



City of Oakland Park, Florida

City Manager Position Available — Apply by: July 11, 2014



Welcome to Oakland Park! The City of Oakland Park is a municipal treasure with enormous untapped potential, a vibrant and diverse community that is nestled in the Fort Lauderdale metropolitan area. The location holds limitless opportunities for recreation and tourism – the Atlantic Ocean is just over a mile to the east and nearby world class amenities exist in all directions.

Although Oakland Park is surrounded by metropolitan areas, it still showcases a truly strong sense of community. The residents are proud of their community and passionate about protecting its identity. They recognize that change is necessary, and try to channel progress so that the City of Oakland Park will remain the place they want to live, work, and play. Some very good news is that housing opportunities in the City are available for every budget, extending to million dollar homes.

The City of Oakland Park has put into place new zoning regulations intended to transform downtown Oakland Park into a mixed-use pedestrian friendly community. Walking and biking to work in Oakland Park exceeds the national average and is a point of pride in the community. The City is also excited about the eagerly anticipated commuter rail station that may potentially be located on the FEC rail line.

The City has a well developed system of parks that provide very diverse and pleasant recreational amenities. Among them are Art Park, J. Dewey Hawkins Landing, Cherry Creek Park, Collins Community Center, Dillon Tennis Center, Dr. Carter G. Woodson Park, Easterlin County Park, Jaco Pastorius Community Center & Park, Giusti Heart Parcours, Lakeside Sand Pine Preserve, Lloyd Estates Park, Mini Park, North Andrews Garden Park and Community Center, Oakland Bark Park, and Royal Palm Park. These parks and the City's Recreational Programs have won several awards and been recognized many times.

The City is also honored to have an exceptional local library, as well as the ongoing Arts and Cultural Programming, which is an actual revenue generator.

Oakland Park has access to nearby universities including: Florida International, Nova Southeastern, Barry, Florida Atlantic, Keiser, Broward College, St. Thomas and the University of Miami. With the Atlantic Ocean a stone's throw from its eastern boundary, the Everglades half an hour to the west, the Florida Keys under three hours to the south, Disney World, Universal Studios, SeaWorld and many other Orlando attractions only three hours to the north, there is no shortage of nearby recreational opportunities. Sailing, boating, diving, fishing, windsurfing, and naturalist experiences are all readily available as well.

A wide variety of cultural and professional sporting opportunities are also available, including the Broward Center for the Performing Arts, Fort Lauderdale Science Museum, and the International Fishing Hall of Fame. Living in Oakland Park means you are close to four major league sports: Miami Marlins (MLB), Miami Dolphins (NFL), Miami Heat (NBA), and the Florida Panthers (NHL). Approximately sixty golf courses are located in the county.

Oakland Park is also an ideal location for commuters and those that enjoy travel: not only is it bisected by Interstate 95, the Executive Airport is immediately available, the Fort Lauderdale International Airport is just twelve miles away and Miami International is only an additional twenty miles away. For those who like to cruise, Port Everglades is just south in Fort Lauderdale and the Port of Miami is just a bit further.

Amazingly, all of this is found in a City of only eight square miles. If you are a professional, pro-active Manager who wants to improve the quality of life in an up-and-coming City, you will not want to pass up this opportunity.



History

The area was originally chartered as the Town of Floranada in 1925. It was a large city geographically with boundaries from the ocean west to what is now U.S. 441 and from the north fork of Middle River north to Cypress Creek.

At the time, all of south Florida was bursting with development, but the September 1926 hurricane devastated the area and burst the prosperity balloon. It also resulted in the Town going bankrupt. By late spring of 1929, it had become apparent that a significant number of residents had left the area. The few who were left tightened their belts and decided to make some major changes. A referendum abolished the Town of Floranada and established the City of Oakland Park (so named because of the massive oaks that lined the Middle River). The City is delighted to be celebrating its eighty-fifth birthday this year, an event recognized with great pride.

Originally this new City was mostly the home of farmers. As time passed, the City grew. New homes appeared and the population increased as did the geography. Today the City is a little over eight square miles and approximately 43,000 residents call Oakland Park home.

Demographics

The City of Oakland Park has a permanent population of approximately 43,000 with a recent increase due to the annexations of North Andrews Gardens and Twin Lakes South. It is part of the South Florida metropolitan area: population 5.6 million. According to Census data, the City's permanent population is 63% White, 26% African American, and 11% some other race or more than one race. Hispanics as a culture represent approximately 26% of the population. The median age of the City's population (38.8) is a bit higher than the median age nationally (37.2). 84.2% of the population over age 25 had a high school education and 23.3% have a college degree. Median household annual income is \$41,978. The population continues to become more affluent and better educated.

As of 2010, there are 13,502 households out of which 24.5% have children under the age of 18 living with them, 32.3% were married couples living together, 13.3% had a female householder with no husband present, and 48.6% were non-families. 35.1% of all households were made up

of individuals and 7.4% had someone living alone who was 65 years of age or older. The average household size was 2.26 and the average family size was 3.00.

The average cost of homes sold this past year was approximately \$140,000 and the average property taxes paid per residence was \$2,142. For last year, the unemployment rate was just over 5%.

As of 2000, English as a first language comprised of 67%, while 18% spoke Spanish, 7% spoke French Creole, 3% spoke Portuguese, 2% spoke French, Italian was at 1%, and German as a mother tongue made up 1% of the population.

A new and quickly expanding part of the population is the lesbian and gay (LGBT) community (currently 20% to 25% of the population). This growth trend is expected to continue.

Geography

The City of Oakland Park is located just over a mile from Florida's Atlantic Coast. It is surrounded by Fort Lauderdale and thirty-one miles north of Miami. The land is flat, with an average elevation of three feet above sea level. According to the United States Census Bureau, the City has a total area of 8.1 square miles, 7.4 square miles of which is land and 0.7 square miles is water.

Climate

Like the rest of South Florida, The City of Oakland Park has a tropical monsoon climate, with humid summers

Figure I: Map of Oakland Park

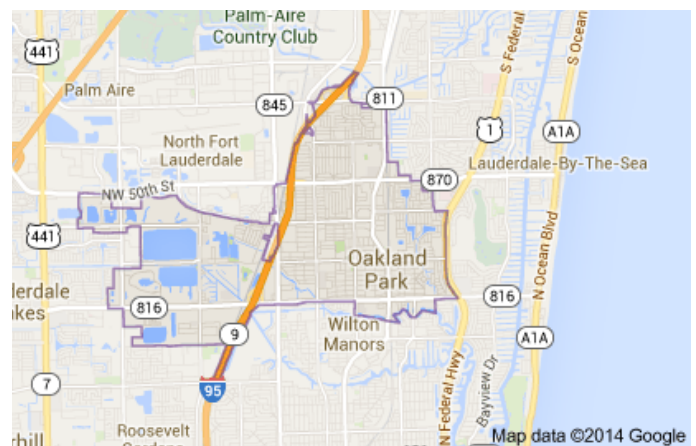


Table I: Climate Data for Oakland Park, FL

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
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
Precipitation 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

and mild winters. The City has a tropical climate with an average year round temperature of 77°F.

If you are not from Florida, you may imagine many hurricanes striking the state every year. Hurricanes are not common, but they do occur. Most are treated the same way very serious winter storms are in the northern parts of the U.S. Damage can be widespread but is not generally catastrophic (in spite of what you see on the national news media) and is cleaned up in a week or two. Once every 30 years or so, the area will experience a very serious storm, the latest being Hurricane Andrew in 1992.

Air quality in Oakland Park is significantly better than the national average in virtually every measured category.

Commerce

Oakland Park has a positive 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 since their high in 2007, they have now leveled off and are anticipated to grow slowly over the next few years. The principal employers are listed in Table II.

On its south side, Oakland Park borders the City of Wilton Manors, which has experienced a tremendous amount of new development. Increased property values in Wilton Manors have caused migration to the north side which has spurred interest in the City and its Downtown Redevelopment Plan.

Government

The City of Oakland Park provides the following services: building and zoning, code enforcement, planning and development, contracted police services, fire protection,

parks and recreation, public works, solid and yard waste collection, recycling collection, water distribution, storm water management and wastewater collection. It also has safe neighborhood programs, a Community Redevelopment Agency and a contract for solid waste disposal.

Oakland Park 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 as Commissioners at large and serve staggered, four year terms. The candidates run for a position on the Commission, not specifically for the Mayor and Vice Mayor offices. Those two positions are determined during the elections by the number of votes received by each candidate for their respective seats on the Commission. The election date was recently moved from March to November of even numbered years. Two Commissioners will be up for re-election this year.

Table II: Largest Employers in Oakland Park

Employer	# of Employees
Ngu Nations Group	300
Home Depot	300
City of Oakland Park	241
Treatment Center of the Palm	200
Agency Workforce Innovation	172
Lauderhill Middle Community School	165
H Lamm Industries	140
Broward Paper and Packaging	135
Lipton Toyota	130
Publix Supermarkets	130

The Charter states a limit of two consecutive terms for Commissioners, with a break of two years before one can run again.

The elections in Oakland Park are truly non-partisan. The Commissioners are accepting of change when it is appropriate and truly have the best interests of the City at heart. They generally agree on the direction for the City’s future and work remarkably well together. One Commissioner notably commented that she was proud of her fellow Commissioners and the team they had formed. Of course, they all have opinions and they do not always agree. They will debate issues and can and will respectfully disagree concerning the best approach. When a decision is made, however, they all get behind it and move it forward. They also generally agree that the current staff is strong and that no significant changes are necessary.

The City’s ad valorem tax revenues grew from \$6.6 million in FY 2001 to \$17.1 in FY 2007 (in part due to the aforementioned annexation) before declining to \$14.9 million in FY 2010 and down further to \$11.6 million in FY 11. They rebounded to \$12.2 million in 2013 when the millage rate was increased from 6.0138 to 6.3142. The current millage rate is 6.3995.

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

Table III: Budget Data Since FY 2010

Fiscal Year	General Fund Budget	Total Budget
2010	\$ 49,885,469	\$ 85,257,879
2011	\$ 48,908,671	\$ 90,810,098
2012	\$ 40,557,803	\$ 86,720,662
2013	\$ 42,971,790	\$ 89,392,350
2014	\$ 43,503,560	\$97,872,350

Source: Oakland Park Budget Summaries

The City has approximately 240 employees. The largest numbers of General Fund employees are in Police (97 by contract) followed by Fire/Rescue (66), Parks and Recreation (39) and Community Development/Engineering (23). Enterprise Funds account for another

60 employees with the largest number in Solid Water (26). The other Enterprise Fund employees are spread evening among water, wastewater and stormwater.

The Issues

As with many other cities, particularly in Florida, some budget restraints have occurred and will continue for the next few years. The City is however, on very solid ground with much better than average fund balances and reserves due to a fiscally savvy and thoughtful Commission. The next Manager will need to review and optimize the City’s organizational structure and business processes, closing any gaps in accountability and ensuring transparency.

Because of adjacent cities, Oakland Park cannot expand its borders, so redevelopment (replacing what is there) and revitalization (using and enhancing what is there) are both top priorities and very important to the Commission.

Several projects and concepts are in play and the next Manager must be able to move these forward without missing a step. Recognizing the role schools play in economic development, the Commission is quite concerned about the ratings of the public schools that serve the community. In fact, they have consistently dropped in the State over the past few years. Finding a way to address this issue (although the City has no authority over the schools) will be a challenge.

On the positive side, over that past decade, the City has spent a great deal of money on infrastructure and is seeing the fruits of its labor. This work will provide a launching pad for development and the clear consensus is that the focus must now be redirected to “above ground” issues such as additional economic development (particularly the new Culinary Arts District). As part of that later effort, there will also be a need to balance the competing needs and expectations for land use.

Finally, the City recognizes a need to focus on code enforcement, crime reduction and communication with the community. The Proud Oakland Park (POP) initiative was created in 2013 to help improve the Quality of Life throughout the City.

The Ideal Candidate

The City of Oakland Park is seeking a candidate who has a demonstrated record of achievement to partner with the City Commission in making Oakland Park a first class City. The individual will have strong listening skills and serve as an advisor and sounding board for both the elected officials and residents, as well as implementing the Commissions vision. The Commission is not looking for a “yes” person but someone who will provide his/her honest professional advice and recommended options in a diplomatic fashion and tell the elected officials (and residents) what they need to hear, not what they want to hear. The ideal Manager will offer suggestions/guidance and help build consensus. Further, the Manager will provide the same information to all the elected officials at the same time, and believe strongly in transparency, all to assist in earning the public's trust.

The ideal candidate will be proactive, innovative, compassionate, creative, and demonstrate a passion for their work – visualizing possibilities where others see stumbling blocks.+ He/she will have a high degree of integrity and honesty. Focusing on team building, performance, accountability, staff mentoring and positive acknowledgement with feedback is equally important. In the current media world, it will be important for the individual's conduct, both past and future, to be above reproach.

The next Manager will have a wide array of skills. Redevelopment and revitalization is where the City's future lies. Therefore, having previously demonstrated success in economic development and a full understanding of its intricacies will be important, as will be knowing how to get the deal done. Strong financial skills are another area of critical importance. No one expects any sudden new sources of revenue so managing what exists, efficiently and effectively, will be important.



He/she will also have outstanding communications skills (including listening, diplomacy and finesse). These skills will also include being able to break down highly complex issues into simple pieces that everyone can understand. Further, the individual will be just as comfortable talking to corporate executives as to day laborers.

The next Manager will possess very solid analytical abilities. While the Commission does not believe anything is broken, it does want the Manager to take a good look at the operation and find ways to improve efficiency. It feels there are always ways to improve.

The new Manager must demonstrate that only first class customer service is good enough and will be expected to make certain the staff shares that view.

The ideal candidate will be someone who is a leader and who has high (but not unrealistic) expectations for the staff and the organization. He/she will set forth priorities, delegate and then step back and allow those responsible to achieve the results. The individual will be a mentor and recognize that while no one is perfect, accountability and results are key to the success of the organization. Overall

the staff is strong and needs a strong leader and a team builder, not a micromanager.

As one can tell from the demographics, it will be important for the Manager to engage widely with diverse groups and cultures. Experience in that area is a strong positive. It will also be important to have a strong grasp of politics while not becoming political. The County can be a very tricky place and the next Manager needs an outstanding antenna so that Oakland Park can get its fair share of the resources. Thus, strong and effective leadership in intergovernmental relationships will be critical in resolving issues. A strong background in labor relations and union negotiations will be important as well. Finally, experience in finding ways to improve educational systems in the community is a plus as is experience in South Florida.

Educational Requirements

A Masters' degree in business administration, public administration or a related subject area from an accredited college or university is preferred. Being an ICMA credentialed Manager is a plus but not a requirement.

Experience Requirements

The ideal candidate will have a minimum of ten years of progressive experience in public or private sector management, and at least five years as executive level manager overseeing at least 200 employees. Prior management experience in politically complex situations is required.

Current City Manager

The current City Manager intends to retire from the City on October 1st. He has spent 23 years of his career as the Oakland Park Manager in two stints, the most recent starting in 2001. While it is expected that there will be an internal candidate, the Commission is committed to a level playing field and to selecting the best man or woman for the job.

Compensation

The City Commission has established a range for the Compensation Package to be between \$180,000 and \$225,000 per year. Candidates need to be aware that this



range is to include both the base salary and all additional benefits provided uniquely to the City Manager such as a vehicle allowance, a cell phone allowance, deferred compensation, and retirement benefits. Standard benefits that are provided to all other City employees, such as health insurance, will be provided to the City Manager (EXCEPT for pension/retirement) and will not be deducted from this Compensation Package. The list of those benefits provided to all other employees can be obtained from the City's Human Resources Department. Please direct any questions regarding this matter to Rick Conner at 915-227-7002 or Colin Baenziger at 561-707-3537.

Residency

Residency within the City limits is required by the City Charter. The City Commission is however, authorized to waive this requirement if they feel it is in the best interest of the City.

How to Apply

E-mail your resume to Recruit27@cb-asso.com by July 11, 2014. Faxed and mailed resumes will not be considered. Questions should be directed to Rick Conner at 915-227-7002 or Colin Baenziger at (561) 707-3537.

The Process

Formal screening of applicants will begin as the resumes arrive. Finalists will be selected on August 14th. Interviews will be held on August 22nd and 23rd, selection of the City Manager shortly thereafter. It is anticipated that the new City Manager will begin work between October 1st and 31st depending on the individual's availability.

Other Important Information

The City of Oakland Park 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 Oakland Park, visit: <http://www.oaklandparkfl.gov>.

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