We anticipate our population will grow to around 325,000. Our ethnic diversity is growing, too. About 35 percent of our population is Asian, about 10 percent is Hispanic, and 9 percent of residents are Black.

Our median age is 39. About 22 percent of residents are school-age, while about 9 percent of residents are over 65.

We're a family friendly place where nearly 40 percent of our residents are married with children. Our median household income is more than \$140,000.

Four school districts serve Frisco; however, the **Frisco Independent School District (FISD)** is our primary district, serving the greatest number of students. FISD is one of the fastest-growing school districts in the nation. It's noted for smaller schools, high student achievement and has been named among '100 Best Communities for Young People'.

About 96 percent of high school students graduate. Plus, more than 67 percent of our residents hold a bachelor's degree or higher level of education.

Ranked a Tier One research university, the **University of North Texas (UNT)**, opened its branch campus in January 2023. Frisco is also home to a **Collin College** campus, which has five university partners including Texas A&M Commerce, Texas Tech and University of Texas-Dallas.



Both Frisco Police and Fire Departments are internationally accredited. Frisco is home to 70 developed parks and more than 80 miles of hike and bike trails with more on the way.



Lifestyle

Frisco boasts the nation's highest fire protection rating, ISO #1, one of only 101 in Texas and 502 in the nation. The crime rate is low and so are property taxes (.4255), both ranked among the lowest in North Texas.

Both Frisco Police and Fire Departments are internationally accredited. The Frisco Fire Department received accreditation from the Commission on Fire Accreditation International (CFAI) in 2018 and reaccredited in 2023. The Frisco Police Department has been accredited since 2008, receiving its designation from the Commission on Accreditation for Law Enforcement Agencies (CALEA). Frisco is one of only three Texas cities with dual accreditation for emergency communications and law enforcement. Other accredited city departments include Public Works, Convention and Visitor's Bureau, as well as Parks and Recreation.

Frisco is home to 70 parks and 80 miles of hike and bike trails with more on the way. Specialty parks include a dog park; a Miracle Field and Hope Park, which serve special needs children; batting cages; disc golf; mountain bike trails; a Veterans Memorial and one of the largest skate parks in North Texas. The city-owned, 100,000 square foot Frisco Athletic Center also features a Water Park with a 45-foot slide. Our reimagined Frisco Public Library is an adaptive reuse project, which more than tripled in size (140,000 square feet) and opened in 2023.

Our community is home to the **National Video Game Museum**, **National Soccer Hall of Fame** and **Museum of the American Railroad**. City-owned facilities include Frisco Fire Safety Town, the first of its kind in the U.S.; Frisco Discovery Center; Frisco Heritage Museum and The Grove, an active adult center. Frisco is a shopping mecca with more than 9-million square feet of retail, including **Stonebriar Center** mall and IKEA. World renowned **Kidzania**, an interactive kid-size city, opened its first U.S. location here in 2019. The future home of Universal Kids Resort is under construction and will open in 2026. There are hundreds of public and private art installations displayed throughout our city.



Frisco is home to the Dallas Cowboys, NHL's Dallas Stars, MLS's FC Dallas, Frisco Roughriders, Texas Legends and PGA of America.



Sports City USA

Frisco is home to five 'Pro' sport teams. The **Dallas Cowboys**, NHL's **Dallas Stars** and MLS's **FC Dallas** have headquarters here. The **Frisco RoughRiders**, a Texas Rangers' AA affiliate and **Texas Legends**, G-League for Dallas Mavericks, also make up our 'pro' roster. Those teams play in world class venues including the **Ford Center at The Star**, **Toyota Stadium**, **Rider's Field** and **CoAmerica Center**. The **PGA of America** is headquartered here and has two championship courses. PGA of America hosted its first nationally televised tournament, the 2023 KitchenAid Senior PGA Championship, in May 2023.

Dealmaker

Our venues resulted from public-private partnerships. As a once-small-town turned dealmaker, our reputation for public-private partnerships rivals any community in the nation. We build publicly owned venues managed by private partners, thus improving quality of life while reducing taxpayer burden. Our most valued public partner is Fisd, which benefits by providing its students' academic and athletic experiences in world class facilities.

Among the companies calling Frisco home are **Kuerig Dr Pepper** and **Texas Insurance and Annuity Association (TIAA)**, both Fortune 500 companies. Other Class A office centers include **Frisco Station**, **Hall Park** and **The Star**.

Innovative

The first commercial drone delivery service in a 'major U.S. metro' launched here in 2022. **Wing**, a Google sister company, takes off from Frisco Station. Our Innovation division is designed to attract more opportunities. In 2018, Frisco piloted the first on-demand driverless car service on Texas roads. Fed Ex and Starship also piloted on demand delivery robots, Personal Delivery Devices (PDD), here. In 2008, Frisco designed Situational Awareness for Emergency Response or S.A.F.E.R – the first of its kind in the U.S. The international award-winning program provides first responders real-time data and video when responding to emergencies, specifically calls to school campuses. Frisco also has the distinction of being the first city in the country to mandate Energy Star standards for new home construction (2001).



In 2018, Frisco topped *Money Magazine's* prestigious list of 'Best Places to Live in America'.



Accolades

In 2018, Frisco topped *Money Magazine's* prestigious list of '**Best Places to Live in America**'. Frisco made 'Money's' list again in 2021-22, ranking #19. Other recent accolades include:

Safest City in America – Smartasset

#10 2025
#1 2023, 2022

Best Real Estate Market in the U.S. – Wallethub

#6 2025
#1 2022, 2021

Most Recession Proof City

#2 2025, Livability.com
#1 2020, Smartasset

Best City for Jobs After Graduation

#2 2020, Interest.com

Financial health

Frisco's proposed Combined Budget for FY25-FY26 is \$1.13 billion, which includes a General Fund budget of \$306 million. These funds support a total of 1,928 positions. Our proposed tax rate is .4255 and one of the lowest property tax rates among large Texas cities (50,000+ population).

In 2025, Frisco adopted a 20-percent Homestead Exemption, the maximum allowed by law. Frisco also supports a Senior Exemption worth \$80,000.

In 2022, Frisco adopted a 12.5-percent exemption and implemented a "senior tax freeze." In 2018, Frisco raised its Homestead Exemption from 7.5 percent to 10 percent.

Our proposed Capital Reserve Fund is \$26.1 million. Frisco also has the highest possible municipal bond ratings: Aaa, AAA (Moody's, Standard & Poor's)





As a Home Rule City, Frisco has more control over establishing its boundaries through Council initiated annexation. Under Home Rule, Frisco has more flexibility to adopt its own rules aside from state legislation.



City government

Frisco voters adopted the city's Home Rule Charter in 1987. In 2002, voters approved 19 propositions and a revision. Since then, Charter revisions passed in 2010, 2019 and 2025. As a **Home Rule City**, Frisco has more control over establishing its boundaries through Council initiated annexation. Under Home Rule, Frisco has more flexibility to adopt its own rules aside from state legislation.

Our Council-Manager form of government consists of a **Mayor**, six City Council members elected at-large and a City Manager. Council members' duties include enacting local legislation, adopting budgets, determining policies and appointing the City Manager, Municipal Judge and City Attorney. Frisco has only had two City Managers since its Charter adoption.

While our City Manager takes care of day-to-day operations, the Mayor and City Council focus on vision for the future. The Mayor facilitates City Council meetings; however, the Mayor does not vote except to break a tie. By Charter, the Mayor is also the official spokesperson for the City Council.



Frisco is a ‘can do’ city with a reputation for being innovative. We are known as a dealmaker and risk taker. Leadership throughout our organization is forward thinking.



What makes us different

Frisco embraces technology, flexibility and creativity. We’re a ‘can do’ city with a reputation for being innovative. Frisco is known as a dealmaker and risk taker. Leadership throughout our organization is forward thinking. Every January, the Frisco City Council determines its annual priority list. The Council’s priorities for 2025-2026 are as follows:

- Grand Park
- Frisco Center for the Arts (FCFA)
- Rail District
- World Cup 2026
- Technology and Innovation
- Heritage and Frisco’s History
- Business Engagement and Talent Connectivity
- Community Engagement
- Reinvestment in Frisco
- Mobility / Transportation

We’re committed to several legacy projects including building **Grand Park**, which involves about 1,000 acres of city-owned land, as well as facilities, to be linked through a series of trails.

Our historic downtown, the **Rail District**, is under construction and will feature an event plaza, additional parking and patio-friendly sidewalks to transform the district into a popular destination.

Our latest mixed-use development, **Fields**, is developing our city’s northern corridor and spans 2,500 acres. The Omni PGA Frisco Resort 600-acre campus anchors the Fields development. PGA Frisco hosted the KitchenAid Senior PGA Championship in 2023 and the KPMG Women’s PGA Championship in 2025. It will also host the 2027 PGA Championship.



Land available:

71%	Developed
5%	Construction Phase
3%	Planning Phase
13%	Vacant
8%	Flood Plain



Essential functions and responsibilities

- Assists with developing and implementing long and short-range plans, goals, objectives and policies for each assigned area of responsibility to meet the organizational and development needs of the City.
- Consults with assigned department directors to solve administrative problems, implement organizational changes and develop procedures to meet City goals.
- Appoints, suspends, disciplines and terminates assigned City employees. Performs annual performance evaluations on assigned director-level employees.
- Assists with preparing and accepting items for inclusion in the official agenda for all City Council meetings. Receives staff input on all relevant matters to be considered by City Council.
- Promotes City programs, activities, services and business opportunities to increase economic development.
- Assists with leading, managing and completing complex projects.
- Represents the City with outside agencies to structure and nurture public/private partnerships; coordinates City activities with external agencies, businesses, consultants and other agencies and parties to build effective relationships of trust.
- Reviews applicable Federal, State and City laws, ordinances and regulations for compliance and makes recommendations to appropriate departments where non-compliance issues might arise or to develop and implement new ordinances and regulations to enhance, update, modify, or clarify existing ordinances.
- Assists with developing and coordinating city affairs with Federal, State and local entities, Federal and State agencies, civic and private groups and citizens.
- Responds to and resolves a wide range of citizen inquiries and concerns; negotiates and resolves controversial issues; respond promptly to City Manager, City Council and city management team.
- Interacts with City Council Members regularly regarding City issues, programs and special projects.
- Assists with preparing recommendations to the City Council for annual operating, capital and other budgets.
- Performs duties specified in the City Charter or required by City Council.
- Travels to attend meetings, conferences and training.
- Performs other related duties as assigned.



The ideal candidate will work closely with the City Manager to carry out the City Council's initiatives and set the tone and vision for the employees of the city.



Knowledge and skills

- Knowledge of administrative, organizational and management practices and procedures related to similar size and growth municipalities.
- Knowledge of public finance, budgeting and budgetary controls for implementing municipal government laws, rules and regulations.
- Knowledge of public relations and customer service methods, practices and techniques.
- Knowledge of research, analysis, application methods, practices and resources, including legal, economic development and planning and technical reference.
- Knowledge of City policies and procedures.
- Skills in effective oral and written communications, including preparation and presentation of technical reports and materials.
- Skills in networking with internal/external administrative officials at the federal, state and local levels and private and public foundations.
- Skills in planning, developing and implementing City policies, procedures and objectives.
- Skills in effectively directing, supervising and delegating duties to director-level staff.
- Skills in negotiating, mediating and resolving customer complaints and concerns.
- Ability to build and lead effective teams.
- Ability to lead, manage and complete complex projects.
- Ability to think and plan strategically.
- Ability to build and nurture effective relationships of trust.
- Ability to communicate effectively internally and externally.

Assistant City Manager: The ideal candidate

The ideal candidate will be a seasoned executive with demonstrated success as a City Manager or Assistant City Manager, preferably in a high-growth, full-service municipality. This individual must bring broad knowledge of municipal operations, strategic planning, fiscal management, economic development and organizational development, along with a proven ability to lead in a fast-paced, innovative environment. Experience navigating complex budgets and implementing long- and short-range strategic plans will be essential.

The successful candidate will be a collaborative leader who builds trust with the City Manager, City Council, department directors, community partners and residents. They will demonstrate political acumen, emotional intelligence and excellent communication skills, ensuring that the City Council's priorities are carried out effectively while fostering a culture of accountability and transparency across the organization.

The successful candidate will have an emphasis on relationship and team building, getting things accomplished and honoring the City's culture of high performance while navigating change where necessary. The ideal candidate must be a forward-thinking servant-leader at heart, who will mentor and empower staff, model integrity and embody the highest ethical standards while advancing the City's vision and delivering outstanding service to the community.



Qualified applicants will have a Bachelor's Degree in Public Administration, Business Administration, or related field, and 10 years of municipal administration experience, five years in an executive level position — as City Manager, Assistant City Manager or Deputy City Manager preferred.



Education and experience

- Bachelor's Degree in Public Administration, Business Administration, or related field, and 10 years of municipal administration experience, five years in an executive level position — as City Manager, Assistant City Manager or Deputy City Manager preferred. A Master's degree is preferred, or an equivalent combination of education and experience.
- Must be bondable.
- Must pass a pre-employment drug screening.
- Must possess a State of Texas Drivers License (or be able to obtain).

Salary

The City of Frisco is offering a competitive salary commensurate with experience and a comprehensive benefits package. Relocation assistance will also be available for the successful out-of-area candidate.

How to apply

Interested applicants should forward a cover letter and resume to:

resumes@affionpublic.com

Reference: FRISCOACM



Affion Public
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www.affionpublic.com

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