



bradenton

The Friendly City

Position Re-opened – Looking for Just the Right Candidates

— POSITION AVAILABLE —

DIRECTOR OF PUBLIC WORKS AND UTILITIES

Apply by March 1, 2024

Welcome to Bradenton, a mid-size bustling 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 play that is simply described as awesome!

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 that includes a booming downtown waterfront for visitors and residents alike.

To start with, you can enjoy the outdoors Downtown Bradenton’s award-winning Riverwalk. It stretches 3 miles along the banks of the Manatee River with features including an impeccably kept place to walk, run, fish, picnic, spot dolphins and manatees, and play beach volleyball. Take the 8-mile beach ferry and experience the



tour and, in 30 minutes, enjoy Anna Maria Island beaches and attractions; Bradenton Beach, Bridge Street, or historic Holmes Beach. Or visit the botanical walk, the splash pad, the skateboard park, and/or the day dock for boaters at the Riverwalk. 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. Additional mixed-use waterfront development expected includes \$400 million of Hotel Riverfront condos, food, beverage and, entertainment. 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 City's 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 incredible growth, development and 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. Many of Florida's most iconic Gulf of Mexico beach towns are less than 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. In February, experience the Bradenton Area River Regatta where you will be captivated and enthralled by the fastest inland boats on water and the largest tunnel boat race on tour, coupled with traditional festival favorites; music, food and fun activities for all ages. 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 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 Manatee Art Center, 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 Pier 22, 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 and Village of the Arts for vintage jewelry and handmade gifts. The Downtown Bradenton Public (Farmers') Market is a "don't miss" Saturday highlight that attracts 4,000-5,000 people and over 200 vendors. 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' elite Major League Baseball spring training site is here for an active Spring Training as well as their Class A minor league baseball team, the Marauders. LECOMPark, where they play, was Baseball Digest's selection as the 2018 Best of the Ballpark for Class High-A facilities. In addition, the IMG Academy, the World Leader in Sports Education, provides athletes with a platform to maximize their potential. 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.



100 miles 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. A nice home can be purchased for between \$400,000 and \$600,000. Public K-12 education is provided by Manatee County and the schools are excellent. Residents recently passed a one-mill tax hike to increase teacher salaries and starting teacher pay is now among the highest in the state.

Like everything else, travel is easy from Bradenton. Tampa International, the fastest growing 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 60 nonstop, year-round and seasonal destinations. The Port of Tampa (45 minutes to the north) offers many opportunities in the Caribbean and the Gulf of Mexico. For many more options, Port Canaveral (2.5 hours east) is the busiest cruise port in the world.

The best part of Bradenton 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 place as a leading waterfront community in Tampa Bay. 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 councilmembers commented they have 52 flavors of religion here. Yes, it truly is the Friendly City.

All that is needed now is an outstanding individual with an extensive background and knowledge of public works, project management, utilities, and ideally engineering, to guide the City and its infrastructure to an even 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.

DEMOGRAPHICS

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

Table 1: Bradenton Demographics

Distribution by Race		Distribution by Age	
White	74.3%	0 to 15	18%
Black	14.8%	15 to 25	9.6%
Asian	1.8%	25 to 45	22.0%
Two or More Races	9.0%	45 to 65	25.4%
Total	100%	65 to 85	20.6%
Hispanic Ethnicity (all races)	21.4%	Over 85	4.4%
2023 Estimated Population: 56,730			

Other Statistics	
Median Age—Bradenton	45.3
Median Age—U.S.	38.1
Median Household Income—Bradenton	\$50,084
Median Household Income—U.S.	\$70,784
Poverty Rate	14.7%

Source: U.S. Census Bureau

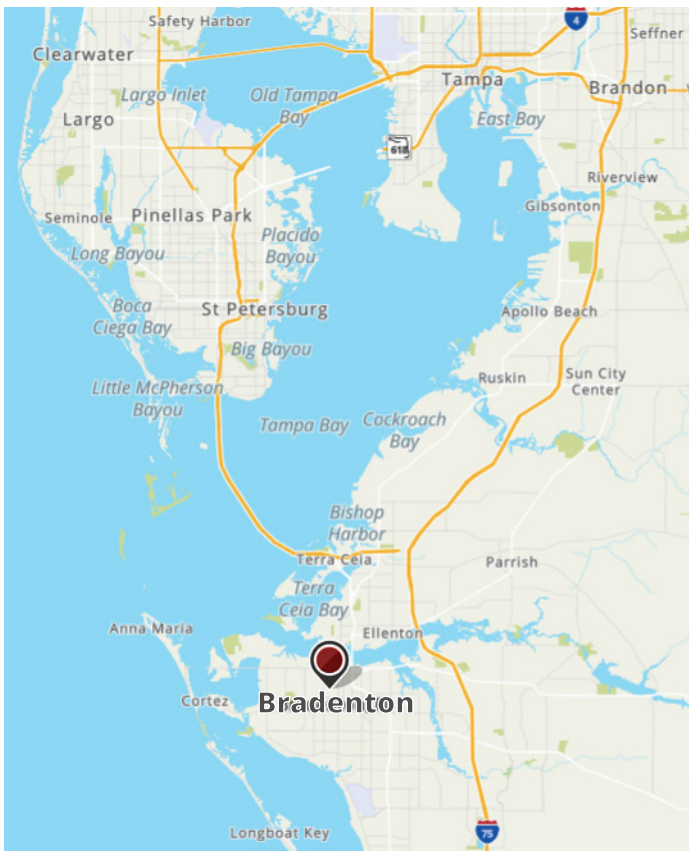


Figure 1: Location of Bradenton, FL

CLIMATE

Bradenton’s climate is considered humid, subtropical with mild winters and warm, wet summers. Summer temperatures average around 90°F as the high and 76 as 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.

GEOGRAPHY

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 891,441 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.

Table 2: Principal Employers, Bradenton, Florida

Employer	Industry	Employees
Manatee County School District	Education	5,632
Beall’s Inc.	Retail	2,336
Manatee County Government	Government	2,032
Publix	Grocery	1,924
Manatee Memorial Hospital	Healthcare	1,651
Blake Medical Center	Healthcare	1,250
Manatee County Sheriff’s Office	Law Enforcement	1,237
Tropicana Products Inc.	Food	1,000
Sun Hydraulics, LLC	Manufacturing	1,000
Pierce Manufacturing	Manufacturing	680

Source: Bradenton, Florida 2021 CAFR

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 II (left) for more detail on the City’s principal employers.

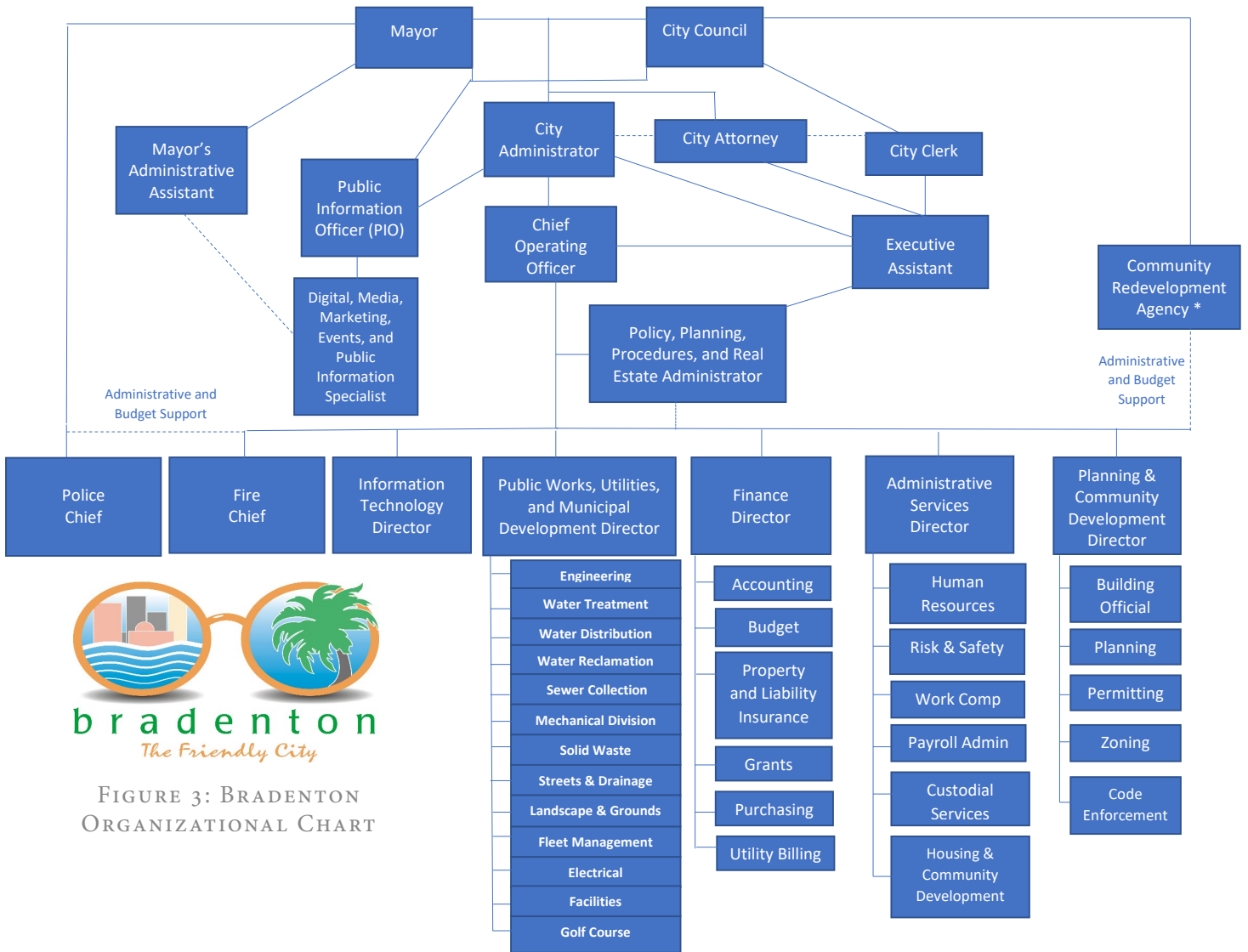


FIGURE 3: BRADENTON ORGANIZATIONAL CHART

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 recovered and followed the national trend of increasing rapidly. They are, in fact, up 150% over the past three years.

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 cycle is in November of 2024. Elected Leadership is very stable and typically quite collaborative, collegial and cordial.

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 the event of a tie. The Mayor can veto ordinances and when that happens, the Council must have a supermajority to override. Historically, Bradenton's elected officials have generally had long tenures, and have a strong, very positive relationship with staff.

The City Administrator makes advisement to the Mayor and City Council on the appointment of Department Heads and Directors and is responsible for policy implementation and management of the City's day-to-day operations (except police). The current City Administrator comes from a record of assembling an excellent Senior Management team to meet the challenges of the future, present and future growth, as well as

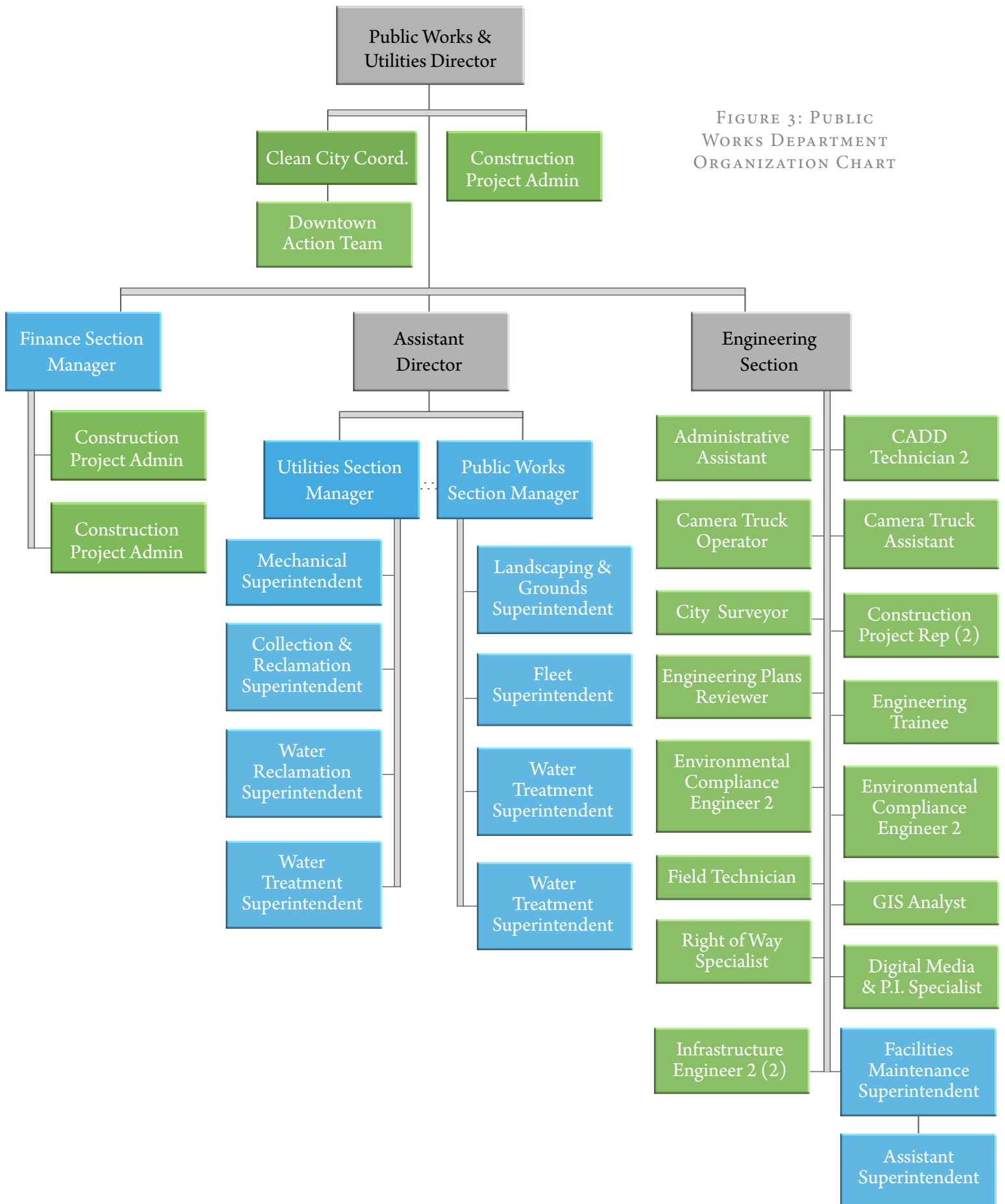


FIGURE 3: PUBLIC WORKS DEPARTMENT ORGANIZATION CHART

Table 3: Public Works Budget by Year over Time

DIVISION	FY 2020-21	FY 2021-22	FY 2022-23
Fleet	\$1,145,297	\$1,166,378	\$1,192,345
Facilities Maintenance	\$547,157	\$771,929	\$772,056
Electrical Maintenance	\$964,764	\$1,231,351	\$1,711,506
Streets	\$2,655,168	\$2,630,622	\$2,548,866
Landscape & Grounds	\$1,789,864	\$1,981,786	\$2,192,663
PW Executives	\$827,758	\$1,102,613	\$1,087,135
Water Distribution	\$2,787,705	\$2,959,988	\$3,305,183
Water Treatment	\$4,674,023	\$4,643,243	\$5,200,781
Sewer Collection	\$726,170	\$749,351	\$835,259
Mechanical	\$2,025,715	\$2,124,408	\$2,352,216
Water Reclamation	\$2,688,919	\$2,694,142	\$3,133,593
Engineering	\$934,579	\$962,391	\$1,648,484
Drainage	\$1,490,118	\$1,820,380	\$3,147,016
SW Residential	\$5,022,938	\$5,938,818	\$6,200,035
SW Commercial	\$2,334,928	\$1,841,734	\$2,663,814
SW Recycling	\$884,458	\$850,779	\$463,004
Golf Course	\$1,477,733	\$1,601,996	\$1,663,134
TOTAL	\$32,734,294	\$35,071,909	\$40,117,090

Source: City of Bradenton, Florida

redevelopment of somewhat aged infrastructure and quality management systems. The City offers a typical range of services including public works & utilities, fire/EMT, building and code enforcement, parks, planning and police. See Figure 2 on page 6 for more.

The City’s FY 2023-24 budget is \$183,298,462 with the General Fund comprising \$69, 628,568 while enterprise funds compose \$45,430,521, and the capital improvement budget is \$36,052,406.

THE PUBLIC WORKS AND UTILITIES DEPARTMENT

The Director of Public Works and Utilities reports to the City Administrator. The Department is managed by the Director who

oversees an Assistant Director and two section managers. The Assistant Director oversees the Public Works (or Maintenance) Section, and the Utilities Section (including Water and Sewer services). The two section managers oversee the Finance Section (which includes the golf course) and the Engineering Section. It is a full-service department comprised of 13 divisions that include: Engineering, Water Treatment, Distribution and Reclamation, Sewer Collection, Mechanical Division, Solid Waste, Streets & Drainage, Landscape & Grounds, Fleet Maintenance, Electrical, Facilities and Golf Course. See Figure 3 on page 7 for more information.

The Department is budgeted for 265 full-time positions, the largest in the City, that include an Assistant Director, 3 Section Managers and 11 Superintendents. The FY 2023-24 Enterprise Operating budget is approximately \$40,117,000. The remaining \$35,186,967 is allocated to Special Revenue Funds, the CRA, Debt Service and Self-Insurance.

The Department is responsible for, among other things, 13 parks covering about 190 acres, an 18-hole golf course, almost 17,000 commercial and residential solid waste customers, 194 miles of roadway, 230 miles of sidewalk, 4,400 streetlights, 44 intersection traffic signals, 262 miles of water mains, 207 miles of sanitary sewer, 154 miles of storm water lines, a 12 mgd surface water treatment plant, a 9 mgd advanced wastewater treatment plant, and 64 lift stations. The system is intertwined with County and State parties. It also maintains all city buildings (780,000 square feet) and over 500 vehicles. Additional information is available in a status report on the Department recently completed in draft form by Matrix Consulting Group which is available [HERE](#).

THE CHALLENGES AND OPPORTUNITIES

Bradenton is a city on the move, a place people want to come to. It is largely built-out and financially sound. That said, The Director will not be bored. He/she and the Department have numerous challenges to address.

The first challenge is many of its buildings and much of Bradenton’s infrastructure is aging and needs to be renovated, replaced, or enhanced. For example, the municipal complex is 25 years old and outdated. The city hall needs to be replaced as does the municipal auditorium (which costs more to operate than it

does to keep it closed), and the police station no longer meets the department's needs. As a result, at the very least, a new city hall and police headquarters are needed along with a new public works complex, and emergency operations center. The City is finalizing the construction of the LECOM Park area expansion. All are well along in the advanced stages of design and preconstruction.

The utility system needs to increase its wastewater pumping and treatment capacity as well as an upgraded disinfection capability. The collection system suffers from inflow and infiltration. Further, the utility is under a consent decree and part of the solution will include constructing a \$20 million dollar deep well clarifier. The water system suffers from leaks and lost water. These need to be identified and repaired. On the positive side, the City is authorized through the State Revolving Loan Fund nearly \$48 Million to repair, rebuild, replace aged water utility infrastructure over the next several years. While plans are in place for much of the work, it will need to be actively managed and the allocated funds protected.

The City currently has an outside consulting firm conducting a top to bottom evaluation of the Department. At this point, it has completed a draft report of the Department's status. The next step will be to make recommendations for improvement. One of the outcomes is expected to be a determination of whether the City has the right people doing the right things in the best manner. The goal is to create an active, forward looking department where silos are eliminated, change is embraced, and innovation flourishes. Everything is on the table and one possible outcome, for example, is a recommendation to create a separate construction management services department.

Once the report is completed and its recommendations accepted, modified, and/or rejected, the challenge will be hiring and/or realigning personnel. Approximately 17% of the Department's positions are unfilled. The need is particularly strong in terms of engineers and other important technical positions. In addition, a solid plan will be needed and implemented to fill the vacancies. It should be noted that the need for proper staffing is accentuated by the significant amount of private development currently taking place. In many cases, related infrastructure projects need to be reviewed and/or implemented, and that takes staff time.

The final challenge will be to upgrade the Department's support systems. In some areas, they simply need to be improved. In others, items such as asset management need to be planned, strategically implemented and executed.

THE IDEAL CANDIDATE

Bradenton is seeking an outstanding, achievement oriented, manager and leader to work with its City Administrator, the elected officials and the community to make Bradenton a first class city in terms of infrastructure. To do so, the individual will need to have significant, progressively more responsible experience in public works and utilities management.

At the same time, the next Director will recognize the importance of soft skills – communication as well as the ability to work with people and make them feel valued. The City is clearly connected with both elected officials and executive leaders from appropriate partners at the Federal, State and County levels, as well as senior executives in surrounding local government. Bradenton is being recognized for its professional, collaborative and valuable leadership by many of our intergovernmental partners. The individual will be equally comfortable talking to corporate executives as day laborers. He/she will be a patient listener and truly care about staff and the public. Customer service will be important to the individual and not just a catchy phrase.

The ideal candidate will be visionary, yet practical. He/she will see the big picture but not neglect the details. The individual will be proactive, progressive, strong, energetic and hard working – visualizing possibilities where others see stumbling blocks. He/she will have a passion for excellence. Much needs to be done and as a result, a bias towards action will be nice.

The next Director will be approachable with an open-door policy and enjoy mentoring—he/she will want to help the great staff to become the best they can be. The individual will set goals, ensure the necessary resources are provided, and then step back. In other words, he/she will be comfortable delegating. That said, the best candidate will have high standards and hold staff accountable for meeting goals and deadlines. The individual will be keenly knowledgeable of what is happening within the

organization and occasionally pitch in if that is what it takes to keep projects on track.

The best candidate will be aware of emerging issues, trends, and future technologies, and constantly seeking to improve the Department, the City's infrastructure, and him/herself. The individual will have experience implementing change. It is likely the aforementioned evaluation will recommend changes in processes, structure and/or the roles individuals play. As a result, the individual will need to be able to explain what is needed and why so that others capture the vision. Then he/she will need to be able to manage the changes.

The ideal candidate will have a bachelor's degree or higher from an accredited college or university in Public Administration, Construction Management; Civil, Environmental, or Structural Engineering; or a related field as well as ten (10) years of progressively responsible managerial experience in the public works, engineering, or related fields. A Master's Degree in a related field is preferred. Experience working with unions and in labor relations is a plus as well as National Incident Management System (NIMS) training and certification.

Finally, 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 Director to replicate the prior Director's passion for the City and have a lengthy tenure.

COMPENSATION

The salary range is \$150,000 to \$180,000 and the actual salary will depend on the selected candidate's qualifications. It should be noted that the City wants to attract an outstanding individual and will pay a salary near the top of the range if that is what is necessary to get the right person. Further, Bradenton offers excellent benefits. The Public Works Director 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. Reasonable relocation/moving expenses and use of a City vehicle will be considered.

THE MOST RECENT PUBLIC WORKS AND UTILITIES DIRECTOR

The most recent Director retired after 13 years with the City and seven as Director.

RESIDENCY

Residency within Manatee County is preferred, but not required.

HOW TO APPLY

E-mail your resume and cover letter to Colin Baenziger & Associates at Recruit26@cb-asso.com by March 1, 2024. Questions should be directed to Stephen Sorrell at (513) 317-0678, or Colin Baenziger at (561) 707-3537.

INTERNAL CANDIDATES

We do not anticipate v any internal candidates, due to the skill set required.

CONFIDENTIALITY

Under the Florida Public Records Act, all applications are subject to disclosure upon receipt. As a practical matter, we would be shocked if this recruitment drew any media coverage.

THE PROCESS

Applications will be screened beginning March 2nd. The City is eager to move quickly and plans to select its next Director of Public Works and Utilities in early April.

OTHER IMPORTANT INFORMATION

The City of Bradenton is an Equal Opportunity Employer and encourages women, minorities and veterans to apply.

ADDITIONAL INFORMATION

For additional information about the City of Bradenton, visit:

cityofbradenton.com

bradentongulfislands.com

manateechamber.com

.realizebradenton.com

