

Flagler Beach FLORIDA

— **Deadline Extended** —

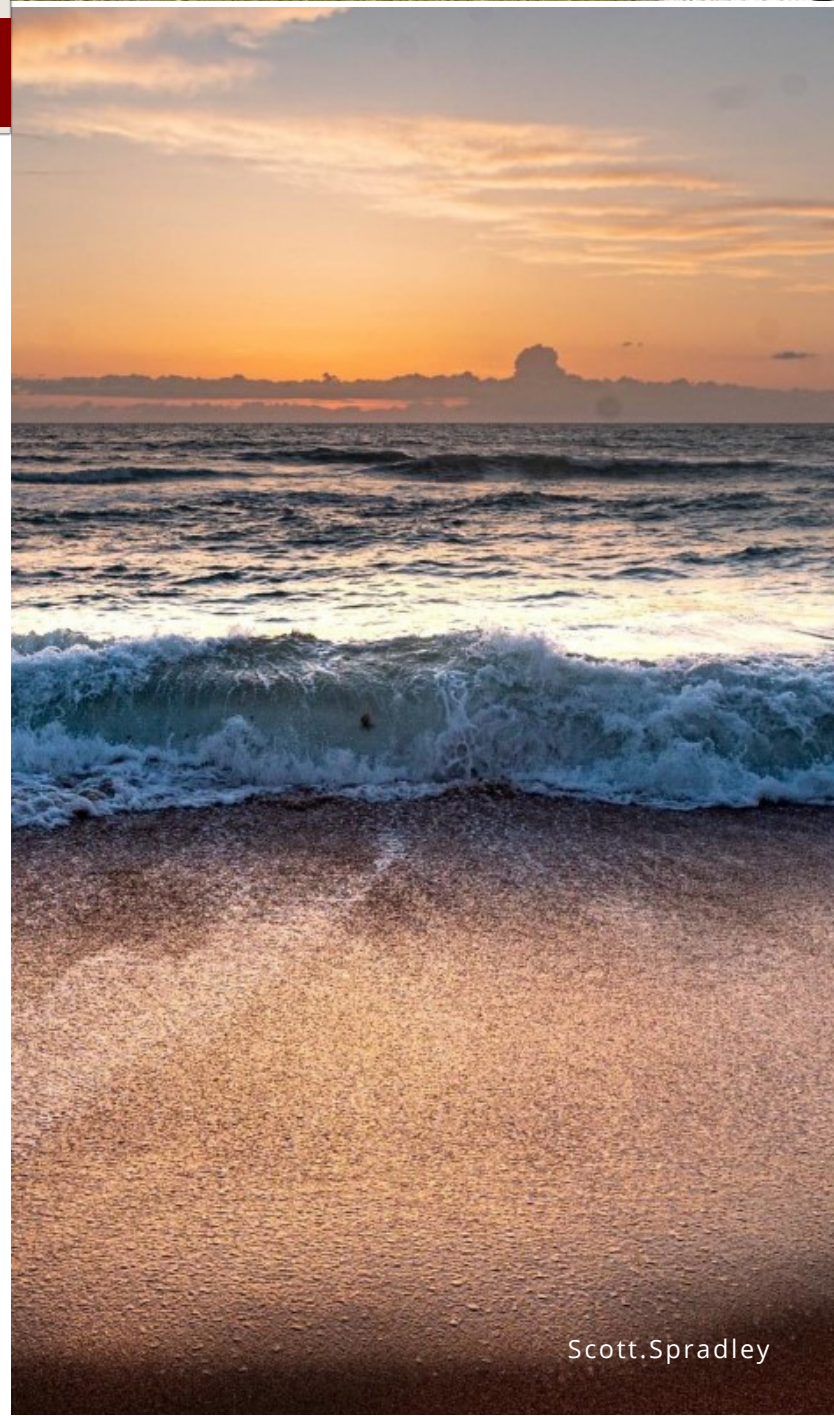
Looking for a Few More Great Candidates

CITY MANAGER | Apply by June 9, 2023

Located along Florida's Atlantic Coast between Daytona Beach and St. Augustine, Flagler Beach offers sparkling and uncrowded beaches, bountiful fishing, beachside shops, waterfront restaurants, and natural parks. It is well known for its 12-block boardwalk and the iconic Flagler Beach Fishing Pier (which, unfortunately, was seriously damaged during last fall's hurricanes and will need to be replaced). The City is primarily nestled between the Ocean and the Intracoastal Waterway. A wonderful place to live and visit, Flagler Beach is considered a Paradise by the Sea.

Flagler Beach is a vibrant coastal community with seven miles of pristine coastline. Strikingly coral colored, the broad, flat beach looks like it was sprinkled with cinnamon. This coloration comes from coquina, a soft rock made of ancient marine reefs and limestone that was used to build historic Castillo San Marco in St. Augustine. Additionally, the City's compact size and small-town environment promote a friendly and relaxed quality of life. In fact, it was named as one of the "Coolest Small Towns in America" by Budget Travel Magazine.

Every year, Flagler Beach welcomes hundreds of thousands of visitors who enjoy amenities and the varied local businesses. Residents and visitors alike enjoy seven beautiful parks, including two county parks and one state



Scott.Spradley



park. Home to a diverse array of wildlife, the parks also include miles of hiking, and cycling trails as well as boating, and recreation opportunities. For example, the Betty Steflik Memorial Preserve is home to many types of birds and wildlife, all which can be seen along sand trails and an elevated walkway over a scenic marsh.

For those who enjoy the outdoors, you will find a variety of activities: swimming, surfing, kayaking, windsurfing, fishing, and boating. In fact, Flagler Beach is rated as one of the top ten best surfing spots in Florida. Further, the area hosts several surfing championships throughout the year.

Along State Road A1A, campers are permitted to pitch their tents directly on the sand or park their RVs overnight at designated locations near Flagler Beach. Campers will find electric hook ups and washrooms, with hiking trails easily within walking distance.



Although the natural scenery is the area's main attraction, many enjoy a variety of opportunities for family-time adventures and experiences in nearby areas of Flagler County. The Marineland Dolphin Adventure has a variety of dolphin encounter programs, and the Whitney Laboratory provides tours of the Sea Turtle Hospital. You can also discover the state's agricultural connections at the Florida Agricultural Museum. The Flagler Beach Historical Museum is located a block away from the fishing pier and celebrates the City's rich history. Indeed, the Museum contains artifacts from days of old to a flag taken on the Space Shuttle by Mark Kelly, current U.S. Senator.

The City hosts several events throughout the year. Community favorites include monthly First Friday Events in the downtown Veterans

Park, the July 4th Parade and Celebration, and the Holiday Parade and Celebration, to name a few.

For those who like to shop, there are many opportunities in Flagler Beach from one end of town to the other. Its charming, independently owned specialty stores greatly add to the overall ambiance. Another popular stop is the Farmers' Market every Saturday at Wickline Center Park.

Theatrical, musical and fine art opportunities are plentiful. Enjoy big stage shows at the nearby Flagler Auditorium and intimate productions at Flagler Playhouse and City Repertory Theatre. For more casual settings, visit Flagler Beach's outdoor concerts, local art festivals, and more. With several live music venues, every music enthusiast can find their jam. Aesthetes love the Gallery of Local Art, located in downtown Flagler Beach. The Baliker Gallery, and Art LaMay Studio are also just minutes away in Palm Coast.

The region has become a sports mecca as they recognize and support the importance of youth sports. Local, regional, state, national, and even international teams can be found on the fields just minutes away from Flagler Beach. The United States Tennis Association (USTA) holds Pro Circuit events at the nearby Palm Coast Tennis Center. For football lovers, it is only about an hour's drive to an NFL Jacksonville Jaguars game. These, combined with close by world-class golfing experiences, make the region a well-rounded sports destination for locals and tourists alike!

With affordable waterfront living and a Florida boating lifestyle, Flagler Beach offers a variety of housing options. Quiet, well-maintained residential neighborhoods include single-family homes, upscale waterfront homes on the Intracoastal Waterway, unique canal homes with direct access to the Intracoastal Waterway, and beachfront homes and condominiums. Housing opportunities are varied ranging from the reasonable to the pricey, with a median home price of \$624,000. Additionally, crime rate is low and has been improving. The City has its own dedicated Police Department and is committed to making Flagler Beach the safest community possible.

Flagler County Public Schools, with approximately 13,000 students, serves the City of Flagler Beach. This district's average

testing ranking is 8/10, which is in the top 30% of public schools in Florida. Flagler Schools was the first school district in Florida to receive the Distinguished District Award from the International Society for Technology in Education (ISTE). Offering a full range of technology and digital resources for students, the district has partnered with the community to bring "Flagship Programs" to all its schools to allow students to explore careers from the earliest grade levels. Students can explore and grow in the worlds of agriculture, aerospace, green technology, health science, engineering, computer science, marine research, finance and business, leadership, the arts, and more.

Nearby universities that offer excellence in post-secondary education include Daytona State College (with a campus in nearby Palm Coast), Embry-Riddle Aeronautical University and Bethune-Cookman University in Daytona Beach, Stetson University in DeLand, the University of Central Florida in Orlando (with a campus in Daytona Beach), Flagler College and the University of St. Augustine for Health Sciences in St. Augustine, and the University of North Florida in Jacksonville.

Medical care is easily accessible from Flagler Beach. AdventHealth has facilities in Daytona Beach, New Smyrna Beach, DeLand and Orange City, and their Palm Coast location is just over three miles from Flagler Beach. Halifax Health has a Medical Center in Daytona Beach, Port Orange and Deltona. Other options include the Flagler Hospital in Saint Augustine, HCA Florida Putnam Hospital, and HCA Florida Lake Monroe Hospital.

For those who yearn to travel, many options exist. Daytona Beach International Airport is about 35 minutes from the City and hosts flights by American, Delta, and Avelo Airlines. A little over an hour southeast by car is the Orlando-Sanford International Airport, a major hub for Allegiant Air. Continue southeast another 20 minutes and you will arrive at the Orlando International Airport. In addition, Jacksonville International Airport is 90 minutes north, and Melbourne International Airport is 105 minutes south. Beyond these options, there is a local Executive Airport that is five minutes west of the City limits. Port Canaveral, the second busiest multi-day cruise port in the world, is just 90 minutes south.

Table I: Flagler Beach Demographics

Distribution by Race		Distribution by Age	
White	91.2%	0 to 14	7.9%
Black	1.0%	15 to 24	5.2%
Asian	1.0%	25 to 44	11.9%
Native American	0.4%	45 to 64	41.6%
Two or More Races	6.4%	65 to 84	28.7%
Total	100%	Over 85	4.7%
Hispanic Ethnicity	4.2%	Estimated Population: 5,160	

Educational Achievement (Over Age 25)	
High School or Higher	97.0%
Bachelor's Degree or Higher	35.7%

Other Statistics	
Median Age–Flagler Beach, FL	59.1
Median Age–U.S.	38.1
Median Household Income–Flagler Beach, FL	\$56,578
Median Household Income–U.S.	\$70,784
Poverty Rate	10.4%

Source: U.S. Census Bureau

Perfectly positioned along Florida’s Atlantic Coast, Flagler Beach is between Daytona Beach and St. Augustine, two of the state’s most popular and frequently visited cities. If you want to live and work in one of the few remaining communities with Old Florida charm, please dust off your resume and apply.

HISTORY

The modern history of Flagler Beach began when the Bunnell Development Company was founded in 1909. Company owners Isaac I. Moody and J. F. Lambert began selling lots, some by mail order. Planning to develop an oceanfront resort, Moody homesteaded 169 acres and named it “Ocean City Beach.” He built the first house in 1914 and then built a casino, which was very popular.

To make the beach accessible, Moody built a ferry boat large enough to transport an automobile across the Intracoastal Waterway and a corduroy road across the narrow part of the marshland. Tourists and locals found the beach to be a very popular spot for picnics, surfbathing, camping, and fishing.

Many improvements and additions were made over the next few years. The first bridge (a swing bridge) over the Waterway to the beach was completed in 1920. The present Municipal Fishing Pier was constructed in 1928 and is located one block south of the first pier.

When the community applied for a United States post office, they found that there was already an Ocean City, New Jersey. They had to come up with a new name, so they were incorporated in 1925 as Flagler Beach.

Flagler Beach and Flagler County are both named for Henry Flagler, the entrepreneur who extended the railroad down Florida’s east coast from St. Augustine all the way to Key West. However, the train never went through Flagler Beach, and that is one reason why the City is still small and more typical of Old Florida than most of the beach towns in the state.

DEMOGRAPHICS

Please see Table I.

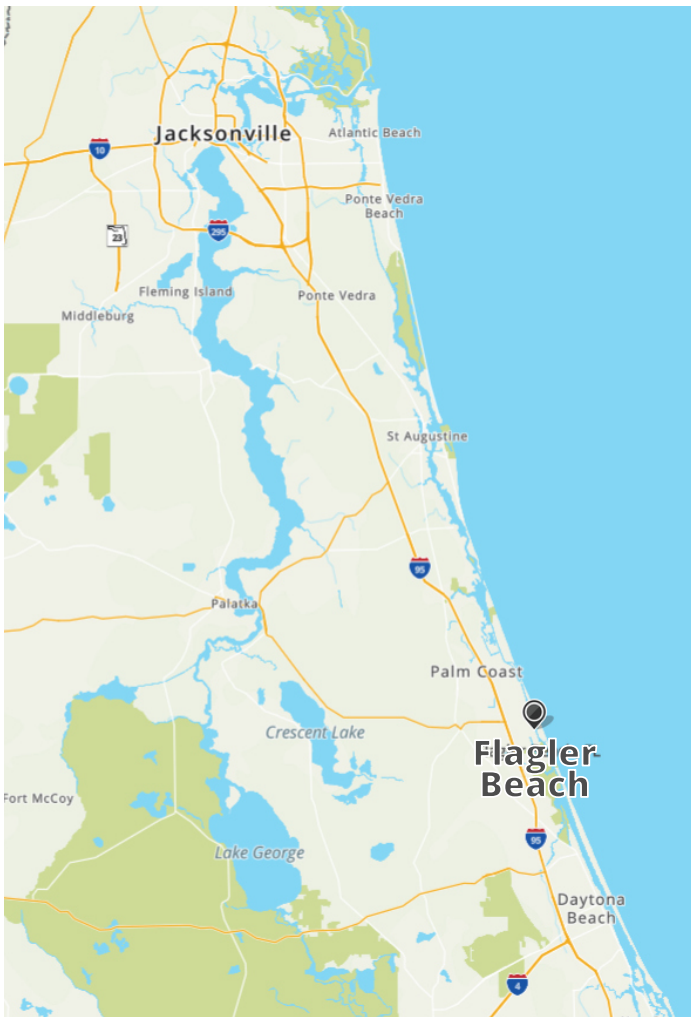
CLIMATE

Flagler Beach is warm and temperate year-round because it is in the northern part of Florida and close to the Atlantic Ocean. The City receives an average of 52 inches of rain per year and has 225 sunny days. Over the course of the year, the temperature typically varies from 49°F to 89°F and rarely goes below 36°F or above 93°F. Ocean breezes keep the climate mild in winter and provide cool winds in the summer. Truly, Flagler Beach is the perfect place for fun in the sun all year round!

GEOGRAPHY

Flagler Beach is part of the Deltona–Daytona Beach–Ormond Beach, FL metropolitan statistical area. The City has a total area

Figure 1: Location of Flagler Beach, FL



of 4.1 square miles, of which 3.7 square miles is land and 0.39 square miles is water.

With the exception of the Ocean Palm Villas South subdivision east of the Intracoastal Waterway (which is in Volusia County), the City is in Flagler County. Florida State Road A1A travels through Flagler Beach along an approximate north-south axis. Due to the City’s zoning laws, the view of the ocean is unobstructed.

COMMERCE

Commerce in Flagler Beach is primarily small business such as restaurants and shops. The principal employers in Flagler County are displayed in Table II.

THE GOVERNMENT

Flagler Beach operates under a Council/Manager form of government. City Commissioners are elected for three-year staggered terms. One Commissioner has served for seventeen years, one has served for six years total, one for five years, another for one year, and one is in his first year. The City Charter provides for a separately elected Mayor, who is the ceremonial head of the government and whose term is also three years. While he/she does not vote, the individual can veto ordinances and resolutions. The current Mayor has been in office since the beginning of 2021.

The City Commission appoints the City Manager and City Attorney by an affirmative vote of at least four members of the City Commission. The Charter provides that the City Manager may be removed by a majority vote of the City Commission. The City Manager is directly accountable to the City Commission for the proper discharge of the duties of the office and for actions he/she takes or performs. The Manager is also responsible for all City employees under the his/her supervision and control.

Table II: Principal Employers, Flagler Beach, FL

Employer	Industry	Employees
Flagler County Schools	Education	1,928
Advent Health Palm Coast	Healthcare	1,041
Publix Supermarkets	Retail Grocery	805
City of Palm Coast	Government	524
Walmart	Retail	395
Hammock Beach Resort	Hospitality	351
Flagler County	Government	350
ALSW LLC	Service	345
Flagler County Sheriff’s Office	Government	316
Palm Coast Data, Ltd.	Consulting	280

Source: Flagler County, Florida 2022 CAFR

City of Flagler Beach Organizational Design

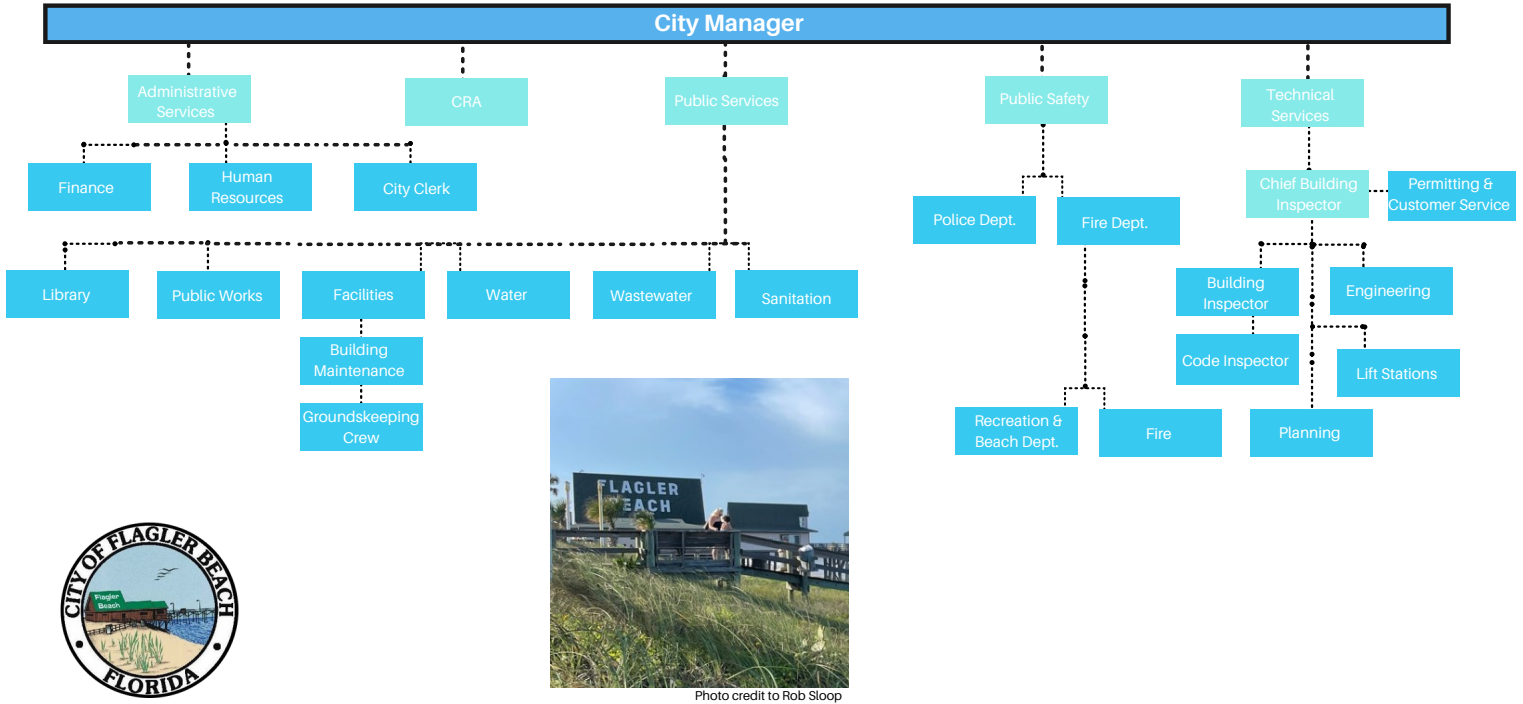


Photo credit to Rob Sloop

Flagler Beach is a full-service city. The staff is excellent and is dedicated to the community. The City has 113 full- and part-time employees, plus 20 seasonal employees. The City's total budget is \$29,554,553, and the general fund budget is \$8,224,046. Police officers belong to the International Union of Police Associations.

THE CHALLENGES AND OPPORTUNITIES

The challenges and opportunities in Flagler Beach are what one would expect for a coastal community in Florida. For instance, growth from surrounding areas has affected Flagler Beach. Though the community has maintained its quality of life, its residents want to be able to continue doing so. Managing the ingress and egress of the City will be important. In addition, the beaches and parks in Flagler Beach have become a playground for the entire County, not just the residents of the City. Although the County provides some funding, the amount is not nearly enough to cover the costs of lifeguards and maintaining the amenities. Alleviating the burden on taxpayers while protecting and maintaining the existing culture will require finesse, creativity, and perseverance.

Working with City staff as well as other governmental and private entities to determine new solutions for the complex problems

associated with climate change and intracoastal flooding will be a challenging opportunity for the new City Manager.

Flagler Beach has many projects in process to address damage from previous storms and hurricanes, including the replacement of the pier, seawall improvements, and beach replenishment. The next Manager will need to work with local as well as regional partners to create the best outcome for the City and its residents. The individual must also lead efforts to seek grant funding and additional revenue streams to help fund the cost. Though the City is not responsible for damage to personal property, the next Manager should plan to work with affected residents to help them find other resources that can help. The stormwater system should also be analyzed to be sure it is working as efficiently and effectively as possible.

Due to unique beach sediments, the closeness of State Road A1A, and existing coastal development, the dune system is experiencing erosion with little opportunity for natural recovery. The establishment of a functional dune system is key to reducing damages to infrastructure from storms and hurricanes. For over two decades, the Army Corps has planned to extend and rebuild the dunes on 2.6 miles of beach south of the pier. The next Manager should plan to work with the involved parties to help the process move forward.



Furthermore, a large hotel is coming to Flagler Beach. Though residents expect and want the hotel, the construction will heavily impact the downtown area. For example, while the City has parking available, it is not enough for the residents, tourists, and construction workers combined. Finding creative solutions to mitigate the temporary – yet significant – impact will be crucial.

Hiring and retaining quality staff will be critical to the next Manager. Morale is not currently as high as it has been in the past, and the City would like to see this improve. The organization is lean, so recommending organizational design to the City Commission to ensure that departments are adequately staffed is vital.

Communication with the community has not been as extensive or as efficient as it could be. For example, the City’s website can be difficult to navigate. Ensuring that information is accessible and easy to find will help the City to better communicate their vision and accomplishments to the residents.

THE IDEAL CANDIDATE

The ideal candidate must be outgoing, confident but humble, mature, and an experienced professional. The candidate must be a person with an impeccable reputation: a person of integrity who is honest and embraces high ethical standards in his/her public and private life. The individual sets the example for the entire organization and should expect all employees to abide by the same high ethical and professional standards.

The candidate must possess good listening and communication skills. The successful individual will concurrently provide the same

information to all Commission members. The candidate must also effectively communicate with the staff, residents, businesses and other governmental units. He/she must be someone with initiative and drive who will serve as a staunch advocate for Flagler Beach. The candidate must also be somebody who brings creative and innovative ideas and options to the City Commission to address community issues. Finally, he/she must understand the uniqueness of a small town and be committed to maintaining that uniqueness.

The City Manager must be respectful of others and have a positive, approachable attitude. The Manager must be open and accessible to citizens, businesses, staff, and the entire City Commission. The individual must expect all employees to treat citizens, employees, and officials with respect and dignity. The City Manager should be active in the community and supportive of community events.

The candidate must have strong financial and budget management skills, someone who knows how to control costs while maintaining high levels of services. Additionally, the individual must be able to help the Commission identify new while enhancing under performing revenue sources. The candidate should be experienced in addressing infrastructure needs, such as water, sewer, streets, drainage, vehicle and equipment.

Candidates should have experience in developing a strategic planning process that involves all stakeholders in the process. Candidates should have experience in operationalizing the strategic goals formulated in the strategic plan into the city budget.

The candidate must have an inclusive management style, which embraces the willingness to delegate to professional staff. The individual must be able to build a management team that is responsive to the citizens of Flagler Beach. The ideal candidate should be experienced in working with and developing staff into a unified team. Doing so will require an individual who is knowledgeable with staff development and team building. The ideal candidate must demonstrate the ability to provide clear and concise staff direction, as well as hold staff accountable for performance.

The ideal candidate needs experience in Emergency Management. He/she must understand the requirements of providing adequate public safety services in a community and can translate community needs into workable recommendations to the City Commission. The candidate can formulate tangible, measurable outcomes from commission policies for staff to accomplish.

The next Manager should be experienced in intergovernmental relations, such as developing working relationships with federal and state agencies, the county, and adjacent cities. The ideal candidate should be an individual who is experienced in presenting city needs to members of the Legislature and other governmental entities. Moreover, the candidate must be knowledgeable with identifying grant opportunities, as well as applying for and managing those grants.

Experience in managing a Community Redevelopment District and using CRA funds to leverage reinvestment in the CRA area will be an asset to an applicant's qualifications. The individual should also be experienced in promoting small businesses and helping small businesses be sustainable.

The position requires a minimum of a bachelor's degree in public administration, business administration, or other public related fields from an accredited college or university. The ideal candidate must have a minimum of 10 years of progressive senior management experience as a City Manager, Assistant City Manager, or Department Head. Florida experience is desirable but not a requirement.

The selected candidate will be expected to make a commitment to Flagler Beach. This position should not be viewed as a steppingstone but a treasure in its own right.

COMPENSATION

The salary range is \$125,000 to \$165,000 and will depend on qualifications and experience. Benefits are excellent and moving expenses will be covered. Flagler Beach has a defined contribution plan (401a) through Mission Square (formerly known as ICMA) The City contributes an amount equal to 6.5% of the base salary to the plan. The City also provides an option to contribute to a 457 plan.

THE MOST RECENT CITY MANAGER

The prior manager worked for the City for just under two years, and left amongst some controversy.

RESIDENCY

The City Charter requires the City Manager to become a resident of the City within 90 days of appointment. The City Commission by affirmative vote may, upon good cause shown, extend this period for up to an additional ninety (90) days.

HOW TO APPLY

Please e-mail your cover letter and resume to **Recruit37@cb-asso.com** by June 9th. Faxed and mailed resumes will not be considered. Questions should be directed to Ron Williams at (305) 338-8990 or Colin Baenziger at (561) 707-3537.

INTERNAL CANDIDATES

We do not anticipate any internal candidates.

CONFIDENTIALITY

All letters of interest and resumes are subject to the provisions of the Florida Records Statutes which means that once an application is received, it is a public record.

THE PROCESS

Application screening will end on June 21st. Finalists will be selected on June 28th. A reception and interviews will be held on July 13th and 14th. A selection will be made shortly thereafter.

OTHER IMPORTANT INFORMATION

Flagler Beach is an Equal Opportunity Employer. The City does not discriminate on the basis of race, color, religion,

creed, sex, sexual orientation, age, marital status, national origin, political ideas, or disability in employment or in the provision of services.

ADDITIONAL INFORMATION

For additional information about the City, visit:

cityofflaglerbeach.com

palmcoastflaglerregionalchamber.com

flaglerbeachmuseum.org

visitflorida.com/places-to-go/northeast/flagler-beach/

