



Welcome to the City of Carnation, Washington

City Manager Position Available—Apply by July 21, 2017



Enjoy “Country Living” next to all the Seattle / Bellevue Metro Area offers! Carnation is a surprisingly rural community in western Washington located along the Snoqualmie and Tolt Rivers, a quiet place surrounded by natural beauty. Rich with history, small-town charm, and recreation, Carnation is warm and friendly, a place where the residents take immense pride in their community. With close proximity to rolling forests, the snowy Cascades, and the thriving Seattle metropolitan area, Carnation is a community with plenty to offer.

Carnation maintains a quaint old-town feeling—its downtown is a unique combination of old-fashioned storefronts and restaurants, surrounded by single-family homes and sprawling farms. Residents love the quiet, friendly, family-oriented

atmosphere. With so much space surrounding the community, outdoor recreation activities are plentiful, including biking, hiking, horseback riding, camping, and fishing. A bit to the east lie some exceptional ski slopes and to the west, you will find the activities of the Puget Sound, the Olympic National Forest and the San Juan Islands. While the city-owned parks comprise 38 acres, the community also enjoys more than 500 acres of additional parks, open space, and recreational facilities that are offered by King County, Riverview School District, and the State of Washington.

Even more well-known is Remlinger Farms, a 350-acre farm. Open to the public for 6 months out of the year, the farm offers amusement rides, a theater, a petting zoo, “U-pick” fields of berries and produce, and corn mazes. Guests can enjoy the farm market and the restaurant, as well as the genuine steam engine train that navigates the farm. While the children love the animals and educational experience, adults will find a pleasing treat in the café on site.

Other farms offer the U-pick experience and/or fresh produce for sale as well. Stop by Harvold Berry Farm to pick strawberries and raspberries. At the Blue Dog Farm, you can pick blueberries and raspberries. At the Game Haven Greenery and First Light Farm pick pumpkins, squash and seasonal vegetables. During the winter, you can select and cut your own Christmas tree at the Carnation Tree Farm. Dog Mountain Farm, Oxbow Organic Farm, and Jubilee Biodynamic Farm offer fresh produce for sale. Or just stop at the Carnation Farmers Market every Tuesday from May to November.



Carnation is home to Camp Korey, a nonprofit camp serving children and their families living with serious and life-threatening illnesses. Tim Rose founded the camp in 2005 to honor his son, Korey Rose (a vivacious teen who lost his battle with bone cancer at age eighteen) and to create a safe haven for other families. The camp has grown to support more than 30 major medical condition groups and close to 5,000 children and families.

One source of Carnation's pride is their annual Fourth of July celebration, which is the largest event held in Snoqualmie Valley and brings in up to 13,000 people to town. It is a daylong celebration with a parade and firework's display that is better than that of any of the larger communities in the area.

Tolt MacDonald Park and camping site is found in Carnation. It covers 574 acres and sits at the confluence of the Snoqualmie and Tolt Rivers. It features stunning views of the river and Cascade Foothills and contains 12 miles of mountain bike trails that connect to the adjacent Ames Lake Forest Trails. A great place to hike is the 31.5 mile Snoqualmie Valley Trail which parallels the Snoqualmie River from Duvall through Carnation to North Bend.

A popular nearby attraction is the Camlann Medieval Village, a living history museum that recreates medieval England in the year 1376. The Bors Hede Inne dinner theater within the village offers period food and minstrels, and public feasts throughout the year. Visitors explore the buildings to learn about the rural life and practices such as cooking, dyeing, archery. On festival days, minstrels, puppeteers, magicians, and armored knights mill about the village.

Housing prices in Carnation vary widely. Zillow lists the median home value as \$578,400 and a "very healthy" housing market. Most of those in the average are the newer homes—Carnation is a growing community, albeit slowly. Older homes in the 1,400 square foot range can be had,

when they are available, for much less. Crime in Carnation is very, very low—violent crime in Carnation is lower than the national and Washington average by almost 100%. The property crime rate is 24.01% lower than the national average in 2012 and 40.61% lower than the Washington average.

The city won an award for the Best Tasting Water in King County in 2015. In 2008, Carnation won the ACEC Engineering Excellence Award in a local competition on its new sewer system, a large and impressive project for a town of Carnation's size. The current project, the Tolt Avenue CBD Improvement Project, is the second largest the city has ever done (behind the sewer system).

Local schools include four elementary schools—Carnation Elementary, Cherry Valley Elementary, Stillwater Elementary, Eagle Rock Multi-Age, and the Riverview Learning Center which is an alternative school. Tolt Middle School and Cedarcrest High School receive good ratings from residents and from greatschools.org, which bases its ratings on test results. Carnation Elementary School scores most highly with a 9 out of 10 rating.

Higher education nearby includes Northwest University and Central Washington University, as well as one of the oldest universities on the west coast: the University of Washington. Consistently ranked among the top fifteen universities in the world by international publications, the UW offers a massive campus of over 500 buildings, active and impressive research centers, and an excellent educational opportunity.

A great benefit to Carnation's location is the convenient access to so much. Nearby Bellevue, Issaquah, Redmond, Sammamish, Kirkland, and Renton also have much to offer, including many employment opportunities for family members. Beyond that, Tacoma and Seattle await. The largest cities in the northwest United States, the latter offers professional sports, and culture—especially for

music. Seattle is also the home of multiple cruise lines and the Seattle-Tacoma International Airport, the eighth-busiest in the country, and the 28th busiest in the world.

With cultural, entertainment, recreational, and travel opportunities abounding nearby, Carnation is a remarkable island of peace and tranquility. It is no wonder the residents are so proud of their community. Surrounded by nature, this warm, family-oriented community is the perfect place for a city manager to live and thrive!

HISTORY

The Snoqualmie River Valley was the home of the Snoqualmie Indians for centuries. Used as their administrative center, the area was also on the highway for the transportation of people and goods throughout western Washington.

The first Euro–American settler arrived in 1861 and marketed crops to Seattle via the river. Logging and dairy farming were economic staples for Carnation by the beginning of the early 1900s. After a series of name changes, the City settled on Carnation (in honor of a nearby Carnation Milk Products research farm) in 1951. In fact, Carnation Farms put the town on the map and led to the valley becoming world famous as the “Home for Contented Cows.”

Over time, the city has grown slowly but steadily. Its brand is now that of a small, funky, quirky community with farming roots. While its size is expected to reach 5,000 in 10 years, no one wants to be a large city.

DEMOGRAPHICS

See Table 1 for Carnation Demographics.

Table 1: Carnation Demographics

| 2015 Estimated Population: 1,733 | | | |
|----------------------------------|-------|---------------------|-------|
| Distribution by Race | | Distribution by Age | |
| Caucasian | 91.5% | 0 to 15 | 15.1% |
| African American | 1.0% | 15 to 25 | 39.6% |
| Asian | 3.2% | 25 to 45 | 24.2% |
| Native American | 0.1% | 45 to 65 | 14.3% |
| Two or More Races | 4.2% | 65 to 85 | 5.8% |
| Total | 100% | Over 85 | 1.0% |

| Other Statistics | | Median Age | |
|----------------------|-------|------------|------|
| Hispanic (all races) | 11.1% | Carnation | 38.4 |
| Poverty Rate | 6.2% | U.S. | 37.4 |

| Educational Achievement (over age 25) | |
|--|-------|
| High School or Higher | 85.7% |
| Bachelor’s Degree or Higher | 28.2% |

Source: U.S. Census Bureau

CLIMATE

Carnation enjoys summer months with cool days in the 60’s and 70’s and the winter months averaging in the 40’s. The coldest month of the year is January, which averages around 33°F. The average yearly precipitation is around 62 inches, with November seeing the most rainfall.

GEOGRAPHY

Located along the east bank of the Snoqualmie River, Carnation's southern boundary coincides, for the most part, with the Tolt River. The City covers an area of 1.18 square miles, 1.16 of which is land. The elevation is 82 feet. Seattle is 27 miles west of Carnation, and the Cascade

Range stands directly east. The land is relatively flat and pastoral. The city's growth is limited by flood plain and wetland issues as well as land dedicated to conservation (and that is fine with the current residents).

COMMERCE

Being a small town, commerce is relatively limited. The largest employers are the Riverview School District (with Carnation Elementary and Tolt Middle School within the city's boundaries) followed by Remlinger Farms and the local IGA supermarket. Carnation's downtown offers a number of small businesses, including the internationally regarded, Tolt Yarn and Wool shop. Their Chamber of Commerce has over 75 members. For the most part, residents commute to jobs to the west where Microsoft, Amazon and Boeing are major employers.

THE GOVERNMENT

Carnation's vision is "a friendly and safe family-oriented community where a vibrant small town benefits from the natural beauty, heritage and recreational opportunities of the Snoqualmie Valley." The city utilizes the Council-Manager form of government in which the mayor and the council set policy and local laws. The council is composed of five members who are elected at-large and serve staggered four year terms. The mayor is elected every two years in January, and the mayor, with council approval, appoints a five-member board to provide recommendations to the Council regarding plans for the physical development of the city.

The City Manager is responsible for implementing Council policies and ensuring that the operations of the City are efficient and effective. The City has 12 full and part-time staff, including the City Manager, City Planner, City Clerk, City Treasurer, Public Works Superintendent, and Public Works employees. All the typical city services are provided directly or by third parties.

The city itself offers parks maintenance, planning and zoning, public works, water (the supply is spring fed—the only addition is chlorine), and wastewater collection (wastewater is processed by King County), Carnation contracts for police services with the King County Sheriff's Office, and fire protection is provided by the Eastside Fire & Rescue District #10. Third parties provide recreational services and coordinate the use of the parks through the city. The city's all-funds budget is approximately \$12 million.

THE CHALLENGES AND OPPORTUNITIES

Carnation has the same challenges many small governments face. First and foremost, resources are very limited. They need to be managed carefully and wisely. The good news is the staff is very capable, accustomed to doing more with less, and wearing many hats. They are particularly adept at finding external funding sources to supplement city resources and to accomplish what needs to be done.

The second challenge/opportunity is growth. The city is small and its growth potential is limited by surrounding land uses. Some land for development does exist, however, and the area is highly desirable given its proximity to Seattle and major area employers. Over the next ten years, the city is expected to grow from its current population of a bit over 2,000 to around 5,000. That will bring opportunity in terms of making it feasible for the community to obtain some services it presently does not have (a branch bank and a drug store, for example) as well as increasing traffic for existing businesses. The challenge will be maintaining the community's funky, friendly, small town feel in the face of the growth.

The third challenge will be the Main Street Redevelopment and subsequent economic development: Tolt Avenue Central Business District Improvements Project. The city is redoing its downtown involving a mile and a half of streetscape improvements along Tolt Avenue from Tolt

Hill Road to NE 60th Street, as well as off-street wayfinding improvements that will tie into the city's pedestrian trail system. The Action Plan identifies eight manageable projects which can be prioritized and sequenced to achieve the City's overall vision as they can be funded. Presently the engineering for the current project segment is at 60% and they expect to be at 90% late this year. Ideally construction will begin in 2019. The challenge is in two areas: managing these projects and helping the impacted businesses maintain profitability during construction.

Finally, while the city's sewer system is in good condition, significant parts of the rest of the city's infrastructure needs to be upgraded. Some of the city's streets were built in the 1940s, are only 12 feet wide and paved by chip sealing. These need to be redone. Some of the water lines are 50 to 60 years old and past their estimated useful life. The city hall will one day need to be replaced. The stormwater system also needs work. These projects will need to be planned, funding found and then implemented.

THE IDEAL CANDIDATE

The city is looking for a highly motivated individual who is both a great manager and an outstanding leader, someone who is friendly, outgoing and collaborative, someone who builds teams, strives to be part of the solution, and works well with the community and outside agencies.

He/she will be visionary but practical and very down to earth. He/she will work hard to find and implement new ideas to move the city forward, while at the same time protecting the small



town character of the community. The city wants someone who will work with the City Council as an advisor—in a sense, a junior partner.

The ideal candidate will be an outstanding communicator who is comfortable speaking to individuals from all walks of life. He/she will be able to explain complex concepts in layman's terms. The next manager will be intuitive and lead by example. Customer service will be deeply engrained in the individual's management philosophy.

The elected officials want someone who is passionate about the job and will immerse him/herself in the community. The individual will participate not because it is part of the job, but because he/she truly wants to help make Carnation their home and a better community!

This is a small city where everyone knows your name and the manager should plan on knowing theirs. At the same time, the individual will continue the already strong relationships with other public entities and work well with the community's partners. Much of what needs to be accomplished will require their participation and funding.

The person will be a mentor and motivator—leading staff instead of driving from behind—someone who will challenge everyone to excel. The individual will be accessible so that people feel their ideas are being heard and taken seriously. He/she will encourage creativity and allow the staff to take reasonable risks. While having high expectations and ensuring accountability, the new manager will make the workplace enjoyable and know how to have fun. With so few employees, this city government is a large family—not a faceless bureaucracy.

The ideal candidate will also be compassionate and have a keen sense of humor. Further, he/she will understand the importance of balancing one's personal and professional life.

The staff is very capable so the ideal candidate will not be a micromanager. Instead, he/she will give assignments, help set the goal and provide the needed resources to accomplish the task. The individual will then get out of the way and let the staff make it happen. Accountability will be important—the next manager will expect tasks to be completed and deadlines to be met. While not being deeply involved, he/she will expect to be kept informed.

Good moral and ethical values are a must, as well as a strong work ethic. The individual will show a high level of commitment to the city and job. The ideal candidate will be someone who exhibits good common sense and thinks strategically. He/she will work creatively to get things accomplished. The individual will be technologically savvy and very analytical. He/she will always seek ways to make city operations more efficient and effective.

The ideal candidate will have a demonstrated track record of achievement and success. He/she will be knowledgeable of municipal finance, grants, intergovernmental relations and public/private partnerships. The individual will have at least ten years of increasingly more responsible experience in local government and four years' experience as a city manager, assistant, or comparable position. A Bachelor's degree from an accredited college or university, with a major in administration, management or a related field, is highly desirable.

Finally, the next City Manager will recognize Carnation for the jewel it is and plan to stay a minimum of five years. The City is willing to make a commitment to the right person and expects the individual to make a commitment to it.

COMPENSATION

The salary range is \$98,000 to \$130,000. The actual salary will depend on qualifications and experience, but the City prefers to pay \$120,000 or less. Benefits are excellent.

The City Manager will be part of the Washington Public Employees Retirement System unless she/he chooses to opt out. He/she can also choose to have an equivalent amount placed in an ICMA or any qualified retirement plan.

RESIDENCY

Residency in Carnation is not required.

HOW TO APPLY

E-mail your resume to Recruit32@cb-asso.com by July 21st. Faxed and mailed resumes will not be considered. Questions should be directed to Lynelle Klein at (425) 658-7025, or Colin Baenziger at (561) 707-3537.

INTERNAL CANDIDATES

While internal candidates may apply, the City is truly looking for the best person. The interim is a retired City Manager and not interested in the permanent position.

CONFIDENTIALITY

Candidate names will not be released without the candidates' permission. However, it is expected that, after the City selects finalists, some form of public participation will be incorporated into the candidate evaluation process and the finalists' names will be made available to the public. That said, Carnation rarely receives significant press coverage.

THE PROCESS

Applications will be screened between July 22nd and August 21st. Finalists will be selected on August 22nd. A reception and interviews will be held on September 7th and 8th. A selection will be made shortly thereafter.

OTHER IMPORTANT INFORMATION

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

ADDITIONAL INFORMATION

For additional information about the city visit:

<http://www.carnationwa.gov/>

COLIN BAENZIGER  ASSOCIATES
EXECUTIVE RECRUITING