



City Manager Fruitland Park, FL

Apply by August 23, 2013

Old Florida, 100-year-old live trees draped with Spanish moss, neighbors helping neighbors, a small town with a sense of community - welcome to Fruitland Park!

Located on the western edge of Lake Griffin State Park in scenic Lake County, this small, affable municipality is well known for its warm and welcoming people and its homespun values. The City represents a wonderful opportunity for any municipal professional to settle into a small, attractive community, put down roots, and create a home.

Fruitland Park is 50 miles to the northwest of Orlando, and about 75 miles northeast of Tampa in the Central Florida region. State Road 441 is the major road running near the community, and the City is a 10-mile drive to

the Florida Turnpike. The Villages, a well-regarded and highly desirable retirement community of approximately 100,000, lies immediately to the west and north.

The City offers many recreational opportunities within its limits or nearby. There is a fishing pier in Veterans Park. The area is home to many golf courses and Fruitland Park is a hub for youth league programs. Veterans Park also offers baseball fields, tennis courts, basketball courts and children's playgrounds. Gardenia Park has a soccer/football field, a handball/racquetball court, and a volleyball court, as well as a skateboard park and playground for children. Other facilities include a municipal pool, softball fields, and a state of the art library. Lake Griffin State Park is adjacent and Lake County is well known for its waterways and wide variety of aquatic activities.

About 50 miles southeast lies Disney World, SeaWorld and Universal Studios, and Bush Gardens in Tampa is a bit farther but to the southwest. For the professional sports aficionado, Orlando's professional teams – the NBA's Magic and the Arena Football League's Predators – are all located nearby. The aforementioned Tampa is also home to the NFL's Buccaneers, the MLB's Rays, the NHL's Lightning and several other minor league affiliates. For the college fans, the famed University of Florida is just 70 miles up the road with all of its accomplished programs. The University of Central Florida and South Florida are also located close to the City.

Cultural venues are nearby as well. Orlando offers its Philharmonic Orchestra, Orlando Museum of Art, and Bob Carr Performing Arts Center. The latter has several prominent events scheduled in the near future including Evita, Flashdance, Mamma Mia and War Horse.

One of the most attractive features of Fruitland Park is the housing market. A typical 3 bed/2 bath will cost roughly \$100,000-\$150,000, with more upscale living available for slightly more. Most homes are just a short drive from the water and close to parks. The schools in the area are solid, and any student can gain an excellent education if they are willing to work for it. Finally, the cost of living is below the national average.

All in all, the City of Fruitland Park is a great small town, brimming with opportunity and potential for any municipal professional. We invite you to apply!

History

Fruitland Park has its origins in the in the pre-Civil War period. The first recorded settlers in the area were Calvin Lee and his family, who planted a citrus grove on the land that later became Fruitland Park. The



Table I: Age Breakdown

Age Bracket	Percent
Under 10	16.3 %
10 to 20	14.1 %
20 to 30	13.1 %
30 to 40	13.1 %
40 to 50	14.2 %
50 to 60	13.8%
60 to 70	8.0 %
70 to 80	5.0%
80 +	2.4 %
Median Age	34.7

Source: U.S. Census

first permanent residents of what later became the City were noted horticulturalist Major Orlando P. Rooks and his family who built their home on Crystal Lake.

In the early years, the town was actually named Gardenia as there was already another municipality named Fruitland in the state of Florida. In 1888, a petition was sent to the U.S. Postal Service to change the name to Fruitland Park, and in 1927 the City officially incorporated under that name.

Over the years, the municipality has grown slightly to its current population of roughly 4,000. Despite the passage of the years, however, few large businesses came to Fruitland

Park and the City successfully maintained its hometown feel and its reputation as a quiet, neighborly community.

Demographics

Fruitland Park's population as of the 2010 Census was 4,087. As can be seen by Table I, it is spread relatively evenly over the age brackets below age 60. Overall, unlike much of Florida, the median age (34.7) is lower than the median age of the Country as a whole (37.2).

In terms of race and ethnicity, 84.7% of the City's population is Caucasian, 9.4% is African American, and the remainder is of other races. Regarding ethnicity, 7.7% of the population is Hispanic (all races).

Economically, the latest available Census data places median household income at \$54,231. Approximately 11.4% fell below the poverty level and almost 70% of the City's 1,400 housing units are owner occupied. The most recent unemployment rate for Lake County as a whole was 6.9%

In terms of education, 18.1% of the population has not completed high school, 32.7% have a high school diploma, 23% have attended some college but not graduated, 10.5% have an Associate's degree, 9.0% have a Bachelor's degree, and 6.7% have completed graduate work.

Climate

Fruitland Park has a transitional climate that features many characteristics of a tropical climate without a great deal of seasonal variation in temperature. Over the course of a year, the temperature typically varies from 48°F to 91°F and is rarely below 36°F or above 95°F. Average annual precipitation is approximately 49.8 inches, with the heaviest rainfall occurring from June through September. See Table II for details.

The hurricane season is between June 1 and November 30, with major hurricanes most likely in September and October. The City

Table II: Climate Data

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Average High °F	68	71	76	81	87	91	91	91	88	82	76	69	80.8
Average Low °F	46	49	53	58	65	71	73	73	71	64	55	48	60.5
Precipitation Inches	2.9	2.9	4.2	2.7	3.3	7.2	5.9	7.1	6.1	2.9	2.1	2.5	49.8

Source: the weather channel.com

of Fruitland Park is, however, far enough inland that it is not dramatically impacted by tropical storms. Most hurricanes are significantly weakened by the time they pass through the City. The last major hurricane activity came in 2004 when several passed through the Central Florida area.

Commerce

As of September 2010, there were 404 businesses licensed to operate in the City of Fruitland Park. Most of the businesses are small and service-oriented as the community is highly residential in character.

The City does have partnerships with some private sector interests. Recently, Fruitland Park has teamed up with local Smart Fuels Florida, LLC in order to create biodiesel fuels from waste cooking oils. It is estimated that this partnership will provide somewhere between 50-100 jobs to the local economy.

There are also several initiatives in place within Lake County to aid economic development, including the effective High Value Job Creation Program.

The Government

The government consists of a five-member city commission whose members are elected to staggered four year terms. Elections are held at the same time as the national elections in November of even-numbered years. Overall the Commission has been stable, with the Mayor having served 19 consecutive years (10 as a Commissioner and 9 as Mayor), the current Vice Mayor having served 16, and one other commissioner having served 20 years. A fourth commissioner first took office in 2005, and a fifth was elected this past November. The next election is in 2014 when two Commission seats will be



City Manager

on the ballot. The Mayor and Commissioners are friendly towards each other and respectful of the staff.

The City of Fruitland Park provides a wide variety of services to its residents, including Administration/Finance/General (8 Full Time), Building and Zoning (2 FT), Law Enforcement (13 FT and 5 PT reserve officers), Library (2 FT and 3 PT), Roads and Streets (2 FT), Parks and Recreation (3 FT and 9 seasonal PT), and Water and Sewer (5 FT). The City also provides 4 School Crossing Guards. The City's General Fund Budget for 2013 is \$3,330,000 and the Total Budget is \$5,374,000. The difference is composed of a Redevelopment Trust Fund (\$598,000), Capital Projects Fund (\$341,000), Recreation Fund (\$39,000), and a Utility Fund (\$1,059,000).

The Challenges

Fruitland Park has two basic challenges. The first is financial. As with many cities around the country, revenues are limited and yet residents want and expect a high quality of service. Last year, to meet those demands, the millage rate was increased from 4.3284 to 4.6442. Resources will again be tight in the coming fiscal year.

The second challenge is also an opportunity. The aforementioned Villages has a contingency contract to purchase approximately 800 acres in Fruitland Park, and intends to build an estimated 1,800 homes within the city limits. That will provide additional property tax and other revenues without adding enormous demands for services. Ensuring that the best interests of the City and its current residents are well served through this change will be a significant challenge.

The Ideal Candidate

Fruitland Park's next Manager will be outgoing, confident, positive, proactive, responsive and involved. The individual will be a consensus builder who is approachable and easy to talk to. He or she will not just be someone who works for the City Commission, but someone who will partner with the Commissioners and serve as a trusted advisor. The Commission realizes that the Manager, by virtue of his or her training, knowledge and experience, can provide valuable input, and they would like someone who will be candid and straightforward. The next Manager will need to be someone who is not afraid to diplomatically (and privately, to the degree possible) tell the elected officials

when something is not a good idea and why. They do not want a "yes" person.

Honesty and integrity are critical, as is a profound sense of right and wrong. Being humble and willing to admit a mistake will be necessary characteristics in order to establish credibility.

The next Manager will understand the role of transparency in government and have outstanding communication skills. The individual will listen carefully and be comfortable talking to anyone who comes into the office. The selected candidate will be friendly – Fruitland Park is a small town, after all – and very customer-service oriented.

The next Manager will understand the importance of the day-to-day but will not let it consume his or her attention or preclude preparation for the future and long-term



success. He or she will take the Commission's priorities and implement them in an efficient and expeditious manner.

The next Manager will also have high expectations for the staff and set high standards. He or she will need to find the fine balance between appropriate delegation and direct involvement. The individual will realize that one person cannot do it all and will utilize subordinate staff, but at the same time will recognize that Fruitland Park is a small city with a small staff, and that there are items that will require his or her individual attention. In order to appropriately delegate, the next Manager will also be a mentor who teaches and demands accountability.

The ideal candidate will have a minimum of ten years of progressively responsible experience in public sector management. A Bachelor's degree from an accredited college or university, with a major in administration, management or a related field, is required. Skill in economic development and finance will be important, as will be intergovernmental relations. Experience working and negotiating with developers is a significant plus.

Finally, the next manager will realize that Fruitland Park is a hidden jewel, one that has open land and that will be discovered when growth resumes. As such, he or she will understand the importance of preparing the City for the future without losing what makes it unique.

Residency

While it is not required, it is preferred that the City Manager live within the City's boundaries.

Compensation

The starting salary will be between \$80,000 and \$110,000. While the Commission would prefer to pay below the top of the range, it recognizes it may need to do so for the right person.

Confidentiality

Under Florida law, all applications are a public record once submitted. As a practical matter, the media generally does not show interest until after the close of the recruitment period, and often even later in the process.

How To Apply

E-mail your resume to Recruit26@cb-asso.com by August 23, 2013. Faxed and mailed resumes will not be considered. Questions should be directed to Sean Baenziger of Colin Baenziger & Associates at (561) 351-9350, or to Colin Baenziger at (561) 707-3537.

Schedule

Candidates will be screened between August 24th and September 30th. Interviews will likely occur on October 11th and 12th with a selection made shortly thereafter.

Other Important Information

The City of Fruitland Park is an Equal Opportunity Employer and strongly encourages minorities and women to apply. It is also a drug-free workplace. A Veteran's Preference will be awarded if applicable under Florida law.

COLIN BAENZIGER  ASSOCIATES
EXECUTIVE RECRUITING

City Manager
Fruitland Park, FL

