



— POSITION AVAILABLE —

CITY MANAGER

Apply no later than July 9, 2025



Located on Florida's Central East Coast, Cocoa Beach lies on a beautiful but fragile barrier island nestled between the Atlantic Ocean and the Banana River Lagoon. While the City is a lively beachside community, what makes it unique is it has remained a family friendly, residential community with neighborhoods where parents feel safe letting their children ride their bikes to school and play outside until dark. It is also perfectly situated along the Space Coast with its ample employment opportunities for well-paying jobs.

Just a short drive from the Kennedy Space Center and three major universities, the City is less than 70 miles east of Orlando and DisneyWorld. Tampa is 135 miles west, Jacksonville is 165 miles north, and Miami and Fort Lauderdale are 200 miles south. For those who enjoy traveling, Orlando International Airport is 50 miles west, and the cruise ship terminal at Port Canaveral – the second busiest in the world in terms of passenger volume - is seven miles north.

With its superb location and many outdoor activities, Cocoa Beach is a major tourist destination – over 2.4 million visit every year. The City's six-mile-long beach is one of Florida's finest, and Cocoa Beach is widely known as a family-friendly surfing village. Ron Jon's Surf Shop is here and attracts some two million visitors every

year. The City is also the birthplace and home of Kelly Slater, who has been the Association of Surfing Professionals' World Champion a record of 11 times.

Common outdoor activities include boating, fishing, paddling, kayaking, wind surfing, and simply walking along the beach. Golfers can enjoy a round at Cocoa Beach County Club, a city-owned and operated 27-hole course. For naturalists, the adjacent Banana River Lagoon is the most diverse estuary in North America and home to sea turtles, fish, dolphins, horseshoe crabs, manatees, and much, much more.

Cocoa Beach's streets have much to offer for avid thrill seekers and casual visitors alike. Known for its waterfront dining, the City is home to numerous local restaurants with mouthwatering menus. Coconuts on the Beach and Jazzy's Mainely Lobster are just two of many popular establishments. Additionally, the City hosts over 30 special events annually. Favorites include the Easter Surfing Festival, a Beach Fest, Surfing Santas, Thunder on the Beach, a speed boat race with accompanying entertainment, and the Cocoa Beach Art Show. The City is currently preparing to celebrate its centennial as a city in June with an air show on July 12th and 13th.

Not far away are the Brevard County Zoo and Space Coast Stadium. Other professional sports in the area include the NBA's Orlando Magic, the NFL's Tampa Bay Bucs and Jacksonville Jaguars, NHL's Tampa Bay Lightning, and MLB's Tampa Bay Rays. A little further away are the NFL's Miami Dolphins and MLB's Florida Marlins as well as the NHL's Florida Panthers. Outstanding college teams abound with the University of Central Florida being the closest. Culture is within easy reach. The King Center in Melbourne attracts many national musical, theatrical, and comedy acts, all within a reasonable 20-minute drive from Cocoa Beach while the Dr. Phillips Center for the Performing Arts is an hour to the west in Orlando.

More importantly, Cocoa Beach is simply a great place to live. It has a real sense of community and is family-friendly, outgoing, and safe. Truly, it is the people that make Cocoa Beach special. They are well educated and down to earth. They know neighbors and help each other. They are also honest and respectful. Furthermore, Cocoa Beach is in the 75th percentile for safety (CrimeGrade.org). Many do not even lock their doors when they go out. They know that they and their homes are safe, and the police department is excellent.

Many of the City's homes are along its 35 miles of canals. Median home listing price is \$500,000, though different housing options are available. Currently listed two bedroom two bath 1,300 square foot condominiums start at around \$300,000 while similarly sized homes start around \$550,000. Larger homes and those located on the water can list in the multiple millions. Much more reasonably priced homes are located in nearby areas.

The schools here are outstanding. For example, Cocoa Beach Junior/Senior High School is nationally recognized, has been "A" rated since 2000-2001, and offers an excellent International Baccalaureate program.

For those seeking higher education, nearby campuses include Eastern Florida State College in Cocoa (16 miles west), Florida Institute of Technology in Melbourne (22 miles south), and the aforementioned University of Central Florida near Orlando (48 miles west). Additional universities include University of South Florida in Tampa (132 miles west) and University of Florida in Gainesville (169 miles northwest).

Overall, Cocoa Beach is a fantastic place to live, work, and raise a family. It is a beachside paradise complete with caring neighbors and a thriving economy. So, if you are an outstanding leader and a seasoned professional, please apply to be Cocoa Beach's next City Manager!

HISTORY

The area's first non-native inhabitants were a family of freed slaves who arrived following the Civil War. In 1888, a group of men from nearby Cocoa bought a large tract of land, but nothing really happened until 1923, when a local attorney, Gus Edwards, gained control of approximately 600 acres and began practicing law to devote all his efforts to developing the area. The Town of Cocoa Beach was established on June 5, 1925, and Edwards was elected mayor.

In 1935, Florida's Department of Transportation opened what is now State Road A1A. By 1939, the town had 49 residents. In 1947, the City's first police officer was hired at a \$1/hour. That same year, the City constructed a potable water distribution system. In 1950, a volunteer fire department was created. By 1957, the Town of Cocoa Beach was reincorporated as a city.

Cocoa Beach's real growth began during the 1960s when the space program took off. NASA's John F. Kennedy Space Center

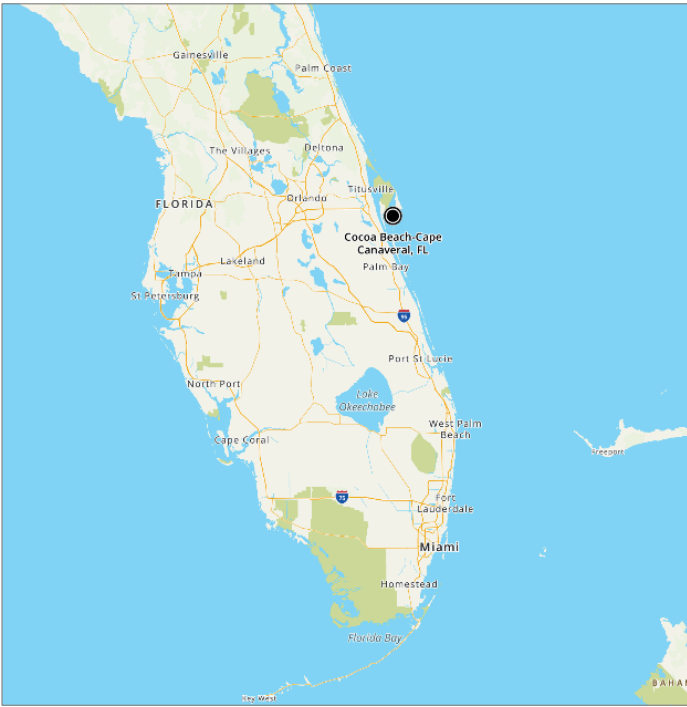


Figure 1: Location of Cocoa Beach, Florida

Table 1: Cocoa Beach Demographics

Distribution by Race		Distribution by Age	
White	89.0%	0 to 15	7.5%
Black	0.9%	15 to 25	7.1%
Asian	1.7%	25 to 45	13.6%
Native American	0.3%	45 to 65	36.5%
Some Other / Two or More Races	8.1%	65 to 85	29.7%
Total	100.0%	Over 85	5.6%
Hispanic (all races)	5.6%	Population 11,341	

Educational Achievements (25 & Over) and Other Statistics	
High School or Higher	96.9%
Bachelor's Degree or Higher	50%
Median Age—Cocoa Beach	58.4
Median Age—U.S.	38.9
Median Household Income—Cocoa Beach	\$82,381
Median Household Income—U.S.	\$74,580
Poverty Rate	9.1%

Source: U.S. Census Bureau

(KSC) was founded approximately 15 miles north of the town, and many workers moved to Cocoa Beach. When the space shuttle program was eliminated, the City was heavily impacted. Now, however, facilities at the Kennedy Space Center have been reconfigured for private space endeavors. With over 100 launches predicted for 2025, KSC has reclaimed its status as one of the most prominent rocket launch facilities in the world.

DEMOGRAPHICS

Cocoa Beach is home to a distinctly mature population of 11,341. With a median age of 58.4, nearly 75% of the City’s residents are 45 years and older. The City is a popular retirement location, as seen with its rank as the 35th best (out of 12,642 locations) “Best Place to Retire in America” (Niche, 2025). See Table I for the City’s demographic profile.

CLIMATE

Cocoa Beach experiences a humid, subtropical climate with mild winters and warm, wet summers. During the summer, average high temperatures are between 85.3° F and 90.4° F, with average low temperatures between 67.0° F and 73.5° F. Humidity peaks during the summer months, sometimes reaching 75% in August. Winter months are much more comfortable. Average high temperatures are in the 70s, with average low temperatures ranging from 49.4° F and 59.7° F. Cocoa Beach receives an average of 53 inches of annual rain, most of which falls between June and September. Snow is exceptionally rare.

Tropical storms affect the area from time to time, but direct hits by hurricanes are unusual in this part of Florida. Typically, while wind is a factor, when they do strike coastal communities, most of the damage is due to flooding from rain and / or an ocean storm surge. That said, Hurricane Milton, which approached from the west and struck in October 2024, caused mostly wind damage to roofs of commercial buildings, shattered windows, and downed trees. Fortunately, Cocoa Beach has much experience preparing for tropical storms and damage tends to be relatively minor.

GEOGRAPHY

Cocoa Beach is located on a barrier island off the east central Florida coast, directly between the Banana River Lagoon and the Intercoastal Waterway (west) and Atlantic Ocean (east). The City of Cape Canaveral borders it on the north while Patrick Air

Force Base is just a little south of its southern border. Cocoa Beach is in Brevard County and is part of the Palm Bay–Melbourne–Titusville Florida Metropolitan Statistical Area. Encompassing 15.19 square miles, the City is comprised of 4.66 square miles of land and 10.53 square miles of water. The average elevation is 10 feet above sea level.

Further north is Port Canaveral (seven miles), and Daytona Beach (81 miles). To the west are Orlando (60 miles) and Tampa (134 miles) while Jacksonville lies 165 miles north and Miami 200 miles south. See Figure 1 on previous page.

The primary mode of travel to and from the island is State Route A1A and runs north-south inside the City and intersects State Route 520, which connects to the mainland.

COMMERCE

As noted previously, Cocoa Beach is a major tourist destination. Other important economic factors include retail, medical, and scientific and technical services. Further, in addition to the Space Center, nearby Patrick Air Force Base tends to stabilize the area as its funding generally does not change a great deal even in recessionary times.

Data for the City’s principal employers is not available. Table II displays the data for the County.

THE GOVERNMENT

Cocoa Beach has a Commission-Manager form of government. The five-member Commission consists of a Mayor and four Commissioners who are elected at large and serve staggered four-year terms. The Commission is charged with the responsibility of establishing policies and enacting ordinances and resolutions.

Historically, the Commission has been very stable. One of the Commissioners has served since 2007. Three other commissioners were elected in 2022, one of which has since become mayor. The final Commissioner was elected in 2024 but

Table 2: Principal Employers, Cocoa Beach, FL

Employer	Industry	Number of Employees
School Board of Brevard County	Education	9,500
Health First Medical Group	Healthcare	7,500
L3Harris Technologies, Inc.	Aerospace and Defense	7,500
Publix Super Market, Inc.	Retail	3,500
Northrop Grumman Corporation	Aerospace and Defense	3,500
Wal-Mart Associates, Inc.	Retail	3,500
Brevard County Board of County Commissioners	Government	2,500
Blue Origin Florida, LLC	Aerospace Manufacturing and Spaceflight Services	2,500
National Aeronautics Space Administration	Aerospace	2,500
Florida Institute of Technology	Aerospace	1,000
National Aeronautics Space Administration	Aerospace	2,000–2,999

Source: Brevard County Annual Certified Financial Report

had served six years previously. In November 2026, two Commissioners seats will be up for election and one seat will be open as the current Commissioner will be termed out.. The members of the Commission are bright, collegial, and respectful of each other, and also have a great deal of respect for city staff and recognize the staff’s high quality and dedication. Overall, the Commission leans conservatively, both fiscally and socially.

The City Commission appoints the City Manager who is charged with the responsibility of implementing Commission directives and managing the city’s day-to-day operations.

Cocoa Beach provides many of the services normally associated with a municipality, including police, fire, emergency medical services, parks and recreational activities, streets and parks maintenance, traffic engineering and parking, sanitation, wastewater treatment, stormwater improvements, community redevelopment, code enforcement, planning and zoning, and general administration. Wastewater treatment services are also provided to the adjacent unincorporated areas and to Patrick Air Force Base and Port Canaveral. The City also operates a 27-hole golf course. See Figure 2 for the City’s organizational chart.

The City’s total budget for FY 2025 is \$123,248,506 with a general fund component of \$50,064,527. The City has approximately 300 full time equivalent employees (a little under



40% of whom are in police and fire). City employees are represented by three unions; namely, the Laborers' International Union of North America, the Fraternal Order of Police, and the International Association of Firefighters.

THE CHALLENGES AND OPPORTUNITIES

Cocoa Beach is a wonderful community but not without its challenges. In fact, the next manager should plan to be very busy. The first challenge is financial. While the economy is growing, and ARPA funds have helped carry the City forward over the past few years, future funding will be much more limited. Many of those living in the City are on fixed incomes meaning they cannot afford, nor do they take kindly to tax increases. Yet they are also unwilling to accept cuts in services. Hence, husbanding resources will be critical. In the past ten years, the City has taken advantage of low construction costs and borrowing rates as well as the aforementioned ARPA funds to construct a new fire station, City Hall, and Police Station. That still leaves numerous areas of infrastructure that need to be addressed, with alternative revenue streams.

A related financial challenge is the state legislature seems poised to reduce property taxes – one of the primary sources of revenues that local governments receive in Florida. In Cocoa Beach's case, they amount to \$17,763,105, and is 35.5% of the projected General Fund revenues.. At this point, it seems unlikely property taxes will be eliminated entirely as the Governor initially proposed, but the legislature is still in session and may take some action on the matter. If property taxes are reduced, Cocoa Beach will need to be nimble and adjust to a new reality.

Cocoa Beach is a beautiful beach community. As such, it, and its beachfront neighbors are attractive locations for investors in Airbnbs and other forms of short-term lodging. Property

management companies have been purchasing existing homes, updating them, and then marketing them to vacationers. The City has taken a number of measures to slow the growth of this industry within its limits, but the next Manager will need to be proactive and vigilant in his / her efforts to protect the community’s family-friendly focus and livability. In fact, that is what the residents expect from their elected officials and manager.

The next challenge is protecting the area’s environment in the face of development. Beyond short term rentals, Cocoa Beach’s many attributes make it a prime location for redevelopment, particularly along its commercial corridor, Jimmy Buffet Memorial Highway (a.k.a., South Orlando Avenue). On the other hand, probably a third of the land within city limits is composed of islands, wetlands and mangroves along the Banana River. In fact, one of the things that makes Cocoa Beach so special is this environmentally sensitive area. Protecting it from pollution and overuse is critically important as is doing the right kind of development in the rest of the City.

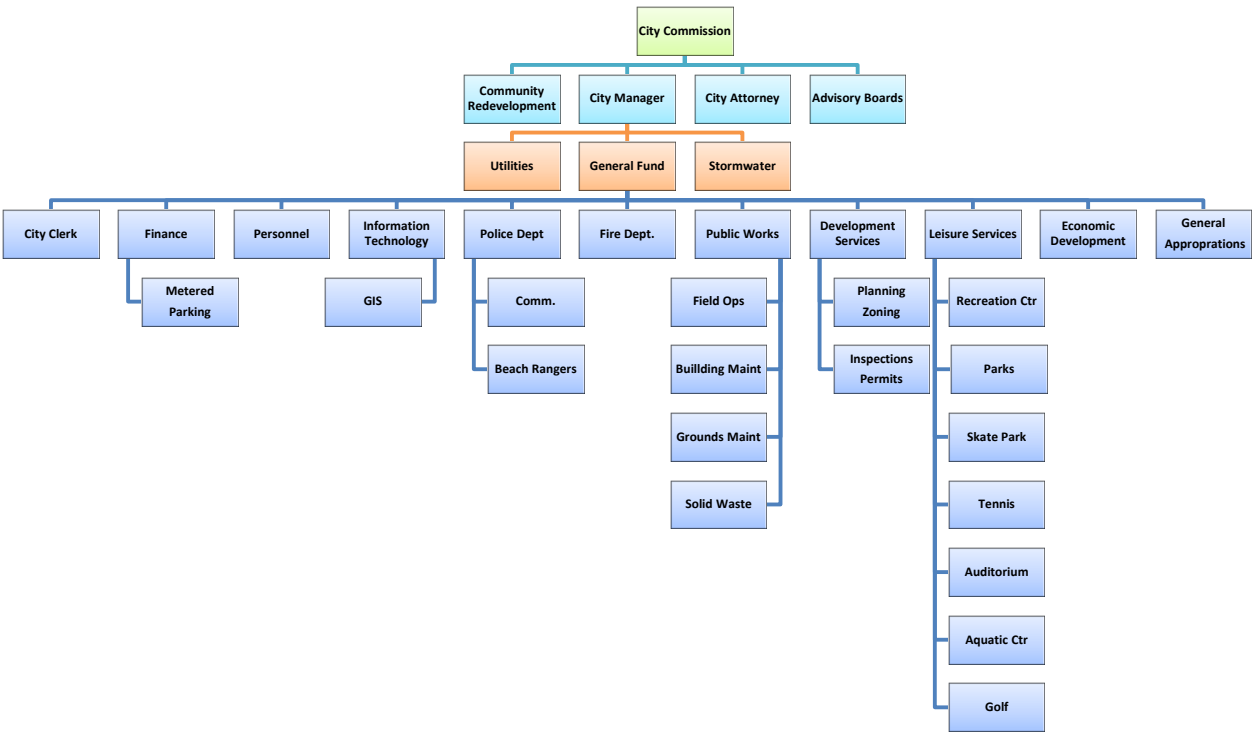
Bringing stability to the City Manager’s Office is very important to the City Commission. It recognizes the need for consistency

in the City’s day to day leadership. While Cocoa Beach has had several managers recently who served for lengthy periods, it has had two in the last four years. In the case of the first, the manager had different values from those of the City Commission and the two parties were simply not a good fit. The second retired suddenly in May due to medical concerns. The City Commission is committed to selecting the right person and someone who will make Cocoa Beach their long term home, as most of its previous managers have.

Fifth, while tourism is a critical part of the economy, it presents challenges. Demands for some services are cyclical or even sporadic making them difficult to provide in a consistent, efficient manner. Spring break, for example, presents many crowd management and trash control challenges. Nearby Port Canaveral has provided some stability as many cruise passengers enjoy Cocoa Beach for lodging, dining and/or entertainment before or after their cruise.

Sixth, the City has a strategic plan, but it was last updated in 2022. As such, the next manager will need to work with the Commission and staff to determine if the plan needs to be revised, or completely redone.

FIGURE 2: COCOA BEACH ORGANIZATIONAL CHART



Finally, the City's beach must be protected and when necessary, renourished. Fortunately, the renourishment is paid for by the Federal Government due to the settlement of a law suit many years ago. It is, however, the City's responsibility to carry it out.

THE IDEAL CANDIDATE

The City is looking for an energetic, highly motivated leader and manager with outstanding communications skills and a "can do" attitude. The individual will be a trusted and valued advisor. He/she will keep the elected officials well informed while presenting them with a recommendation as well as options. Honesty, transparency, and integrity will be key as will being straightforward and diplomatic. He/she will not be a "yes" person, but rather someone who will diplomatically, and in the right place at the right time, tell them what they need to hear, not what they want to hear. The ideal candidate will be visionary yet down to earth and practical. At the same time, he/she will have a high degree of emotional intelligence and exceptional communication skills. Understanding politics while not being involved will be important.

When working with the community, the next manager will be a listener and a unifier. The best candidate will be a people person – someone who is outgoing, upbeat, empathic, positive, charismatic, friendly and helpful. He/she will spend time in the community and interact extremely well with the public. This job is not for someone who plans to sit behind a desk and direct traffic. Rather he/she will spend time talking to residents, merchants and tourists listening to their concerns and actively working towards making Cocoa Beach more attractive to everyone. Part of the Manager's job will be to be a cheerleader for the City!

Providing the best possible customer service to the community will be critically important. As such, the individual will lead by example by being sympathetic and sincerely listening to the problems that both residents and the community present and then finding solutions in a timely manner. That said, not every problem can be resolved in the way an individual might like, and when that happens, the Manager will ensure that the resident or business knows his/her concerns have been heard, that they know they have been treated with dignity, and they have a good explanation for what can and cannot be done.

The best candidate will be a strategic thinker and planner. He/she will always be looking over the horizon to foresee issues and not just avoid them but to position Cocoa Beach to take

advantage of them. Strong analytical skills will be important, and the next manager will be constantly seeking ways to improve operations and efficiency while keeping costs low. He/she should be knowledgeable of performance metrics as well. The individual will be savvy technologically and realize the importance of incorporating modern business practices and information systems into the daily workflow. The Manager will also have a sense of urgency and not accept the often glacial pace of government.

When working with staff, the individual will be a stabilizing influence as well as a servant leader – that is, someone who collaborates with staff and focuses on their needs believing that will ensure the success of the organization as a whole. Once the Commission establishes its priorities and direction, the Manager will work with staff to translate them into action plans – plans that are reasonable, feasible and resourced. The individual will then step back and let staff do their jobs. Cocoa Beach's staff is highly capable and does not need a micromanager. Instead, it wants someone who will empower and support its staff. The best candidate will be respectful and willing to assist in any way needed. That said, the individual will have high expectations and require that deadlines be met. Accountability will be important to the Manager as will be retaining highly skilled staff.

The ideal candidate will have at least five years of experience as a City Manager or an Assistant City Manager. The Commission will also be happy to consider candidates who have overseen a broad range of activities of a similar nature to those of a city. These candidates might include individuals who have overseen a military base or multifaceted utility, for example.

The ideal candidate will have strong skills in management, finance, and redevelopment, with demonstrated success in leading a staff of over 150 and a budget of \$50 million. The Commission and the community are fiscally conservative so the best candidate will be as well. That said, it recognizes the need for a long term commitment to maintaining the community's infrastructure. Experience in a coastal community, crisis/disaster management, grants, public/private partnerships and succession planning are all distinct pluses. A track record of success in intergovernmental relations will be important. Florida experience is desirable but not mandatory.

The position requires a minimum of a bachelor's degree in business administration, public administration, public policy or related field, and seven to ten years of increasingly responsible

experience as a senior level government or private sector executive. A master's degree is preferred.

The Commission hopes the selected candidate will recognize Cocoa Beach for the incredible opportunity it is and make a long term commitment to the City. There are few places where an individual can live and work in a thriving beach community that is surrounded by high paying jobs for family members. It is also a wonderful place to leave your legacy.

COMPENSATION

The salary range is \$160,000 to \$235,000. The salary will depend on qualifications and experience. Benefits are excellent. The City Manager will be part of the Florida Retirement System unless he/she chooses to opt out. Pay for performance is a possibility as is a housing stipend.

THE MOST RECENT CITY MANAGER

Cocoa Beach has had several managers who stayed for lengthy periods, the most recent being Jim McKnight who retired after five years as City Manager in 2022. Since then, the City has had two managers. See the Challenges Section of this brochure for more information.

RESIDENCY

Residency in the community is preferred, as it is hard to understand why someone working here would want to live anywhere else. With that said, the Commission will recognize individual circumstances and is not opposed to considering individuals who would live outside Cocoa Beach, but within Brevard County.

HOW TO APPLY

E-mail your cover letter and resume to Recruit33@cb-asso.com by July 9th. Questions should be directed to Scott Krim at (801) 628-8364 or Colin Baenziger at (561) 707-3537.

INTERNAL CANDIDATES

The interim City Manager is an employee who retired 13 years ago and returned to assist the City through the transition period. He has no interest in the permanent position and will eagerly return to retirement once the new Manager is selected. It is possible that one or more current employees may apply.

Whether or not they do, the City Commission is absolutely committed to equal consideration for candidates based solely on their competency and capability.

CONFIDENTIALITY

Under the Florida Public Records Act, all applications are subject to disclosure upon receipt. As a practical matter, we do not expect media coverage until at least the semifinalists are named, and perhaps not even then.

THE PROCESS

Applicants will be screened between July 10th and August 13th. Finalists will be selected on August 14th. A reception and interviews will be held on August 21st and 22nd. A selection will be made shortly thereafter.

OTHER IMPORTANT INFORMATION

The City of Cocoa Beach is an Equal Opportunity Employer and encourages women and minorities to apply.

ADDITIONAL INFORMATION

For additional information about the City, visit:

www.cityofcocoa-beach.com/
www.visitspacecoast.com/profile/cocoa-beach/arts-culture/downtown-cocoa-beach/
<https://acceleratebrevard.org/>

City Budget (Adopted 2025)
www.cityofcocoa-beach.com/DocumentCenter/View/7799/-Adopted--Annual-Budget-FY25-

Comprehensive Annual Financial Plan (2024)
www.cityofcocoa-beach.com/DocumentCenter/View/8173/2024-ACFR

Comprehensive Plan (2025, adopted 2015)
www.cityofcocoa-beach.com/DocumentCenter/View/5218/Cocoa-Beach-2025-Comprehensive-Plan-

Strategic Plan
www.cityofcocoa-beach.com/598/Strategic-Plan-and-Progress-Reports