



City Manager
Madeira Beach, FL
(Permanent Population 4,263)

Located on a barrier island in the Gulf of Mexico approximately eight miles west of downtown St. Petersburg, Madeira Beach is a lively community of 4,263 residents. It has amazing beaches, a welcoming atmosphere and wonderful dining and recreational opportunities. Tourists are appreciated and the commerce they bring is responsible for many of the community's attractions. For example, at Johns Pass is a quaint turn-of-the-century styled fishing village which is occupied by over one hundred merchants. They offer retail shopping, restaurants, shelling tours and water sports and it has become Pinellas County's #1 tourist attraction. And it will only become more popular as the renowned Pier Aquarium currently in St. Petersburg moves to Johns Pass with a planned opening December 12, 2012. The new facility will have three times the exhibit space it currently has and will occupy a total of 10,000 square feet.

The City is a fisherman's paradise. Known as the grouper capital of the world, fishermen also catch snapper, amberjack and kingfish to mention only a few. If you do not have a boat, the local fishing fleet offers plenty of charters. Or, if you would rather watch them than catch them, dolphin watching is popular and snorkeling is available. Scuba diving is also available but more limited – the reefs and wrecks found in other parts of Florida do not exist in this area. Jet skis are popular and if you would rather be above the water, try parasailing. The big city lights are also not far off. Beyond St. Petersburg, Tampa is less than 30 miles east of Madeira Beach. Orlando and its popular tourist attractions are on I-4 about 100 miles northeast.

Housing prices are reasonable for a beach community. Waterfront property starts around \$400,000. If you do not mind not being right on the water, homes can be had beginning at a little under \$200,000. It is then just a short walk - at most five minutes - to either the Gulf of Mexico or the Intracoastal Waterway. Overall, Madeira Beach is an older community that is trending younger. The City has an outstanding fundamental school for grade and middle school students

and while it is a magnet school, parents must provide transportation. Public transportation is excellent and, unlike many small towns, it has a grocery store and a shopping mall that is not far away. Best of all, the community retains its small town feel. Residents help each other and, as one commission member put it, the Cleaver family from the “Leave it to Beaver” television show of the late 1950s and early 1960s would feel right at home.

GEOGRAPHY, CLIMATE AND DEMOGRAPHICS

Madeira Beach lies on a barrier island just west of St. Petersburg. It occupies a total of 3.2 square miles (one square mile of land and 2.2 square miles of water). The land is about three feet above sea level.

The climate is characterized as humid subtropical (Koppen *Cfa*), with a definite rainy season from June through September.

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Average high °F	72	73	77	83	89	90	92	92	90	85	79	74	81
Average low °F	54	56	60	65	72	76	77	77	75	70	65	56	67
Precipitation in inches	2.3	2.8	3.4	1.6	2.6	5.7	7.0	7.8	6.1	2.5	1.9	2.2	45.8

Source: Weatherbase

Like the rest of the Tampa Bay Area, the community is occasionally affected by tropical storms and hurricanes. However, the last time a hurricane directly hit the area was in 1921.

Per the 2010 Census, the total population was 4,263 and was distributed as follows: 416 residents were under 18 years old, 190 were between 18 and 24 years of age, 347 were between 25 and 34, 904 between 35 and 49, 1,371 between 50 and 64 and 1,035 were over 65. While 2010 data is not available, as of 2009 the Census Bureau estimated the per capita income to be \$40,497 and the median household income \$48,750. It also estimated that 84.6% of the City’s residents had a high school education and 27.9% of those over the age of 25 had at least a Bachelor degree.

THE GOVERNMENT

Madeira Beach was incorporated in 1947. It is governed by a five member commission composed of a mayor and four commissioners. All are elected at large and each of the commissioners represents a geographic district (and must have resided in that district for at least six months). Terms are staggered with the Commissioners serving two year terms while the Mayor has a three year term. Of the commissioners, two were elected this past March, two are in their third term and one is in her second. The City does not have term limits. The Commissioners are fiscally conservative and love their community. They serve so that they can make Madeira Beach a better place. While they respect one another, discussions are often spirited and some have described the Commissioners as intelligent, opinionated and spunky.

Many votes are 5-0 but votes of 4-1 and 3-2 are not uncommon. The Commission thinks highly of its staff.

The City has 71 employees providing the following services: planning, zoning, code enforcement, fire, parks, parking enforcement, recreation, solid waste, streets, stormwater, and drainage. Police and water and sewer are provided by the County. The City's total budget is approximately \$12 million and the General Fund make up approximately half of the total. The City also provides fire service to Redington Shores, North Redington Beach and Redington Beach.

City employees are represented by two unions – the International Associate of Fire Fighters and the Communications Workers of America.

THE CHALLENGES

Madeira Beach's finances are relatively sound. It has been careful with its residents' money and the local economy is showing some signs of rebounding. Nonetheless, until the national's overall economy returns to good health, the City will need to continue to manage its finances conservatively. It would also be nice to get back more of the money the City sends to the County in the form of the bed and Penny for Pinellas taxes. A second issue is infrastructure and the City is addressing it. This year's budget calls for \$625,000 to be invested in city streets and curbs, \$300,000 for improvements to the seawall, \$303,000 for parks improvements, \$200,000 for beach walkover and groin rehabilitation, \$150,000 to begin to renovate City Hall and \$110,000 for projects at Johns Pass Village (primarily replacing parking meters with parking stations). A third issue revolves around staffing. Since the last City Manager left, a number of other senior level positions have become vacant or eliminated. The Finance Director resigned. The City Clerk also resigned but has been replaced. The Public Works Director position has been combined with the City Manager's position. The Human Resources Director's position has been eliminated and its duties shifted to the Finance Department. The City Attorney was replaced. These changes have created uncertainty in the staff and the new City Manager's job will be to bring a new stability to the organization and to build a cohesive team. A fourth challenge will be to better utilize the City's number one asset – its beach. While it does host some events, a feeling exists that more could be done with it. That would not just provide more activities for residents and tourists but help the local businesses. Interestingly two areas that are often of concern to beach communities – crime and beach renourishment – are not issues here. Crime is relatively low and groins were installed many years ago that protect the beach.

THE IDEAL CANDIDATE

Madeira Beach is looking for a strong, experienced professional manager who is comfortable working with people from all walks of life. The individual will have outstanding communications skills and understand the need to keep the Commission well informed, to readily share information and to promote transparency. If he/she does not know the answer to a question, the individual will get the answer and then, without being reminded, provide that

answer to the inquiring party. The manager will be comfortable telling the Commission what it needs to hear and not just what it wants to hear. Madeira Beach is a small community so the individual will need to be friendly with a sense of humor. Further, the staff is small so the selected candidate should plan on rolling up her/his sleeves and pitching in. The next manager will not, however, micromanage but rather be well informed of the day-to-day operations, be certain that milestones, goals and objectives are met and hold the staff accountable. She/he will take the initiative, be proactive and constantly search for opportunities to enhance the City. That may entail pestering the state Department of Transportation for funds, identifying events that will bring people/tourists to the City and/or working to create public/private partnerships. The individual will be a change agent and will not accept the status quo. Instead the next City Manager will always be looking for ways to improve the operation, to work hard and to mentor the staff to bring it to its full potential.

The position requires a Bachelor degree with at least seven years of senior level management experience in a governmental organization. Experience with tourism and a waterfront community is important as are strong financial skills and knowledge of public works and project management. Knowledge of inter-governmental relations and experience working with unions are key. An understanding of the application of information systems to increase productivity is a plus.

COMPENSATION

The starting salary range is \$90,000 to \$120,000. The Commission, however, hopes to pay less than the top of the range. Benefits are good.

RESIDENCY

The next manager will not be required to establish residency in the City although it is preferred.

CONFIDENTIALITY

In Florida, all applications become a public record once submitted.

HOW TO APPLY

We are working under a very tight schedule as the City wants to move quickly. It does not have anyone in mind and we do not anticipate any internal candidates. E-mail your resume to [***Recruit28@cb-asso.com***](mailto:Recruit28@cb-asso.com) by October 21, 2011. Faxed or hard copy applications will not be considered. Please direct all of your questions to Colin Baenziger at (561) 707-3537.

THE PROCESS

The City will have a reception the evening of November 14th and to interview finalists on the 15th with a selection made on November 22nd.

OTHER IMPORTANT INFORMATION

Madeira Beach is an Equal Opportunity Employer and values diversity at all levels of its workforce. It encourages people of all races and genders to apply. A veteran's preference will be awarded per Florida law.