



Hallandale Beach, FL

Population - 37,100 permanent residents

The City of Hallandale Beach is a hidden treasure, a vibrant and diverse community that has largely escaped the attention of Fort Lauderdale (12 miles to the north) and Miami (18 miles to the south). The location holds limitless opportunities for recreation and tourism- the Atlantic Ocean directly to the east, and two premier race tracks reside within the City: Gulf Stream Park (thoroughbred horse racing), and Mardi Gras Gaming (dog racing). Many of the world's top thoroughbreds pass through the Gulf Stream Park on their way to the Triple Crown. In addition, both venues offer casinos.

The City of Hallandale Beach is far more than racing and gaming. Several years ago, the Village at Gulfstream Park opened, a beautiful outdoor shopping and entertainment destination, which highlights a wide range of dining opportunities, entertainment venues, nightlife and high-end shopping. The schools are good and improving. Universities dot nearby communities and include Florida International, Nova Southeastern,

Barry, Florida Atlantic and the University of Miami. With the Atlantic Ocean as its eastern boundary, the Everglades 1 ½ hours to the west, and the Florida Keys 2 hours to the south, recreational opportunities abound. Sailing, boating, diving, fishing, windsurfing, and naturalist experiences are all readily available.

A wide variety of cultural and sporting opportunities are available, including the Broward Center for the Performing Arts, Fort Lauderdale Science Museum, and the International Fishing Hall of Fame. Living in Hallandale Beach means you are close to four major league sports: Miami Marlins (MLB), Miami Dolphins (NFL), Miami Heat (NBA), and the Florida Panthers (NHL). Approximately 60 golf courses are located in the county, while the highly regarded Diplomat Golf Resort and Spa is located within city limits. The City of Hallandale Beach is also an ideal location for traveling: Miami International and Fort Lauderdale International Airports are both 15 minutes away. Finally, housing

opportunities are available for every budget, extending to multi-million dollar homes on the Intracoastal Waterway. Amazingly, all of these amenities packed into a city of only 4.55 square miles.

Although The City of Hallandale Beach is surrounded by metropolitan areas, it still showcases a strong sense of community. The residents are proud of their community and passionate about protecting its identity. They recognize change, and try to channel progress so that the City of Hallandale Beach will remain the place they want to live, work, and play.

History

Before 1890 the City of Hallandale Beach was largely swampland. In the 1890s, Henry Flagler extended the Florida East Coast Railroad to Palm Beach and recruited Luther Halland to start a Swedish settlement south of the Danish settlement of Dania. With assistance Halland began promoting the frost-free, subtropical climate and cheap land of Halland - later named Hallandale.

Settlement was slow, with only a dozen families in town by 1900 – seven Swedish, three English, and two African American. The first school was built in 1904 and had only ten students. The first church, Bethlehem Lutheran, was established in 1906. Originally, Hallandale was a farming community and the farmers used the beach only for occasional recreation.

Hallandale officially became a town on May 14, 1927. By that time, there were 1,500 residents, street lights, and electricity in the community. In 1947, Hallandale was reincorporated as a city, and was allowed to annex land to the east. In August of 1999, wishing to further tourism and re-create itself as a destination, the community officially changed its name to, the City of Hallandale Beach.

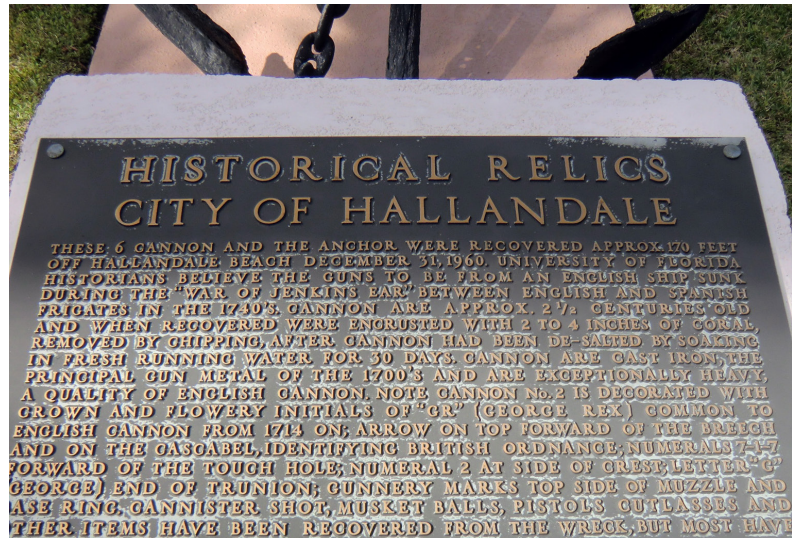


Table I: Climate data for Hallandale Beach, FL

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Record High °F	88	94	92	94	98	97	99	98	98	98	91	88	99
Average High °F	76	77	79	82	86	88	90	90	89	86	81	77	83
Average Low °F	59	60	63	66	71	74	75	76	75	72	67	62	68
Record Low °F	28	31	32	40	54	60	64	66	61	47	35	30	28
Precipitation in inches	2.9	2.7	2.8	3.9	6.3	10.0	6.7	6.9	8.3	6.4	4.6	2.7	64.2

Source: Weather.com

Historically, the city has been a popular tourist destination and was at one time referred to (in jest) as the "southernmost Canadian city" because many tourists came from Quebec. Initially, much of the construction in the 1960s was oriented towards retirees, but the community has become much younger and now has a sizable financial district, with offices for a number of banks and brokerage houses.

Demographics

The City of Hallandale Beach has a permanent population of 37,100 which swells to 50,000 during winter. It is part of the South Florida metropolitan area: population 5.6 million. According to the 2010 Census, the City's permanent population is as follows: 74% White, 19% Black, and 7% Asian, multiracial or other. Approximately 32% of the City's population (all races) are of Hispanic descent. The median age at is 53. The age distribution is spread out evenly: 15% are under 18 years old, 19% between 18 and 34, 20% between 35 and 49, 21% between 50 and 64, and the remaining 25% over 65. According to the 2000 Census, 73% of the population has a high school education and 20% have a college degree. Median household annual income was \$28,300. Since 2000 it is believed the population has become more affluent and better educated; the Census data to confirm that is not yet available.

Geography

The City of Hallandale Beach is located on South Florida's Atlantic Coast, 12 miles south of Fort Lauderdale and 18 miles north of Miami. The land is flat, with an average elevation of six feet above sea level, and covers 4.55 square miles (.34 of which is water).

Climate

Like the rest of South Florida, The City of Hallandale Beach has a tropical monsoon climate, with humid summers and mild winters. The City has a tropical climate with an average year round temperature of 77°F. (See Table 1 Hallandale Beach Climate Data.)

If you are not from Florida, you probably imagine many hurricanes hitting the state every year. The truth is that hurricanes do come, but not often – only three notable storms have hit the county since 1990. Further, if you are more than 50 miles from the hurricane's center, it will not significantly affect you.

Commerce

The City of Hallandale Beach has a bright economic outlook. While many other communities have suffered dramatically in the current economic downturn, it has weathered the storm fairly well. While its taxable property values have declined by almost 30% since their high in 2007, they have now leveled off and are anticipated to grow slowly over the next few years. The City's principal employers are listed in Table II on top of page 4.

Although several planned high rise condominiums have been placed on hold, the area is still thriving with the new Village at Gulfstream Park and two racing tracks. Further, the voters have approved additional gambling in the form of slot machines for both facilities. As a result, both venues will bring in additional revenue.

Unemployment in Hallandale Beach is at 10.0%, dropping significantly since the high of 12.2% in 2010.

Table II: Principal Employers in Hallandale Beach

Rank	Employer	# of Employees
1	Gulfstream Park	1,450
2	Mardi Gras Racetrack	700
3	City of Hallandale Beach	459
4	Wal-Mart Stores	310
5	Broward County Schools	283
6	Diplomat Country Club	250
7	Publix Supermarkets	215
8	Winn Dixie Supermarkets	180
9	Burlington Coat Factory	90
10	U.S. Post Office	79

Hallandale Beach 2011-2012 CAFR

With the expanded commerce, this downward trend will continue.

Government

Incorporated in 1927, the City of Hallandale Beach provides the following services: building and zoning, cemetery, code enforcement, planning and development, police, parks and recreation, public works, solid and yard waste collection, water, and storm water. It also has two Safe Neighborhood Districts, a Community Redevelopment Agency, as well as contracts with private companies for minibus services, landfill disposal, and processing wastewater.

Hallandale Beach follows the City Commission – City Manager form of government where the City Manager and City Attorney report to the City Commission. The Commission is composed of a Mayor, Vice Mayor and three Commissioners. All are elected at large and serve staggered, four year terms. The Mayor is elected by the public, while the Vice Mayor is selected from among the four Commissioners. Elections occur in November of even numbered years; The City does not have term limits and it is not uncommon for Commissioners to serve multiple terms. The Commissioners are progressive and genuinely have the best interests of the City at heart. They generally agree on the direction for the City’s future, but often disagree concerning the best approach. They also generally agree that the current staff is strong and that significant changes are not necessary; however they have challenged the new City Manager to improve efficiency and responsiveness across the organization.

The City’s ad valorem tax revenues grew from \$10.7 million in FY 2001 to \$25,075 in FY 2007 before declining to \$24.5 million in FY 2008 and \$23.5 million in FY 2009. They rebounded to \$24.7 million in 2010 when the millage rate was increased from 4.9818 to 5.9000. It should be noted that even at 5.9000, the millage rate is down from the 6.9870 that it was in 2001.

The City’s budgets over the past few years are as follows:

Table III: Budget and Employee Data Since FY 2007-2008

Fiscal Year	General Fund Budget	Total Budget	Employees (FTE)
2007 - 2008	\$ 52,418,573	\$ 96,186,263	471.50
2008 - 2009	\$ 55,710,698	\$ 102,052,961	466.62
2009 - 2010	\$ 50,626,977	\$ 50,626,977	450.19
2010 - 2011	\$ 79,900,901	\$ 79,900,901	455.76
2011 - 2012	\$ 51,865,322	\$ 51,865,322	448.92
2012 - 2013	\$ 55,040,611	\$ 97,335,725	491.89



Approximately 40% of all employees and 60% of the General Fund employees are in public safety.

The Public Works Department

The Public Works Department is composed of three divisions: Engineering, Public Works and Utilities. The Engineering Division designs, provides engineering support and conducts field engineering for Public Works projects, programs and the annual CIP. The Public Works Division collects residential, commercial, recycling, and bulk garbage, and maintains streets, buildings, facilities, the cemetery and vehicle and equipment. The Utilities Division operates the water treatment plant and distribution system, collects and disposes of wastewater throughout the City, and ensures the stormwater system is operating properly. The Department has approximately 122 employees. They are divided as follows: 12 are in administration, 7 in engineering, 8 in equipment maintenance, 17 in grounds maintenance and 14 in building maintenance, 3 in streets, 20 in sanitation, 2 in cemetery, 28 in water, 1 in stormwater and 10 in wastewater. The department's total budget is: \$36,600,000.

The Issues

As with many other cities, particularly in Florida, Hallandale Beach has had to tighten its budget a bit and Public Works has been affected. As a result, the City continues to look for ways to improve efficiency and productivity in all departments. Given that Public Works, Utilities and Engineering has 20% of the City's employees and 38% of the total budget, it is expected that the next director will take a very hard look at the department's organizational structure and business processes to insure they have been optimized and that there are no gaps in accountability. Furthermore, the community and the commission has



emphasized the importance of improving the look of the City, and as such, the new director will be responsible for improving the level of service and the attention to detail regarding landscaping, and facilities maintenance.

The Ideal Candidate

The ideal candidate will be technically very strong and have a demonstrated record of achievement. The individual will be a people person who is proactive, progressive, strong, energetic and hard working - visualizing possibilities where others see stumbling blocks. Analytical and budgetary skills are critical as the City is constantly searching for ways to become more efficient and effective. Changes may be needed in processes, structure and/or the roles individuals play. In fact, one of the director's first tasks will be a critical examination of the department. Once completed, the individual will be responsible for explaining what is needed and why so that others capture the vision. Then he/she will need to know how to manage the changes. The next director will partner with the City Manager and other members of the city staff to take Hallandale Beach to the next level and to becoming a world class city.

The next director will have strong leadership and communications skills. He/she will be equally comfortable talking to corporate executives as day laborers. The individual will be a patient listener but will not be afraid to voice his/her opinion. He/she will place a very high priority on employee development and training. Customer service will be a way of life for the individual rather just a catchy phrase. Experience working with unions and in labor relations will be important. Lastly, the director will not be afraid to delegate tasks while holding the staff accountable.

That will include developing and relying outstanding performance measures for departmental activity.

Requirements

Graduation from an accredited four-year college or university (with a degree in Public Administration, Construction Management or related field), preferably supplemented by additional certifications or specialized training, and a minimum of five (5) years progressively responsible administrative experience in public works, utilities or engineering field; or, a master's degree, and two (2) years of progressively responsible administrative experience in public works, utilities or engineering field.



Compensation

The salary range for the position is \$123,000 to \$153,000 and the City expects to start the individual in the lower half of the range. Fringe benefits are generous.

Residency

Residency within the city limits is not required but is preferred, particularly if you are moving into the area.

How to Apply

E-mail your resume to Recruit25@cb-asso.com by January 21, 2013. Faxed and mailed resumes will not be considered. Questions should be directed to Colin Baenziger of Colin Baenziger & Associates at (561) 707-3537.

The Process

Formal screening of applicants will begin as the resumes arrive. Finalists selected on or about January 25th with interviews will be held on February 7th and 8th with a selection shortly thereafter.

Other Important Information

The City of Hallandale Beach is an Equal Opportunity Employer and encourages women, minorities and veterans to apply. Under the Florida Public Records Act, all applications are subject to disclosure upon receipt. A veteran's preference will be awarded if applicable under Florida law.

Additional Information

For additional information about the City of Hallandale Beach, visit: <http://www.hallandalebeachfl.gov>, and <http://hallandalebeachchamber.com>

COLIN BAENZIGER & ASSOCIATES
EXECUTIVE RECRUITING



Director of Public Works