



— POSITION AVAILABLE —

CITY ADMINISTRATOR | Apply by April 30, 2021

Welcome to the City of Bradenton Florida

Welcome to Bradenton, a mid-size city with a small-town feel. It is a place residents are proud to call home and, yes, just as its motto says, it truly is “The Friendly City!” Characterized by a caring atmosphere, it is an “old Florida” community where neighbors live, work, and have fun together.

Located on Florida’s West Coast, Bradenton stretches 12 miles on the south side of the Manatee River. Tampa and St. Petersburg lie to the north, on the other side of Tampa Bay. Sarasota is 30 minutes to the south. It is an easy drive to many of Florida’s famed Gulf Coast beaches. As such, Bradenton offers many opportunities involving a wide variety of activities for visitors and residents alike.

To start with, you will find some wonderful outdoor experiences. Bradenton’s award-winning Riverwalk stretches 1.5 miles along the banks of the Manatee River and is a great place to walk, run, fish, picnic, spot dolphins and manatees, or



play beach volleyball. Better yet, an extension is underway that will double its length. Or visit the botanical walk, the splash pad, the skateboard park, and/or the day dock for boaters. Evenings often bring entertainment to the 400 seat Mosaic Amphitheater. The 17th Avenue West Park offers tennis and pickleball, plenty of shade, picnic tables, a gazebo, and playground equipment. The John & Rebecca Neal Park features a community garden, a kayak launch and an observation pier from which you can fish or find beautiful vistas of Florida scenery. 18 holes of golf can be played at the River Run Golf Links along the Braden River. We could go on and on, but suffice it to say, Bradenton offers a wide variety of outdoor venues including numerous local and neighborhood parks we have not mentioned.

Just outside the City's northwest boundary is Robinson Preserve. It is a 600-acre salt marsh and home to jumping mullet as well as hundreds of other species of fish and marine life including dolphins and manatee. The Preserve features hiking paths, kayak and canoe waterways, bridges, picnic spots, mangrove forests and a 53-foot-tall tower with a wide-open view of the Tampa Bay area. A little further away is the De Soto National Memorial Park and is listed on the National Register of Historic Places. Visitors can hit the beach, hike nature trails through the Florida coastal landscape, go fishing or bird watching, have a picnic, and attend living history demonstrations. But it is not the only beach in the area. Many of Florida's most iconic Gulf of Mexico beach towns are less an hour's drive.

Bradenton has no shortage of opportunities for arts and culture. Stroll through the Village of the Arts, a live-work community composed of colorful historic cottages that house everything from Bradenton's best art galleries to award-winning restaurants, bakeries, specialty shops, studios, and healing arts. In early December, attend the annual Bradenton Blues Festival—rated the Best Blues Festival in the United States in 2015 by Blues411. Visit the ArtCenter Manatee and its three galleries featuring exhibitions that showcase the work of more than 2,000 local, regional and national artists. Notably, in 2008,

Bradenton was ranked as the fifth best city in the United States for Working Artists by Art Calendar Magazine.

Stop at the Manatee Performing Arts Center which hosts the Manatee Players and offers The Broadway Series, The Studio Series, and community artistic collaborations. For those a bit more scientifically inclined, visit the Bishop Museum of Science and Nature which focuses on the scientific and cultural knowledge of Florida. Among other things, it includes a planetarium and the Manatee Habitat where injured manatees are rehabilitated and eventually released. Then there is the Family Heritage House Museum (focused on Black history) at the State College of Florida. Finally, the Manatee Village Historical Park is an open-air museum that contains 14 preserved and replica structures representing the cultural heritage of Manatee County's founding period of 1840-1918.

Bradenton is very walkable and has its own nightlife. A few of the popular hang outs include O'Bricks, McCabe's Irish Pub, Oak & Stone Rooftop Bar and Paddywagon, Mattison's on the Riverwalk and Motorworks. Shopping opportunities are plentiful. Visit the aforementioned Village of the Arts for vintage jewelry and handmade gifts. The Downtown Farmers' Market is a "don't miss" Saturday highlight. Just beyond the City's borders lies the Ellenton Premium Outlets and 30 minutes south in Sarasota is the University Town Center Mall with its luxury brands.

If you are a professional sports enthusiast, the Pittsburgh Pirates' spring training site is here as well as their Class A minor league baseball team, the Marauders. LECOM Park, where they play, was Baseball Digest's selection as the 2018 Best of the Ballpark for Class High-A facilities. Thirty minutes north, you can catch Major League Baseball's Tampa Bay Rays and another 30 minutes further and the National Football League's Tampa Bay Buccaneers and the National Hockey League's Tampa Bay Lightning.

100miles northeast on I-4, are the many popular attractions of the Orlando area Disney World, SeaWorld, Universal



Studios, and the National Basketball Association's Orlando Magic.

The cost of living is reasonable in Bradenton, slightly below the US average. A nice home can be purchased for between \$250,000 and \$300,000. Public K-12 education is provided by Manatee County and the schools are good and improving. Residents recently passed a one-mill tax hike to increase teacher salaries and starting teacher pay is now among the highest in the state.

The best part of Bradenton though is its residents. They are friendly, regular people who love their community. They are a diverse group that welcomes new residents, visitors and tourists. What is most important to them is Bradenton's small-town charm, and they work hard to protect it while also improving Bradenton. Neighbors help neighbors, and residents like to volunteer. When a problem arises, they step up and step in to help solve it. Faith leaders are an important part of the community—one of the council members commented they have 52 flavors of religion here. Yes, it truly is the Friendly City!

Like everything else, travel is easy from Bradenton. Tampa International Airport is nearby and is a jumping off spot to virtually anywhere in the world. Sarasota-Bradenton International Airport is six miles south of Bradenton and offers more than 50 nonstop, year-round and seasonal destinations. When cruising returns, the Port of Tampa (45 minutes to the north) will offer many opportunities in the Caribbean and the Gulf of Mexico.

What is needed now is a strong, creative City Administrator to partner with the elected officials to continue to guide the City to a brighter future.

HISTORY

Bradenton's recorded history begins with a visit by Hernando DeSoto in 1539. The first settlers in the area were Joseph and Hector Braden who claimed 160 acres and started a sugar plantation at the confluence of the Manatee and Braden Rivers in 1842. Since then, growth has been slow but steady.

In 1849, the Union Congregation Church was built. It was the first church north of the Florida Keys and south of Tampa. In the 1850s, the Bradens built a wharf and the Fort Braden stockade (which would eventually become the downtown area).

In 1878, locals asked for a post office and named their community after the Bradens, but spelled it Braidenton on their application. Over the next few years, a bank and an opera house were constructed. The Town of Manatee (now east Bradenton) was incorporated in 1883 and Braidenton in 1903 (which was changed to Bradentown in 1905). At the time, the population was just under 2,000. A toll bridge between Bradentown and Palmetto opened in 1919, and the county's first hospital opened here in 1920. In 1924, Bradentown became Bradenton. In 1938, the City built a dam and reservoir on the Braden River to provide potable water.

During World War II, Army Signal Corps personnel were trained in Bradenton, and the Army Corps trained at the new Bradenton-Sarasota Airport on the Manatee-Sarasota County line. Facing bankruptcy, the Town of Manatee, annexed into Bradenton in 1944. In 1946, Tropicana opened a fruit processing plant in Bradenton.

Serious growth began after the war when the population jumped from about 7,500 in 1940 to 13,600 in 1950. Aside from the occasional pause, growth has been unabated since.

In 1980, the Downtown Development Authority was established, and in 1989 a new Manatee County Administration building opened. In 2000, the Central Community Redevelopment Agency was created to rehab/redevelop the neighborhoods between 6th Street West and 27th Street East. In 2004 the redevelopment of Rossi Waterfront Park was completed.

In 2008, the nine-story Manatee County Judicial Center opened and in 2012, the Bradenton Riverwalk had its grand opening. 2018 brought major changes in downtown Bradenton with construction beginning on the Spring Hill Suites Hotel, South Florida Museum renovations, Twin Dolphin Marina Expansion, and new City Center Parking Facility. Today, Bradenton is largely built out and has repurposed itself and has become a true destination—a place to come and stay—to work, play, raise a family, and eventually retire.

GEOGRAPHY

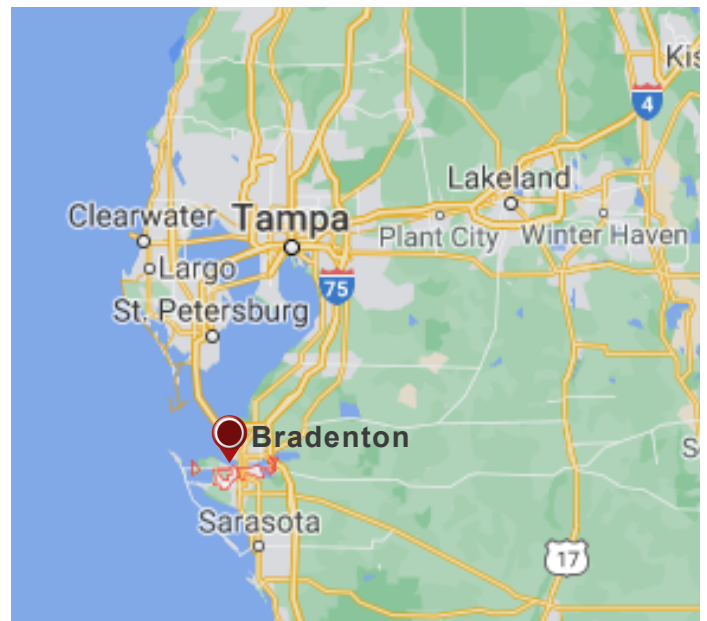


Figure 1: Bradenton, FL Location

Bradenton covers a total area of 14.4 square miles of which 12.1 square miles are land. It is located on Florida’s Gulf Coast just south of Tampa and St. Petersburg. It is a principal city of the North Port–Sarasota–Bradenton metropolitan statistical area (which had an estimated population of 821,573 in 2018). The City is surrounded by fresh and saltwater waterways and is bordered on the north by the Manatee River. It is an average of six feet above sea level.

CLIMATE

Bradenton’s climate is considered humid, subtropical with mild winters and warm, wet summers. Summer temperatures average in around 90°F as the high and 76 for the low. The winter months are cooler with highs in the low 70s and low temperatures in the low 50s. The City has a rainy season peaking in the summer months. Hurricanes are possible but infrequent. On average, Bradenton has 249 sunny days annually.

DEMOGRAPHICS

See Table 1 for detailed information on the demographics of Bradenton. Notably, the City has a sizable Haitian Creole population.

COMMERCE

Government (Bradenton is the Manatee County seat), medical, industrial, retail, and service are all significant players in the local economy. The department store chain Bealls is headquartered here as is Champs Sports, the nationwide sports-apparel chain. Tropicana Products was founded in Bradenton in 1947 and at one point employed over 8,000 people. After PepsiCo, Inc. acquired it and consolidated it with Pepsi’s non-carbonated beverage businesses (including Gatorade), its headquarters was moved to Chicago leaving only the juice production facilities and a much smaller work force in Bradenton. See

Table 1: Bradenton Demographics

Distribution by Race		Distribution by Age	
White	75.2%	0 to 15	16.6%
Black	18.4%	15 to 25	10.3%
Asian	1.2%	25 to 45	23.8%
Two or More Races	5.2%	45 to 65	23.9%
Total	100%	65 to 85	20.3%
Hispanic Ethnicity (all races)	18.2%	85 +	5.1%
Estimated Population: 55,509			
Educational Achievement (Over Age 25)			
High School or Higher		86.8%	
Bachelor's Degree or Higher		24.0%	
Other Statistics			
Median Age—Bradenton		44.4	
Median Age—U.S.		37.8	
Median Household Income—Bradenton		\$46,776	
Median Household Income—U.S.		\$61,937	
Poverty Rate		15.5%	

Source: U.S. Census Bureau

Table II on top of page 6 for more detail on the City’s principal employers.

The 2008 Recession had a significant impact on Bradenton. CNN projected the loss in the median home value to be almost 25%. Fortunately, real estate prices have largely recovered since then.

THE GOVERNMENT

Bradenton has an unusual form of government. The City is governed by a Mayor and five Council Members, the latter representing geographic wards. All are elected to staggered, four-year terms. The next election is in November of 2022.

Table 2: Principal Employers, New Hanover County, NC

Employer	Industry	Employees
Manatee County School District	Education	7,100
Manatee Memorial Hospital	Healthcare	2,489
Bealls Inc.	Retail	2,041
Manatee County Government	Government	1,625
Blake Medical Center	Healthcare	1,528
Manatee County Sheriff's Office	Government	1,200
IMG Academy	Education	1,000
Publix	Retail	989
Tropicana Products, Inc	Manufacturing	900
Sun Hydraulics, LLC	Manufacturing	718

Source: Wilmington, NC 2019 CAFR

The Mayor appoints the police chief (subject confirmation of the City Council) and oversees the police department as a whole. He/she presides over Council Meetings but votes only in case of a tie. The Mayor can veto ordinances and when that happens, the Council must have a super majority to override. Historically, Bradenton's elected officials have had long tenures, although currently the Council has two newly elected members and another in his first term. The elected officials are generally positive and, while it is a little early to be certain, it appears the newly constituted Council will continue Bradenton's tradition of cooperation and hard work for the betterment of the City's residents and businesses. That said, debates over issues can be vigorous.

The Council appoints the City Administrator and the City Clerk. The Administrator is responsible for policy implementation and management of the City's day-to-day operations (except police). The City offers a typical range of services including fire/EMT, building and code enforcement, parks, planning, police, public works, and utilities. See Figure 2 on page 7 for more information.

Recreation programs are offered by independent nonprofits or through the County. The City has approximately 550 full-

time employees. The FY 2020-21 General Fund budget is \$48,578,442 while the Total Budget is \$123,831,798.

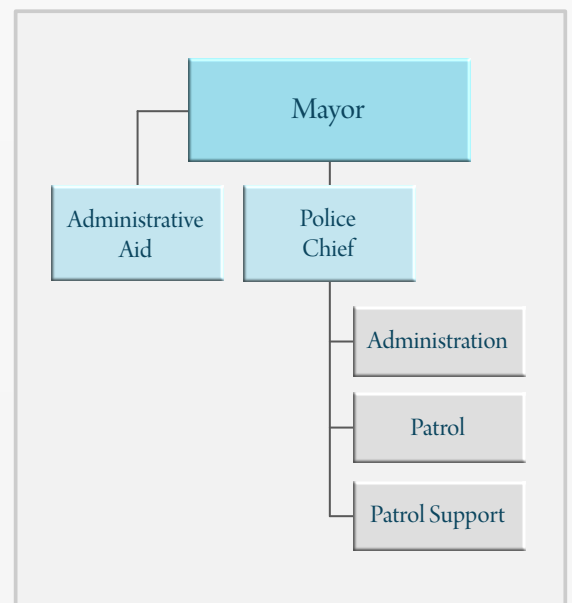
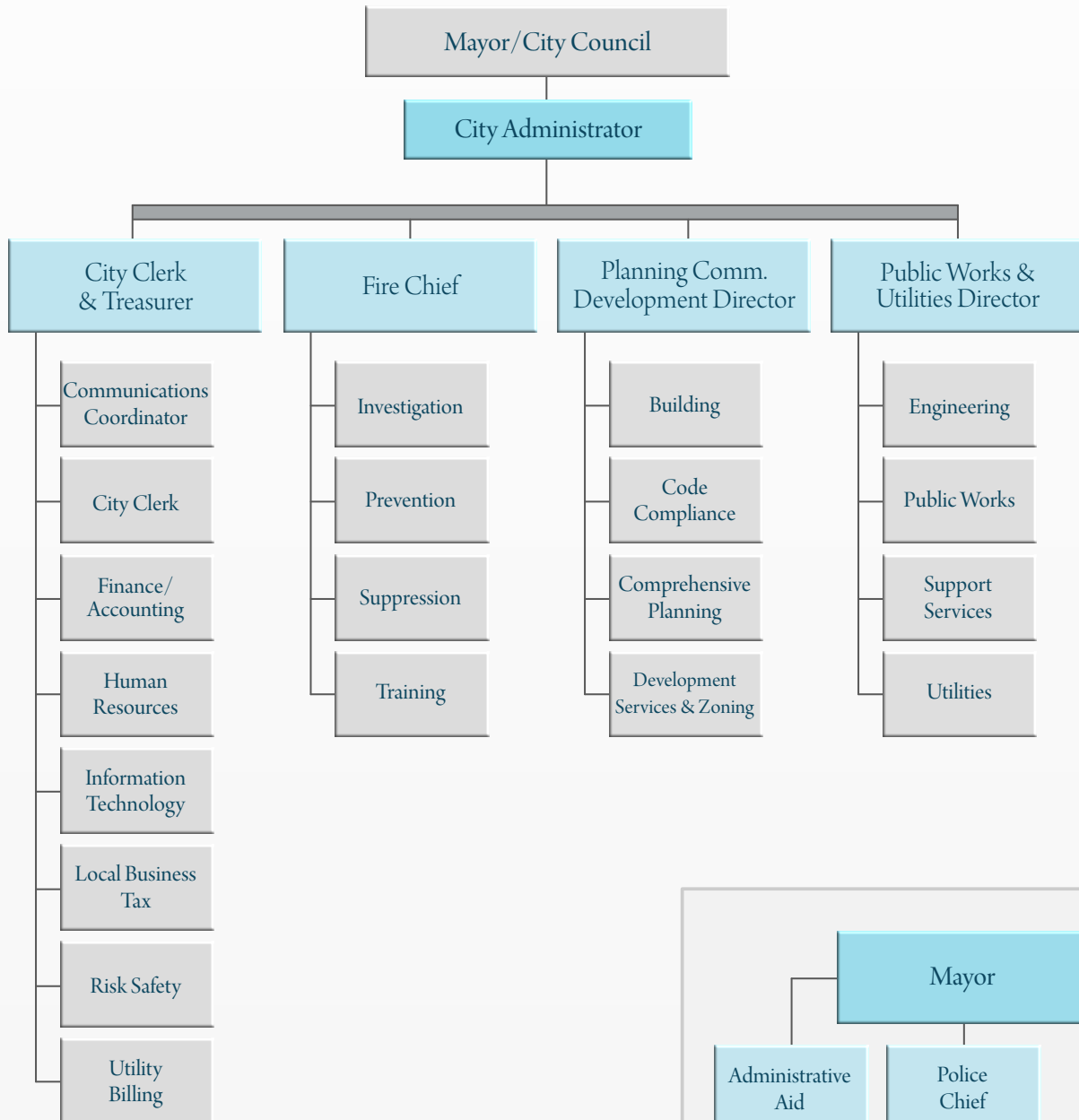
THE OPPORTUNITIES AND CHALLENGES

Bradenton is a city on the move, a place people want to come to. It is largely built-out and financially sound. The issues facing the next City Administrator are relatively straightforward, but challenging all the same.

First, although Bradenton has a population of 55,000+, it still has a small town's feel and charm. With few vacant lots, growth means properties will need to be redeveloped. The challenge will be to balance the resident's desire to maintain Bradenton as it is with the need to move forward. The answer will be smart and quality redevelopment, instead of simply redevelopment and to channel redevelopment in a way that positively impacts the community.

The next challenge is actually a tremendous opportunity. The City Administrator position is not defined in the city charter. Rather it has evolved over time in recognition that the Mayor and City Council cannot properly manage the City's day-to-day operations without the help of a CEO. At this point, the City Administrator effectively operates as a City Manager would except (1) the appointment of department heads must be approved by the City Council and (2) the Mayor over sees the day-to-day operation of the police department. The Charter does, however, have a provision permitting the creation of the position of City Manager, if approved by the voters. While it is generally agreed that the City needs to change its form of government, the sentiment has been to wait for the new City Administrator to start work. Hence, while much is already in place, the new Administrator will have the

Figure II: City of Bradenton—Organizational Chart





opportunity to work with the City Council to define, formalize and clarify the structure of the city government.

Infrastructure is recognized as an area where work is needed but where an excellent plan is in place to make the necessary upgrades. Continuing to make the upgrades in a logical, consistent manner and completing them as scheduled should not be difficult, absent unforeseen circumstances. That said, the process will need to be managed and the allocated funds protected.

A related opportunity is the City Hall building. The building sits on three acres of prime waterfront property. Since it was built 25 years ago, much has changed and parts of it are outdated. For example, the municipal auditorium costs more to operate than it does to keep it closed, and the building no longer meets the needs of the police department. Developers have approached the City with some very, very generous offers. The question is what do next.

Along with the retirement of the City Administrator, at least two other key individuals will be retiring in the near future. These are the Fire Chief and the Assistant Director of Public Works. Together these three positions account for almost 100 years of experience with the City. While Bradenton has a good succession plan, it is likely that at least one of these beyond the City Administrator will need to be filled from outside the Bradenton city government.

Other challenges/opportunities include providing increased services for youth and working to encourage racial and ethnic harmony.

THE IDEAL CANDIDATE

Bradenton is seeking an outstanding, achievement-oriented, manager and leader to work with its elected officials and the community in guiding the City to an even brighter future. While recognizing he/she works for the Council, the individual will have a strong belief in self and be comfortable telling the Council what it needs to hear, not what it wants to hear. The City is not looking for a “yes” person, but someone who will express his/her opinion diplomatically in the right place at the right time. The individual will support recommendations and opinions with facts and have a strong moral compass. He/she will understand politics but not become involved.

The City Administrator will have a sincere interest in the well-being of the residents, businesses and employees. He/she will inspire and motivate staff to achieve what is best for Bradenton. The individual will be respectful of others, delegate and encourage an environment where creativity will flourish. The best candidate will be able to recognize talent, mentor that talent, and be confident enough to step back letting them do their jobs. The ideal candidate will give assignments and set broad performance parameters, but will also expect results and hold employees accountable.

The next Administrator will be approachable, intelligent, upbeat, friendly, outgoing, organized, and positive—someone with a “can do” attitude and who is visionary yet practical. He/she will be resolute yet flexible, consistent, cheerfully persistent, high energy, and a leader—not a bureaucrat. The individual will remain calm in the face of adversity and have a strong sense of humor—realizing humor is often the best way to dispel tension. The Administrator will be of the highest integrity, believe strongly in transparency, and understand that optics often matter as much as reality. He/she will quickly become part

of the community, always listening and always looking for ways to make the government more responsive.

The next Administrator will have excellent communication skills and use them. As one of the faces of the city government, he/she will easily communicate with people from all walks of life—being able to break down complex ideas in a way that everyone can understand. The individual will realize listening and ensuring people feel their views are heard are critically important parts of communicating and problem solving. He/she will realize that giving the credit to others is often the best way to get things done.

The Administrator will recognize both the good and the harm social media and naysayers can do. When confronted with negativity, the Administrator will politely correct the record—including in responding to public attacks upon staff. The ability to anticipate/resolve issues before they become problems is critical. Good judgment and common sense are essential.

Customer service will be, along with integrity, will be a core principle and a way of life. She/he will be someone who works with the Council, the community, local businesses, and regional and national partners to find solutions to problems. Collaboration and building consensus will be critical.

In terms of specific skills, the individual will have a demonstrated track record of achievement in management, finance, economic development, redevelopment, and intergovernmental relations. Analytical skills will be important as the Administrator will be defining the government’s structure and always looking for ways to improve operations. While the City has been very well run, there is always room for improvement. Knowledge of the application of technology to solve problems and make processes more efficient and effective will be important.

While the position requires a bachelor’s degree in business administration, public administration, public policy or

related field, a master's degree is preferred. Significant experience in local government management and decision-making is required. Being bilingual (English and Spanish or Creole) is a plus.

The selected candidate will be expected to make a commitment to Bradenton. This position should not be viewed as a steppingstone but as a gem in its own right. The City hopes and expects the next Administrator will replicate its current Administrator's passion for the City and ideally have a lengthy tenure.

COMPENSATION

The target salary is \$150,000 to \$205,000 and the actual salary will depend on the selected candidate's qualifications. It should be noted that the City wants to attract an outstanding manager and will pay a salary near the top of the range if it is necessary to get the right person. Further, Bradenton offers excellent benefits. The City Administrator will, for example, participate in the Senior Management Class of the Florida Retirement System. The City also offers a 457 plan although it does not make contributions on employees' behalf.

THE CURRENT CITY ADMINISTRATOR

Carl Callahan was hired in 1992 as the City Auditor. Over the next 29 years, the position gradually evolved into that of a City Administrator. He will be retiring in June of this year.

RESIDENCY

Residency within the City limits is preferred. The City Council will consider a location within a reasonably short commute as long as it is south of Tampa Bay.

HOW TO APPLY

E-mail your resume and cover letter to Colin Baenziger & Associates at Recruit22@cb-asso.com by April 30, 2021.

Questions should be directed to Rick Conner at (915) 227-7002 or Colin Baenziger at (561) 707-3537.

THE PROCESS

Applications will be screened between May 1st and May 31st. Finalists will be selected on June 8 and interviews will be held on June 17th and 18th. A selection will be made shortly thereafter.

OTHER IMPORTANT INFORMATION

The City of Bradenton is an Equal Opportunity Employer and encourages women, minorities and veterans to apply. Under the Florida Public Records Act, all applications are subject to disclosure upon receipt. That said, this position is unlikely to receive any media attention until the names of the semi-finalists are released on May 31st. A veteran's preference will be awarded if applicable under Florida law.

ADDITIONAL INFORMATION

For additional information about the City of Bradenton, visit:

www.cityofbradenton.com

www.bradentongulfislands.com

www.manatee-chamber.com

www.realizebradenton.com