



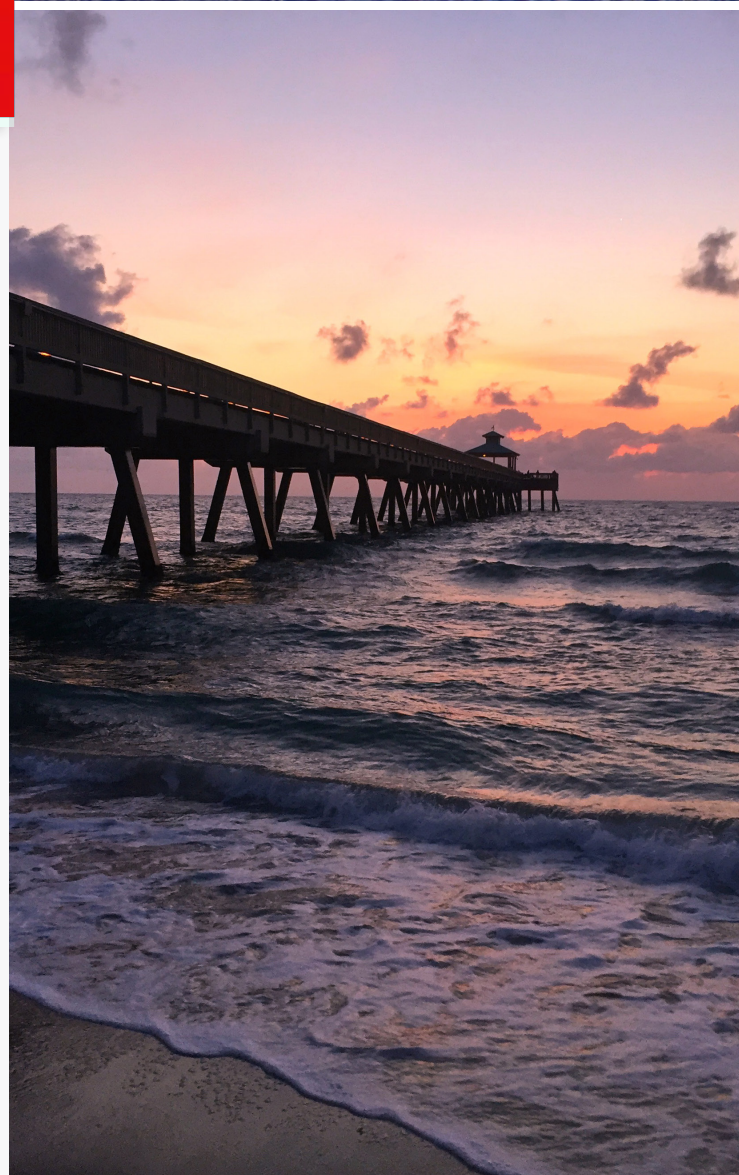
CITY MANAGER POSITION AVAILABLE  
Apply by July 19, 2019

## Welcome to Deerfield Beach!

The City of Deerfield Beach is searching for a high-caliber, motivated decision maker to work with our City Commission, staff and residents to lead Deerfield Beach.

### ABOUT DEERFIELD BEACH

Located on Florida's popular southeast coast, the City has a population of 80,000. Deerfield Beach covers 16.3 square miles—of those, 1.2 square miles is water. Bringing together a rich and diverse environment, a thriving economy, and glittering sands and sea, Deerfield Beach is the place where beauty and entertainment are easily found and enjoyed.



The tropical weather, many attractions, and low cost of living makes the City one of the most attractive places in the nation to call home. The local community atmosphere remains that of a small town with a variety of cultures, economic backgrounds, and seasonal transplants. Deerfield Beach is a diverse community with a large population of Caribbean and South American residents. Likewise, seasonal residents come from all over the Northeast United States and Canada to enjoy the amenities the City has to offer. Visitors and tourists come from across the globe to relish in the modern yet local beach and surf vibe.

While Deerfield Beach is a coastal gem, our central location allows for easy travel. I-95, the Florida Turnpike and the Sawgrass Expressway all touch or pass through our community. Nearby are Fort Lauderdale, West Palm Beach and Miami, all of which offer international air travel and cruise ship ports-of-call. Orlando to the north is only three hours away – perfect for a weekend getaway to the numerous theme parks like Disney World or Universal Studios. In less than five hours you can head south to famed Key West. In the future high speed rail will connect South Florida to Orlando and multi-modal transportation improvements throughout Broward County are underway with the passage of the \$.01 transportation surtax.

Deerfield Beach is known as a nautical destination and promotes a healthy, active lifestyle with its many outdoor amenities. The City is a popular surfing destination in South Florida. The waterways and close proximity to two inlets connecting the intracoastal to the Atlantic Ocean are a boater's dream, while the 976 ft. International Fishing Pier is an angler's paradise. Deerfield Beach has some of the most beautiful diving spots in southeast Florida

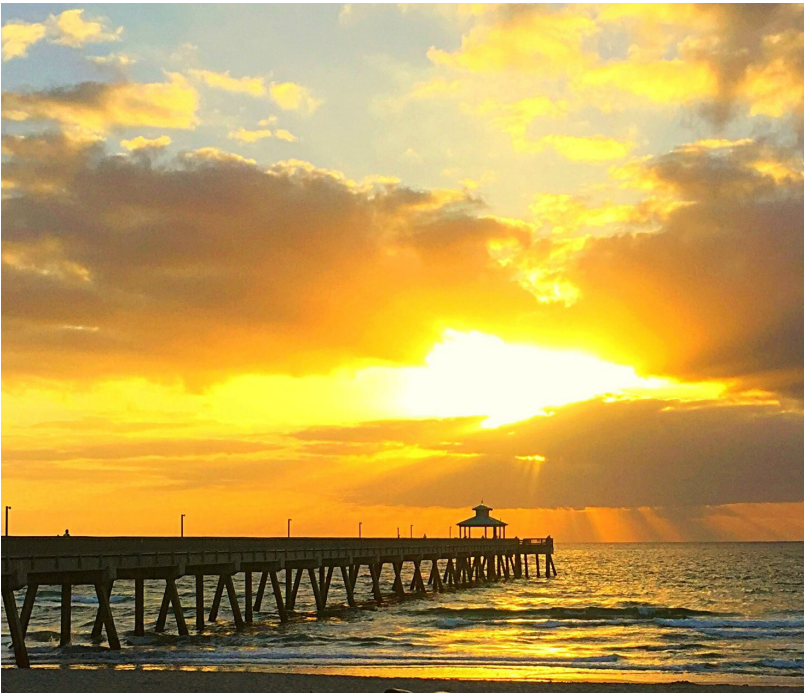
and is installing a nearshore artificial reef in the shape of D F B that will be visible from the air. The City is home to well-known water sports stores, such as Island Water Sports, Billabong Surf Shop, West Marine, and Dixie Divers. Local award-winning eateries offer a full spectrum of options from elegance to dives with the freshest seafood, Latin Cuisine and American-fare in Broward County.

There are acres of City owned and operated parks located throughout the community. The Arboretum at Constitution Park is a great attraction that covers approximately nine acres featuring trees from five continents, a nursery and an active Rain Forest. Our Aquatics Complex is an award winning facility that offers recreational, rehabilitation and competitive swimming along with hosting major university swim teams in the early winter. The City offers over 90 days of city sponsored events, festivals and concerts throughout the year. For those with a competitive spirit, many private sponsored sporting events are hosted in the City including basketball tournaments, surf competitions, beach volleyball and tennis, deep sea fishing, and 5K/10K runs.

There are seven Broward County School District public schools, one charter school and two private schools. Deerfield Beach residents also attend schools in the neighboring cities of Coconut Creek and Pompano Beach.

Housing in Deerfield includes waterfront properties, suburban developments and affordable rentals. The median home value is \$196,500, with home prices ranging dramatically depending on the area of the City.





## OUR PAST

Deerfield Beach began as a small settlement along Hillsboro River in 1890. Initially, only a few homes dotted the river among a lush environment of palmetto, wild fig trees, mangroves, and swamps. Initially known as Hillsborough, it was renamed Deerfield because of the many deer that once grazed along the river banks.

The early settlers were farmers, who grew pineapples, tomatoes, and green beans. The population grew during the early twentieth century with the completion of the Florida East Coast Railroad. The line brought increased economic prosperity to a community that remained largely agricultural until the end of WWII. In 1951, the town became the City of Deerfield Beach, and the economy continued to shift from agriculture to tourism.

## TODAY

Deerfield Beach's economy is diverse and thriving with advanced manufacturing and medical industries as well as major corporate headquarters located here. JM Family Enterprises, Inc., a premier automotive company located in the heart of the City, was recently ranked 21<sup>st</sup> on Forbes' list of America's largest private companies, and FORTUNE ranked them 17<sup>th</sup> among the best companies to work for. At the company's headquarters,

now under major renovation and expansion, more than a thousand people are employed. They are very involved and supportive of the local community.

Deerfield Beach is a beautiful coastal city and one of the best beaches in all of South Florida nestled between West Palm Beach and Fort Lauderdale. The City’s Community Redevelopment Agency has been instrumental in redeveloping the beach area.

Broward Health North, Rand Eye Institute and University of Miami Sylvester Cancer Research Clinic are also located in Deerfield Beach. Broward Health is one of the 10th largest health systems in the United States. It has over 30 healthcare facilities in the County, one of which is Broward Health North located at the southern border of the City. Other firms headquartered in the City are People’s Trust Insurance, Just Play Toys, and SHL Pharma. Publix Super Markets (the fifth largest grocery chain in the U.S.) has a major distribution center here.

### DEMOGRAPHICS

We thrive on our diversity and some details can be found in Table I. Notably, Century Village, a large age restricted community with 8,500 condominium homes, is located in Deerfield Beach.

### THE GOVERNMENT

The City operates under a Commission/City Manager form of government. The City Commission consists of five members serving staggered four-year terms. The Mayor is elected at-large and the four commissioners are

elected by the residents of their districts. The next election is in March 2021, voters will choose the Mayor and two Commissioners. Commission members are limited to two 4-year consecutive terms. The Mayor was a previous two-term commissioner serving his first term as Mayor. Two Commissioners are in their first term serving since 2017, and the two remaining Commissioners began their term March of this year; however, one of the commissioners served a full term before a four-year hiatus.

Table 1: Deefield Beach Demographics

Estimated Population: 80,863			
Distribution by Race		Distribution by Age	
White	64.5%	0 to 15	16.2%
Black	27.4%	15 to 25	10.7%
Asian	2.5%	25 to 45	26.2%
Native American/ Pacific Islander	0.4%	45 to 65	24.8%
Two or More Races	5.2%	65 to 85	17.9%
Total	100%	Over 85	4.2%
Hispanic Ethnicity (all races)	18%		

Educational Achievement (over age 25)	
High School or Higher	85.7%
Bachelor’s Degree or Higher	24.9%

Other Statistics	
Median Age–Deerfield Beach	42.5
Median Age–U.S.	37.8
Poverty Rate	17.3%

Source: U.S. Census Bureau

The Commission enacts local laws through ordinances passes resolutions, and makes policy decisions. Each of the Commissioners believes in involving citizens in the government process. Other responsibilities of the City Commission include adoption of the annual budget, approval of millage rates and fees, authorization of most contracts and the appointment of the City Manager, City Attorney and members of City Advisory Boards.

The City Manager (Manager) is the chief administrative officer of the city responsible to the commission for the administration of all city affairs placed in the Manager's charge. Powers and duties are outlined in the City's Charter and include:

- Direct and supervise the administration of all departments, offices and agencies of the city;
- Attend all commission meetings and shall have the right to take part in discussion but shall not vote;
- See that all laws, provisions of the City Charter and acts of the Commission are enforcement and faithfully executed;
- Prepare and submit the annual budget and capital program to the Commission;
- Report on the finances and administrative activities of the city at the end of each fiscal year;
- Keep the Commission advised as to the financial condition and future needs of the city and make recommendations to the Commission concerning the affairs of the city;

- Sign contracts on behalf of the city pursuant to the provisions of appropriations ordinances;

- In time of emergency or disaster, assume full temporary direction of all municipal operations in the absence of the mayor and vice-mayor.

The Manager oversees all the basic functions of government including, but not limited to, Active Aging, Community Development, Economic Development, Environmental Services, Human Resources, Financial Services and City Clerk, Information Technology, Parks & Recreation, Planning, Development Services, and Sustainable Management. Law Enforcement and Fire-Rescue are provided by the Broward County Sheriff's Office through a contract. The City provides sanitation services in-house.

The City's Fiscal Year 2019 total budget is 188.5 million and includes \$109.5 in general fund expenses, \$50 million in the water and sewer enterprise fund, and \$17.7 million in the solid waste enterprise fund. Additionally the City adopted a stormwater enterprise fund for fiscal year 2019. The City has approximately 673 budgeted employees and contractual employees. 379 full-time and 165 part-time in-house employees perform the basic governmental functions. Fire Rescue and Law Enforcement services are provided through the Broward Sheriff's Office and account for another 294 full-time and seven part-time positions.

The City has two unions which are: the International Union of Painters and Allied Trades, and the Professional Managers and Supervisors Association.



## THE CHALLENGES AND OPPORTUNITIES

A thriving and wonderful city, Deerfield Beach is not without its challenges, some of which are within its control and some it can only influence.

Deerfield Beach is an older city and significant parts of its infrastructure need renovation or replacement. In 2018, it issued a Revenue Bond for \$36.2 million to commence work. The major items this bond covers will be \$12.1 million for the Center for Active Aging, \$10.5 million for the community center at Oveta McKeithen Park, \$6.3 million for street repair and resurfacing, and \$4.3 million for city hall renovations.

Other facilities requiring work, but not covered by the bond, include several fire stations, the police station, a number of parks and numerous streets.

The second issue is funding. While Deerfield Beach is financially sound, the City must manage its resources carefully. It would like to reduce its millage for the 2019-2020 fiscal year and budget reductions are necessary to do so. That does not leave any room for new expenditures, such as for developing and maintaining a park on 50 acres on recently donated land. Alignment of resources to needs will continue to be a challenge.

Third, redevelopment needs to happen in some parts of the City. The Dixie Highway Corridor is a focal point. A related challenge is to redevelop without gentrifying the entire area, thus driving lower income individuals from their homes.

Uniting the community is the fourth challenge. Each of the commission districts has its own unique demographic. Finding ways to bring residents together is important.

Internally, the morale should be improved among city staff and policies and procedures need to be developed and implemented along with consistent application across the board.

Two areas of concern are beyond the City's direct control but have significant impact on the City's progress. The seven Broward County Public Schools in the City grades are: one school is "B" rated, five are "C" and one is a "D." These ratings discourage families with children from moving into the City.

Transportation is the other concern Deerfield Beach has limited influence over. In addition to the Turnpike and I-95, seven state roads traverse the City providing the backbone of the transportation system. These are congested.

Additionally, the state of Florida Department of Transportation is developing plans to connect the Sawgrass Expressway to I-95. To do so, SW 10th Street (a.k.a., SR 869) may be converted into a limited access connector. Plans are not yet finalized, but what was supposed to be a subsurface road, now appears likely to be at grade with trucks being prohibited. While that approach may save money and help automobile flow, it could cause significant issues for the businesses in the immediate vicinity that rely on trucks.

## THE IDEAL CANDIDATE

The City Commission is seeking an achievement-oriented professional to lead Deerfield Beach's workforce. The individual will be an outstanding manager and problem solver. He/she will partner with the elected officials as a supporter and a trusted advisor to help develop and achieve a vision to take the City to the next level.

The manager will be able to foresee the consequences of potential actions and advise the elected officials so they can optimize their plans. The individual will be caring and concerned about improving the quality of life for all the City's residents. At the same time, he/she will be detail-oriented, intelligent, upbeat, outgoing, high energy, driven to serve, patient, organized, and positive - someone with a "can do" attitude. The ability to anticipate/resolve issues before they become problems is critical. Good judgment and common sense are essential.

The elected officials want someone who is strong and comfortable in diplomatically talking with them and the public what they need to hear, not what they want to hear. He/she will be politically savvy but not politically involved. The individual will treat all five commission members equally, provide the same information to all, and insure there are no surprises. The Commission expects to be kept well informed, particularly on the issues and problems it asks management to address.

The next manager will have excellent communication skills. The Commission wants its selection to be in the community, listening, addressing needs, and making the government more responsive.

The individual should expect to be seen and participate in all four commission districts. Working collaboratively and building consensus will be necessary. He/she will recognize the importance of keeping the staff fully informed. Morale improves when people understand their mission, are encouraged to contribute, and are listened to. The best candidate will be someone who can make everyone feel their views are being heard and who will bring the people together.

Customer service will not be just a catchy phrase to the next manager but rather, along with integrity, a core principle and a way of life. He/she will lead by example and be genuinely concerned with the problems of residents and local businesses. The ideal candidate will be someone who works with the Commission, residents, local businesses and regional actors to find solutions to problems as opposed to someone who tends to find reasons to say no.

The manager will be an outstanding leader and mentor. He/she will be the chief implementer but realize one person cannot do it all. As such, the individual will establish goals, have high expectations of the staff, and delegate. The manager will be respectful and supportive of others. He/she will be well informed without being intimately involved. Accountability will be important, and the manager will expect projects to be completed on time and within budget. Teamwork is important in Deerfield Beach as is encouraging an environment where creativity will flourish. The manager will recognize talent, mentor that talent, and then allow the staff to grow.

The manager will believe in transparency and be open and approachable. The individual will be able to work well with

the media and understand how to deal with social media. Deerfield Beach has its share of bloggers and angry people. The manager will need to have a thick skin, while maintaining a pleasant demeanor - acting, not reacting.

In terms of specific skills, the individual will have a demonstrated track record of achievement in management, finance, economic development and redevelopment. Knowledge of and experience with intergovernmental relations will be essential to the manager's success. Experience with a robust parks and recreation program is a plus.

The ideal candidate will have at least a bachelors degree (with a masters degree preferred) in business administration, public administration, public policy or related field and at least six years experience as a City Manager or Assistant City Manager.

The selected candidate will be expected to make a commitment to Deerfield Beach. This position should not be viewed as a stepping stone but as a gem in its own right.

## COMPENSATION

The salary range is \$175,000 to \$250,000. The City is searching for the best talent. The actual salary can be anywhere within the range and will depend on the qualifications and experience of the successful candidate. The City benefits





package is excellent. The City offers retirement through its Defined Contribution Retirement System which is through the ICMA-RC.

## RESIDENCY

Residency within the City limits is required by Charter, but can be exempted with permission of the City Commission.

## THE MOST RECENT CITY MANAGER

The most recent City Manager served nine years and had been with the City since 2001.

## INTERNAL CANDIDATES

It is possible some internal candidates will apply but the City is committed to a level playing field and everyone will have an equal chance at this opportunity.

## HOW TO APPLY

E-mail your resume to [Recruit42@cb-asso.com](mailto:Recruit42@cb-asso.com) by July 19, 2019. Faxed and mailed resumes will not be considered. Questions should be directed to Colin Baenziger at (561) 707-3537 or David Collier at (772) 260-1858.

## CONFIDENTIALITY

In Florida, once a candidate has forwarded a resume, the application is a public record and subject to disclosure. As a practical matter, the media rarely covers positions of this nature until semi-finalists are named.

## THE PROCESS

Applications will undergo a screen process starting on July 20th. Finalists will be selected on August 20, 2019. Interviews will be held on September 5th and 6th. A selection will be made shortly thereafter.

## OUR CITY SUPPORTS HIGH-CALIBER, DIVERSE LEADERSHIP

The City of Deerfield Beach is an Equal Opportunity Employer and strongly encourages minorities, women and veterans to apply. Veteran's preference will be awarded per Florida law.

## ADDITIONAL INFORMATION

For additional information about the city, visit:

<http://www.deerfield-beach.com/>

[https://twitter.com/DFB\\_City](https://twitter.com/DFB_City)

<https://www.sunny.org/> (Greater Fort Lauderdale Convention & Visitors Bureau)

<https://www.facebook.com/>

[CityOfDeerfieldBeachFloridaMunicipalGovernment](#)

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