



CITY MANAGER POSITION AVAILABLE
Apply by August 24, 2018

Welcome to Jacksonville Beach

If you are looking for an outstanding city manager opportunity with an extremely well run local government in an unbeatable location, read on.

Jacksonville Beach is a place where the elected officials, staff, and the public take their government seriously and are proud of what they have achieved. The city has a corporate style culture and expects everything they do to be done right and to be first rate. Their police department is accredited and the city's electric utility is one of the best in the country and is loved by its customers. To top it off, the city is located on a barrier island community fronting the Atlantic Ocean a little east of Jacksonville. It offers glittering, white sand beaches, music, arts, nature, and a wonderful quality of life while retaining a family-friendly, laidback atmosphere. It is a wonderful place already, but it is also brimming with potential!



Living in Jacksonville Beach has much to offer. The people are warm, friendly, and helpful. They welcome newcomers and you will feel right at home. The city has been recognized by several organizations including being ranked #2 best on WalletHub's "2016's Best & Worst Florida Cities for Finding a Job," on NerdWallet's 2015 "Best Places to Start a Business in Florida," and ranked the 7th Best City in Florida by Mike Anderson in Cost of Living 2013.

Crime is generally quite low here (particularly given its proximity to a major metropolitan area), the schools are excellent, and medical care is outstanding. The Mayo Clinic/Jacksonville is literally 15 minutes away and it is only one of several excellent facilities in the area. Housing opportunities are varied ranging from the reasonable to the pricey (the median price of homes is in the mid-\$400,000).

The opportunities for leisure are unmatched. The city has wonderful beaches that routinely grace top 10 lists for its beauty and activities along with a renowned fishing pier. Over seventy events are held here annually including blues, jazz, rock'n roll and pops concerts by the sea, beach runs, a national night out, art fairs, and much more. For those who enjoy the outdoors, you will find a boatload of activities: swimming, beach volleyball, surfing (some of the best waves in the region are found here), kayaking, windsurfing, fishing and boating.



Visitors and natives alike are delighted by dolphins frolicking just off the beach. Enjoy the Beaches Museum & History Park, Adventure Landing, and sports leagues including baseball, softball and football, or the city's newly redesigned golf course. Shopping is plentiful and it is easy to find whatever you want—if not here, in nearby Jacksonville. The nature-lover will find the area to be a paradise. Cradle Creek Preserve, the newest of Jacksonville Beach's parks, is 43.3-acres of primarily undisturbed land along the Intracoastal Waterway. To the south lies Guana River Management Area while to the north are the Timucuan Ecological and Historical Preserve as well as Kathryn Abbey Hanna Park and the Huguenot Memorial Park.

Historic St. Augustine and Fernandina Beach (on Amelia Island) are less than one hour away while Jacksonville is right next door. The latter hosts the Museum of Contemporary Art, the Museum of Science (with its Bryan Gooding Planetarium) the Jacksonville Zoo and Gardens, the Jacksonville's Time-Union Center for theater, symphony, and touring Broadway shows. The city is also home to the NFL's Jacksonville Jaguars and the headquarters for the PGA tour is located in nearby Ponte Vedra Beach

Travel is convenient in Jacksonville Beach due to its location as a nexus between major highways and ports. Jacksonville International Airport is 30 minutes away and those who love to cruise can sail out of the Port of Jacksonville or travel a few hours south to Port Canaveral, the second busiest cruise port in the world.

With beautiful sunny days and gorgeous ocean views, Jacksonville Beach is a tropical paradise, where you can

work, live, play, and enjoy the beauty that Florida has to offer. The city's steady growth and strong community await a City Manager to continue the trip to its destiny of becoming a world class city.

HISTORY

Modern history begins with French Huguenots and the Spanish laying claim to the area, what would come to be known as Jacksonville Beach. Its origins as a community truly began when river pilots and fishermen built a port on the nearby river in 1831. Over time, the population grew, and by 1885, the town had 600 inhabitants, a post office, a school, and a lighthouse. Steamships visited daily, bearing beach-goers from Jacksonville.

A group of businessmen in Jacksonville devised a railway that would lead to the beaches east of Jacksonville, where they intended to develop a summer resort to attract tourists. The Jacksonville and Atlantic Railway Company was chartered in 1883 to build 16.5 miles of railway, and the company acquired many acres of oceanfront property. These were sold in lots, drawing in many prospective buyers and totaling sales of \$7,514.

The area became known as Pablo Beach in 1886, named after the San Pablo River that divides the island from the mainland. The railway was completed in 1886, as well, and the first resort hotel was opened, The Murray Hall Hotel with 192 rooms and boasting its location on "The Finest Beach in the World!"

The railway continued to expand, leading to Pablo Beach's incorporation on May 22nd, 1907. The name was changed

to Jacksonville Beach in 1925. In that interim, the area’s reputation grew as a boardwalk was constructed, along with dance pavilions, shooting galleries, restaurants, and other forms of entertainment.

For the remainder of the 20th century, Jacksonville Beach continued to grow. It did not, however, always thrive. In fact, by the latter half of the century, it was rather run down and unsafe. Over the last 30 years, that has all changed through a great deal of hard work, and assistance from the city government. The downtown has been revitalized and the city is once again a true destination.

DEMOGRAPHICS

See Table 1 (right) for information regarding Jacksonville Beach Demographics.

CLIMATE

Jacksonville Beach’s climate is described as humid subtropical with primary seasons: the hot, rainy season, which lasts from May to September, and the mild, dry season, which runs from October to April. During the summer months, the high temperatures are typically in the high 80s, rarely falling below the mid-70s, and the afternoons often bring short bursts of rain and thunder. During the cooler months, the average temperature is in the mid-60s, with the lows landing in the mid-40s. The average rainfall is 51 inches a year.

Jacksonville Beach is less susceptible to hurricanes than much of the East Coast. In fact, the area has only received one direct hit from a hurricane since 1871—Hurricane

Table 1: Jacksonville Beach Demographics

Estimated Population: 23,518			
Distribution by Race		Distribution by Age	
Caucasian	90.6%	0 to 15	13.2%
African American	3.7%	15 to 25	9.0%
Asian	2.3%	25 to 45	30.1%
Native American	0.1%	45 to 65	31.3%
Two or More Races	3.3%	65 to 85	14.0%
Total	100%	Over 85	2.4%
Hispanic (all races)	5.0%		

Educational Achievement (over age 25)	
High School or Higher	97.1%
Bachelor’s Degree or Higher	48.6%

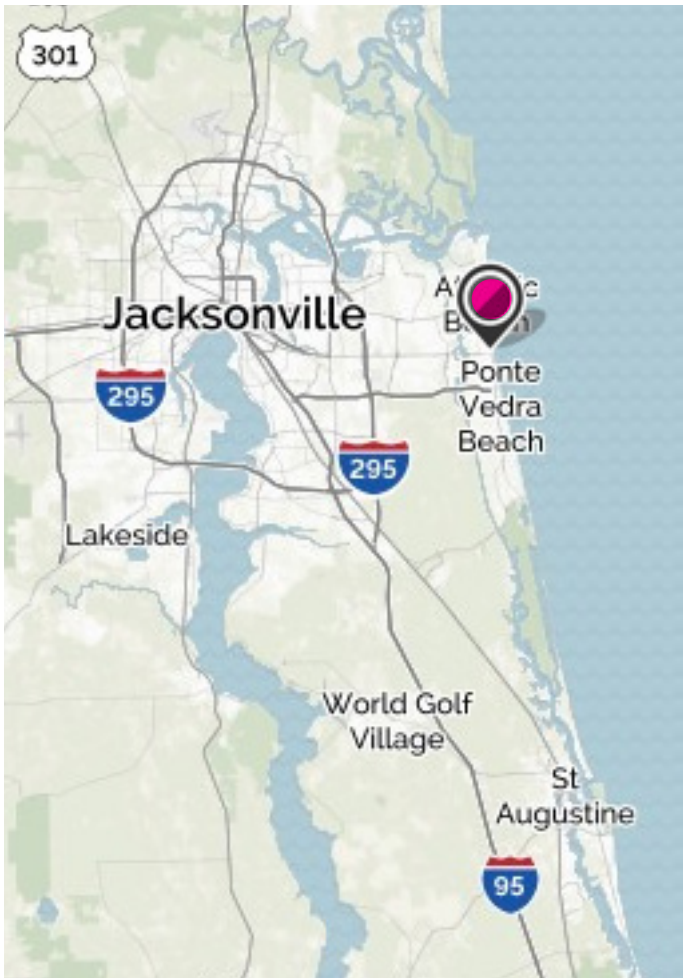
Other Statistics	
Median Age-Jacksonville Beach	43.2
Median Age-U.S.	37.4
Poverty Rate	8.2%

Source: U.S. Census Bureau

Dora in 1964. Recently, in 2016 and 2017, Hurricanes Matthew and Irma did not pass through the city but brought wind, rain, tree damage and some flooding

GEOGRAPHY

According to the United States Census Bureau, Jacksonville Beach covers a total area of 22.0 square miles, 7.3 square miles of which is land and 14.6 square miles of which is water. It is the eastern terminus of U.S. Route 90, which ends



at an intersection with State Road A1A three blocks from the Atlantic Ocean. It is due east of the city of Jacksonville and lies an average of 10 feet above sea level.

COMMERCE

See Table 2 (lower left) for information regarding Jacksonville Beach Principal Employers.

THE GOVERNMENT

Jacksonville Beach operates under a Council-Manager form of government. The seven-member City Council consists of the Mayor, three Council members elected at large, and three Council members elected by district. They serve staggered four-year terms and historically the Council has been relatively stable. The city does have, however, limits of two consecutive terms. The result is, along with retirements, three members will be leaving the Council this fall and the Mayor and remaining other

three will be termed out in 2020.

The Council is responsible for determining policy, passing ordinances, adopting the annual budget, appointing committees, and appointing the City Manager and City Attorney. The Council works well together generally and has a great deal of respect for city staff.

The City Manager is charged with carrying out the policies made by Council and managing

Table 2: Principal Employers, Jacksonville Beach and the Surrounding Environs

Employer	Industry	Employees
Naval Station Mayport	Military	9,000
Baptist Medical Center—Beaches	Healthcare	800
PGA Tour	Leisure	800
Ponte Vedra Inn and Club	Leisure	650
Sawgrass Marriot	Leisure	465
Optimum Healthcare IT	Healthcare	450
City of Jacksonville Beach	Government	400
TPC Sawgrass	Leisure	320
Vicar's Landing	Healthcare	320
U.S. Coast Guard	Military	300

Source: City of Jacksonville Beach, FL 2017 CAFR

the day-to-day operations of the city. The City Manager also prepares the annual budget for Council approval and hires City employees. He/she and the City Attorney are the Council's two appointees.

The city offers many services, including police, fire, code enforcement, animal control, beachfront restrooms and facilities, lifeguards along 4.1 miles of protected beach, a golf course, parks and recreation, two cemeteries, street maintenance, electric, water, stormwater, sewer, sanitation, and natural gas. Sanitation is provided through a third party and EMS transport is provided by the county.

City services are excellent and highly acclaimed. Beaches Energy is very well regarded and received the Diamond designation from the American Public Power Association for being a Reliable Public Power Provider in 2017 and was honored by the Florida Municipal Electric Association with the Building Strong Communities Award, most recently in 2015 and 2017. The Police Department has been accredited by the National Commission on Accreditation for Law Enforcement for 22 consecutive years. The city has received the Government Finance Officers Association awards for both the Comprehensive Annual Financial Report and the Annual Budget for over 20 consecutive years.

Jacksonville Beach is in extremely sound financial condition, and, through long-term planning and capital budgeting, expects to be debt-free by the year 2020. Its FY 2018 budget is \$164,505,457, and the general fund budget is \$21,520,576. The large majority of the difference comes from and goes to the city's utility operations. It has 343 full-time employees and 134 part-time. The largest departments are police (90 full time employees) followed

by Beaches Energy (75 fulltime) and public works (67 fulltime). The city has three unions—the Fraternal Order of Police, the International Association of Firefighters and the Laborers' International Union of North America.

THE CHALLENGES AND OPPORTUNITIES

Over the past 20 years, Jacksonville Beach has made a remarkable recovery. The once blighted downtown is now a destination for residents and tourists alike. The city is extremely well run and financially sound. It is not, however, without its issues.

First, while the downtown has made remarkable progress, it is not yet where the city wants it to be. By day, the downtown is a comfortable, family-oriented beach area. From about 5 p.m. to 10 p.m., it is frequented by those out for an evening dinner and a stroll. After 10 p.m., however, the dynamic shifts and until 2 a.m., when the bars close, the area is frequented by a much younger crowd. The influx of this late-night crowd creates significant issues that require additional policing efforts. You can read about recent incidents on the internet. The city and its residents are ready to eliminate this problem. The next manager will play a large role in helping create the solution. Jacksonville Beach's downtown has the potential to rival Florida's best—Naples, South Beach, and Delray Beach.

Intergovernmental relations are a focus area. In 1968, all but four cities (Jacksonville Beach, Atlantic Beach, Neptune Beach, and Baldwin) consolidated to become Jacksonville-Duval County under one government. That created a David and Goliath situation. Cooperation with the consolidated government is essential for many areas, but in particular



because it owns the Fishing Pier in the city, most of the main thoroughfares and the Mike McCue Boat Ramp, all of which are vital to the city's health. Unfortunately, they are not always vital to Jacksonville/Duval's health. The result is repairs to the Pier - Hurricane Matthew washed away 350 feet of it in the fall of 2016—will not be completed at least until mid to late 2019, and the county roads are not as well maintained as the city would like. A related topic is relations with the state. At the present time, the Mayor has very strong relationships in Tallahassee. As noted, however, he will be leaving in 2020 and someone else will need to step up in that area.

A related topic is how the city will provide fire service. Presently, the county provides EMS transport, while the city provides fire as well as some EMS service. The two are currently discussing the possibility of the city contracting with the county for those services.

As with most Florida coastal communities, ensuring that the beach does not recede is a continuing concern. When replenishment is needed, it will require coordination with the county, state and federal governments.

In another area, staffing may become an issue. Salaries at the county government are growing faster than those in the city. Further, as the region's prosperity continues, Jacksonville Beach will need to compete to keep its outstanding employees and that will have a

budgetary impact. A second personnel issue is that some key staff are retiring. The Public Works Director recently retired and the Police Chief will leave in January. The former's replacement has already been hired but the next manager will be responsible for selecting the next Police Chief. Succession planning is an area that will need more focus in the future.

Finally, whoever is selected will follow a very successful, long-term manager. After 23 years of extremely successful leadership, he has left very big shoes to be filled. Therefore, team building should be a priority for his replacement.

THE IDEAL CANDIDATE

Jacksonville Beach is seeking a highly motivated leader with a commitment to team and participative management. The individual will be a strong, experienced, ethical, forward thinking professional manager with a commitment to keeping abreast of new technology and other issues relating to local government management, an outstanding leader who will partner with the City Council, staff and residents to make the city the best it can be. He/she will be extremely competent as demonstrated by a track record of achievement. The individual will be a trusted advisor and skilled in building relationships and consensus. At the same time, the city is not looking for a yes man or woman. He/she will have a strong backbone and will be comfortable telling the Council diplomatically what it needs to hear rather than what it wants to hear. Speaking candidly to them and others will be important. The manager's only interest will be doing the right thing for the right reasons and what is best for the city and its residents.

The ideal candidate will be approachable, proactive, innovative, and have a passion for the city. He/she will be comfortable in the community and spend time interacting with residents and business owners. Providing outstanding customer service will be a core value and the manager will accept nothing less than excellence. He/she will lead by example, recognizing the customer may not always be right but their concerns must always be taken seriously, and treated with dignity and respect, with an effort made to resolve the issue favorably. Where the concern cannot be resolved to the customer's satisfaction, an explanation of why will be provided.

The manager will be a people person and have outstanding communications skills not just in speaking and writing but also listening, diplomacy and finesse. He/she will be able to break highly complex issues into simple pieces that everyone can understand. The individual will understand the need to share information and promote transparency. He/she will handle stress well and remain calm, rational, and effective in moments of crisis. When a problem arises, the manager will understand it, and deal with it quickly.

Personally, the next city manager will be upbeat, friendly, outgoing, intelligent, organized, cheerfully persistent, and positive—someone with a "can do" attitude and one who is visionary yet practical, and definitely not a bureaucrat. While process is important, he/she will realize it cannot override common sense. At the same time, the individual will be humble and recognize he/she does not have all the answers. The individual will be naturally curious and have strong analytical skills. The best candidate will be open to new ideas and willing to learn from everyone, including subordinates. He/she will know giving others



the credit is often the best way to get things done. The manager will be honest and exhibit unquestioned integrity.

The manager will like a challenge, think strategically, and visualize solutions. The individual will be able to anticipate potential issues and resolve them before they become problems. The best candidate will understand the importance of the day-to-day, but will not let it divert his/her attention from the need to plan for the long term and from accomplishing what needs to be done to ensure the city's future success. He/she will be able to look over the horizon, anticipate potential problems and take action to ensure they never come to fruition. The individual will constantly seek better ways to accomplish the city's mission, strategies, and day-to-day business. Knowledge of the application of information technology to optimize processes will be useful.

Overall, the staff is very strong and needs a leader, not a micromanager. The ideal candidate will set forth priorities, delegate, and then step back and allow those responsible to achieve the results. In fact, the individual will realize the staff members are the city's most important resource and offer encouragement, reward success and win their respect. Part of the manager's role will be to be a mentor and to help staff reach its full potential. That said, the next manager will ensure he/she is kept informed, expect deadlines to be met and anticipate timely results.

As noted, Jacksonville Beach is extremely strong financially, and the next manager will need to continue that tradition. As such, he/she will be extremely skilled in budgeting, finance, and fiscal management. Given the city has three unions, it will be important that the new city manager have demonstrated successful experience in labor relations and collective bargaining.

Experience working with Community Redevelopment Agencies (CRAs) and with redevelopment projects is important. Jacksonville Beach is largely built out so future growth will come from replacing what is already here. As a result, experience with infrastructure development/replacement projects will also be critical.

Skill in intergovernmental relations and building partnerships with other agencies will be critical. Knowledge of and experience in the operation and management of utility systems (including electric, gas, water, wastewater, and stormwater) is a significant plus. The ideal candidate will have at least seven years of progressively responsible experience in municipal management and at least five years as the manager or assistant manager. A Bachelor's degree from an accredited college or university, with a major in administration, management or a related field, is required. Finally, the City Council hopes to find a manager who will view Jacksonville Beach as a jewel in its own right and not a stepping stone. It hopes its next manager will honor the practice of its most recent manager and stay a long time.

COMPENSATION

The salary range is \$140,000 to \$170,000. The actual salary will depend on qualifications and experience. Benefits are

excellent. The City Manager can join the city's defined benefit pension program with full retirement at age 62 and 10 years of credited services or have contributions made to a 457 deferred retirement plan.

THE MOST RECENT CITY MANAGER

The most recent city manager is retiring after 23 years with the city.

RESIDENCY

The city manager is required to reside within the city limits during his/her tenure as manager.

HOW TO APPLY

E-mail your cover letter and resume to Recruit49@cb-asso.com by August 24th. Faxed and mailed resumes will not be considered. Questions should be directed to Colin Baenziger at (561) 707-3537 or David Collier at (772) 220-4320.

INTERNAL CANDIDATES

No internal candidates are expected to apply.

CONFIDENTIALITY

Under the Florida Public Records Act, all applicants are subject to disclosure upon receipt. As a practical matter, we do not expect extensive coverage until after semi-finalists are named on October 1st.

THE PROCESS

Applications will be screened between August 25th and September 30th. Finalists will be selected on October 1st. A reception and interviews will be held on October 11th and 12th with a selection shortly thereafter.

OTHER IMPORTANT INFORMATION

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

ADDITIONAL INFORMATION

For additional information about the city visit:

<http://www.jacksonvillebeach.org/>

