



TOWN MANAGER

TOWN OF LOUISA, VA





Town of Louisa is seeking an experienced professional to serve as Town Manager, responsible for directing the programs and operations of the town government.

This recruitment profile provides background information on the community, its government operations, and its aspirations. It also outlines the qualifications, experience, and characteristics determined to be necessary and desirable for successful performance as Town Manager.

Qualified candidates are encouraged to submit a cover letter, resume, and professional references, to Berkley Group via email at doug.walker@bgllc.net. While the position is open until filled, the formal review of applicants will begin October 19, 2026. Inquiries relating to the Town Manager position may be directed to:

Doug Walker, Executive Manager
Berkley Group, LLC
Email: doug.walker@bgllc.net
Mobile: (540) 325-0684

COMMUNITY BACKGROUND

The Town of Louisa embodies the warmth and character of a traditional Virginia small town, a community where neighbors know one another, local businesses are valued, and residents share a strong sense of pride in the place they call home. Located in the heart of Louisa County between Richmond and Charlottesville, the Town combines historic character and a welcoming atmosphere with opportunities for continued growth. Its central location, vibrant local business community, responsive Town government, and strong community connections make Town of Louisa an appealing and safe place to live, work, establish a business, and become part of a tight-knit community.



LOCATION & TRANSPORTATION

The Town of Louisa is centrally located in the heart of Louisa County in Virginia's Piedmont region, offering the character and convenience of a small town with access to two of the Commonwealth's major metropolitan areas. Situated between Richmond and Charlottesville, Louisa provides residents and businesses with access to employment centers, higher education, healthcare, shopping, entertainment, and cultural amenities while maintaining its distinctive small-town identity. The Town serves as the county seat of Louisa County and functions as an important center for government, commerce, and community activity.

The Town is accessible by several important transportation corridors, including U.S. Route 33 and State Route 208, which provide connections to Interstate 64 and surrounding communities. Its central Virginia location places both Richmond and Charlottesville within convenient driving distance and provides access to regional transportation networks and airports in those metropolitan areas. The Town's location and transportation connections support commuting, commerce, tourism, and continued economic development while reinforcing Louisa's role as a community crossroads.



HISTORY

The Town of Louisa has a rich history closely connected to the development of Louisa County and Virginia's Piedmont region. Louisa County was established in 1742 from Hanover County and named in honor of Princess Louise, daughter of King George II and wife of King Frederick V of Denmark. The community that would become the Town of Louisa developed as the governmental and commercial center of the county, benefiting from its location along important transportation routes and its role as the county seat.

Originally known as Louisa Court House, the community grew around the courthouse and related government activities. Transportation, particularly the arrival and expansion of the railroad, contributed to the Town's development as a commercial center serving the surrounding agricultural region. Over time, Louisa developed a traditional downtown characterized by civic buildings, churches, businesses, residences, and historic architecture that continue to contribute to its distinctive sense of place.

Today, the Town's history remains a key component of its identity. Its historic downtown, traditional street pattern, courthouse area, and collection of older homes and commercial buildings reflect generations of community development. As Louisa continues to grow and evolve, preservation of its historic character and small-town atmosphere remains an important consideration in planning for its future.



DEMOGRAPHICS

The Town of Louisa The Town of Louisa encompasses approximately 1.8 square miles and recorded a population of 1,987 residents in the 2020 Census. Although modest in population, Louisa serves a much larger surrounding community as the county seat and governmental and commercial center of a rapidly growing Louisa County.

Recent Census data for the Town indicate a median household income of approximately \$65,100, with approximately 33.5% of residents aged 25 and older holding a bachelor's degree or higher. The Town contains approximately 1,000 households and more than 1,000 housing units. Louisa's demographic profile reflects its role as both an established small town and the center of a growing county, creating opportunities associated with housing, business development, infrastructure, and community services.

ECONOMY

The Town of Louisa serves as an important governmental, commercial, and service center for Louisa County. Its economy benefits from a combination of local government, professional services, retail, restaurants, small businesses, healthcare, construction, and other service-sector activities. The traditional downtown provides opportunities for locally owned businesses and entrepreneurship, while the Town's location within one of Central Virginia's growing counties creates opportunities for additional commercial investment and redevelopment.

Louisa also benefits from the broader economic base of Louisa County and its location between the Richmond, Fredericksburg, and Charlottesville regions. Countywide industries

include manufacturing, distribution and logistics, construction, retail, utilities, healthcare, government, and tourism.

Economic development opportunities within the Town are closely connected to downtown revitalization, redevelopment of existing properties, business retention and recruitment, infrastructure investment, and preservation of Louisa's historic character. The Town's Comprehensive Plan emphasizes sustaining commercial development within its commercial core while encouraging development patterns that reinforce a pedestrian-friendly, attractive community. Balancing new investment with the qualities that distinguish Louisa will remain important as growth continues throughout the surrounding county.

QUALITY OF LIFE

The Town of Louisa offers the friendliness, accessibility, and strong sense of community associated with traditional small-town Virginia. As the county seat, the Town serves as an important governmental, commercial, and community center while maintaining the close personal connections that distinguish a smaller community. Louisa's historic downtown, established neighborhoods, traditional development pattern, and community gathering places contribute to a strong sense of place and civic identity. The Town benefits from strong and stable Council leadership, and residents generally hold their Town government in high regard. A dedicated staff, many with deep roots in Louisa, provides valuable institutional knowledge and reinforces the Town's emphasis on responsive, personal service.

Louisa offers its own parks and community spaces while also benefiting from the recreational and cultural opportunities available throughout the surrounding region. Louisa Town Park provides playgrounds, a walking trail, picnic facilities, sand volleyball, horseshoes, and other opportunities for recreation, while the Town of Louisa Community Park at Town Hall provides an additional neighborhood gathering space. Beyond the Town, residents have convenient access to the broader recreational amenities of Louisa County, including Lake Anna, as well as the shopping, dining, healthcare, higher education, arts, entertainment, and employment opportunities found in Charlottesville and Richmond.

One of Louisa's greatest strengths is its combination of small-town relationships and regional accessibility. Residents can enjoy an environment where local leaders, employees, businesses, and citizens know and interact with one another while remaining connected to the opportunities of Central Virginia. With respected local leadership, experienced and community-oriented employees, a historic downtown, established neighborhoods, and a welcoming atmosphere, the Town of Louisa provides an appealing quality of life and a community where residents can become involved and make a meaningful difference.

EDUCATION

The Louisa County Public Schools provides public education for the Town of Louisa. The school division serves students through elementary, middle, and high school programs and offers excellent academic, extracurricular, career preparation, and workforce-development opportunities. Education and workforce preparation have become particularly important as the Town continues to experience population and economic growth.

A significant investment in workforce education is underway with the development of a new Career and Technical Education (CTE) Center at the Louisa County High School and Middle School complex. Scheduled for completion in late summer of 2027, the approximately 56,000-square foot facility is planned to include 13 classrooms and laboratory spaces. Programs are expected to include welding, firefighting, nursing, cosmetology, marine service technology, HVAC and plumbing, electrical and energy programs, computer-aided design (CAD),

and computer numerical control (CNC). The facility is designed to serve high school students during the day while also providing educational opportunities for adults in the evening.

Louisa's central location also provides access to an exceptional concentration of higher education and continuing education opportunities. Piedmont Virginia Community College serves the Charlottesville region, while Reynolds Community College provides additional programs toward Richmond. The University of Virginia in Charlottesville and numerous colleges and universities in the Richmond metropolitan area place undergraduate, graduate, professional, continuing education, and workforce training opportunities within convenient reach of Town residents. Together, these resources strengthen the region's workforce and provide residents with educational opportunities extending from primary education through advanced degrees and career training.



TOWN GOVERNMENT & SERVICES

As an incorporated town and the county seat of Louisa County, the Town of Louisa provides municipal services while also benefiting from services delivered by Louisa County and regional and state agencies. Town government is responsible for maintaining the community's municipal infrastructure and services and for guiding land use, development, community improvement, and other activities that directly affect residents and businesses.

The Town's Comprehensive Plan provides the framework for long-range decision-making and emphasizes maintaining Louisa's historic small-town character within its rural setting. Major planning principles include environmental stewardship, safe and orderly transportation, quality residential development and redevelopment, pedestrian-friendly development, parks and open spaces, a viable commercial core, preservation of historic and cultural resources, and ensuring that growth occurs at a pace that can be supported by available infrastructure.

As Louisa County continues to grow, Town leadership has an opportunity to strengthen Louisa's position as a governmental, commercial, and community center while maintaining the qualities that make it distinctive. Thoughtful land-use planning, infrastructure investment, downtown vitality, economic development, housing, community engagement, and effective partnerships with Louisa County and other organizations will be important to ensuring the Town remains an attractive place to live, work, visit, and invest.



THE TOWN MANAGER POSITION

The Town Council appoints a Town Manager to serve as the Chief Administrative Officer of the Town of Louisa. The Town Manager is accountable to the Town Council for the leadership, management, performance, and results of municipal operations and is responsible for carrying out the policies, priorities, and strategic direction established by Council. The Manager provides leadership and oversight of Town operations, directs and supports Town staff, and works to ensure that municipal services are delivered effectively, efficiently, and responsively. As a hands-on executive leader, the Town Manager operates at

both the strategic and operational levels, maintaining alignment among planning, budgeting, infrastructure investment, economic and community development, and service delivery while fostering an organizational culture of accountability, collaboration, and high performance.

The Town Manager is responsible for developing and administering the Town's annual operating and capital budgets, overseeing financial operations and fiscal stewardship, and directing long-range capital and infrastructure planning. The Manager leads implementation of the Town's strategic priorities and coordinates planning, zoning, growth, development, infrastructure, and capital projects to support the Town's long-term vitality and quality of life. The Town Manager serves as the primary professional advisor to Town Council, providing analysis and recommendations and ensuring Council policies and adopted plans are effectively implemented. The Manager also serves as a visible representative of the Town, maintaining strong relationships with residents, businesses, community stakeholders, Louisa County, and regional, state, and federal partners; responding to citizen concerns; pursuing grants and other external funding opportunities; and advocating for the Town's interests. The Town Manager also serves as the Town's Emergency Management Director, with responsibility for emergency preparedness, response, recovery, continuity of operations, and organizational risk oversight.

PRIORITIES FOR THE TOWN MANAGER

The Town Council has identified the following priorities that the new Town Manager can anticipate addressing in the first few years:

- Build strong relationships with Town Council and staff, establishing clear expectations, open communication, and a shared understanding of organizational priorities.
- Assess Town operations and organizational needs, identifying opportunities to improve efficiency, accountability, coordination, and service delivery while building upon the strengths of the existing staff.
- Strengthen day-to-day operational management and follow-through, ensuring projects, Council directives, and organizational initiatives are effectively implemented.
- Maintain the Town's strong financial position through sound budgeting, responsible financial management and long-range forecasting.
- Develop and maintain a comprehensive Capital Improvement Program (CIP) that identifies, prioritizes, and plans for the Town's current and future infrastructure needs.
- Evaluate and plan for water, sewer, streets, stormwater, facilities, and other municipal infrastructure, ensuring systems are adequately maintained and positioned to support the Town's long-term needs.
- Identify and pursue grants and other outside funding opportunities to support infrastructure, capital projects, programs, and other Town priorities.
- Guide responsible growth and development, ensuring that planning, infrastructure investment, economic development, and community priorities remain aligned with the Town's long-term vision.
- Strengthen relationships throughout the community by becoming familiar with residents, businesses, community organizations, and local partners and actively participating in the life of the Town.
- Maintain and strengthen the Town's partnership with Louisa County, recognizing the importance of collaboration and coordination between the Town, County, and other governmental and regional partners.
- Balance immediate operational needs with long-term strategic planning, ensuring the Town addresses current challenges while remaining focused on its future financial, infrastructure, development, and organizational needs.

QUALIFICATIONS, EDUCATION & EXPERIENCE

The following education and experience factors are the expected qualifications for successful performance:

- A bachelor's degree in Public Administration, Business Administration, Political Science, Urban Planning, or a related field; a Master's degree is preferred.
- At least three (3) years of progressive executive-level management and leadership experience.
- Local government or public-sector management experience is preferred.
- Comprehensive knowledge of organizational management, municipal budgeting and financial systems, capital improvement planning and infrastructure investment, and growth management, planning, or economic development is preferred.
- An understanding of the statutory authority, responsibilities, and requirements of Virginia town government and a commitment to the principles of the council-manager form of government is desired.
- Designation as an ICMA Credentialed Manager is a plus.
- Qualified to serve as the Town's Emergency Manager or able to obtain the necessary qualifications following appointment.
- Any combination of education and experience that qualifies an applicant may be considered in lieu of the more specific criteria listed above.





PERSONAL TRAITS & DESIRED CHARACTERISTICS

- A strong leader who complements and supports the Town's experienced staff.
- Demonstrates integrity, sound judgment, accountability, and professionalism.
- An excellent listener and communicator who values input from employees, Town Council, residents, businesses, and community stakeholders.
- Confident while demonstrating self-awareness and a willingness to consider different perspectives.
- Possesses a high degree of emotional intelligence and social awareness, with the ability to understand people, situations, and organizational dynamics.
- Politically astute, with the judgment and interpersonal skills necessary to successfully navigate the relationships between elected officials, staff, residents, and other stakeholders.
- A hands-on leader who is willing to roll up their sleeves and assist at every level of the organization when needed.
- Brings a positive, solutions-oriented attitude and remains constructive when addressing challenges.
- An operations-focused manager with strategic vision, capable of effectively managing day-to-day municipal operations while keeping the organization focused on long-term priorities and community goals.
- A visible and engaged community presence who participates in local events, visits businesses, interacts with residents, and develops relationships throughout the community.
- A role model, coach, and mentor who is dedicated to the professional development of Town employees and empowers staff to achieve excellent performance through collaboration and teamwork.

COMPENSATION & BENEFITS

Compensation for the Town Manager will be competitive depending on qualifications and experience. The Town Council has identified a hiring range of \$115,000-135,000. The successful candidate will be offered a generous benefits package including participation in the Virginia Retirement System, health insurance coverage, paid time off, deferred compensation, professional development support, and other benefits as provided for all Town employees or identified in a negotiated employment agreement.

APPLICATION PROCESS

A formal review of applications will begin on October 19, 2026, and those candidates whose qualifications and experience most closely match the those outlined in this profile will be contacted for initial virtual interviews. Timely submittal of application materials will ensure the most advantageous review. To be considered, please submit a cover letter, resume, and professional references, to Berkley Group, via email at doug.walker@bgllc.net. Questions may be directed to:

Doug Walker, Executive Manager
Berkley Group, LLC
Email: doug.walker@bgllc.net
Mobile: (540) 325-0684



For additional information, please visit <https://louisava.gov>

Town of Louisa is an Equal Opportunity Employer.