



— **Deadline Extended** —

Looking for a Few More Great Candidates

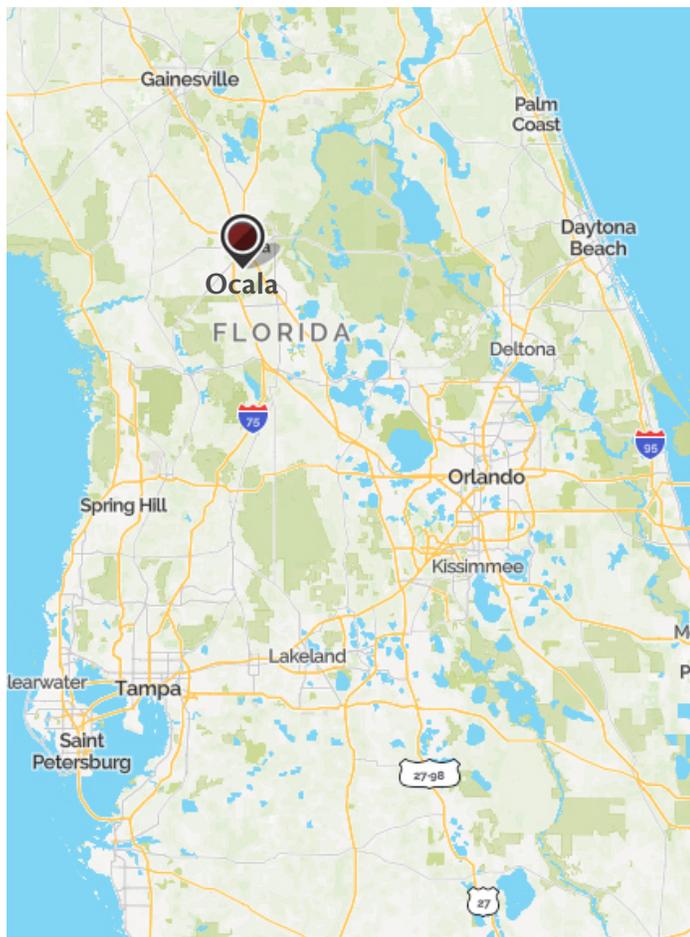
CITY ATTORNEY — *Apply by July 29, 2022*

Located in the heart of north central Florida and surrounded by rolling hills, farms, and scenic countryside, Ocala is a regional hub and the gateway to the Ocala National Forest. As one of Florida's more historic cities, charming tree-lined streets and exquisite Victorian and Tudor homes are found in its downtown. While exuding rural charm, Ocala has the vitality and diversity of the regional center it is but without the heavy traffic of a big city. It is simply a great place to live, work, play, raise a family, and be the City Attorney.

What makes Ocala truly special is its residents. They are the cornerstone and foundation of the community's quality of life—what makes it a successful and thriving city. They have a sense of community and Ocala is the kind of place where its children return when it is time to raise their own families. High quality healthcare is readily available and its public and private schools are well-regarded. In 2021, U.S. News and World Report ranked Ocala as the fourth safest place to live in the U.S. (out of 150 cities), the sixth fastest-growing place, the 16th best place to retire, and the ninth best place to live in Florida. Ocala is simply a



Figure 1: Ocala's Location



great place to raise a family. The City also recently placed in the top 10 as a Metro Area for Future Job Growth (Forbes), a top 5 as a Small Town Metro for Homeownership (Nerd Wallet), the third cleanest city to live in the U.S. (Realtor.com), and #10 on the 30 most affordable downtown areas to live in the U.S. (Yahoo! Finance).

Thus, it is not surprising that Ocala is a popular place to live and is growing rapidly. New developments of single-family homes, condominiums, townhouses, and apartments dot the area and homes are quite affordable—the area’s median home selling price was \$265,000. As of April 2022, Realtor.com found 35.8% year-over-year increase with supply and demand for houses being approximately the same. A typical three-bedroom, two-bathroom single-family home with just over 2,000 square feet can be purchased for \$325,000.

For those seeking higher education, Ocala is home to the College of Central Florida and other major campuses are within a two-hour drive. These include the University of Florida’s Gainesville campus (40 miles north), Lake-Sumter State College in Leesburg (45 miles southeast), Stetson University (60 miles east), the University of South Florida (90 miles southwest), and the University of Central Florida (94 miles to the southeast in Orlando).

Known as the “Horse Capital of the World” the Ocala/Marion County area has become one of the world’s major centers for thoroughbred horses. It is also a surprisingly diverse community in terms of people and their interests. For example, even though it never freezes here, Ocala is home to Olympic speed skaters Erin Jackson, Brittany Bowe, and Joey Mantia, all of whom won medals during the 2022 Beijing Olympics.

Recreational opportunities abound in the area, and the unique environment that is Marion County is much of the reason. Newcomers to Ocala will be delighted to find a friendly and welcoming community with a myriad of nearby cultural options including world-class art, theater, museums, and the Ocala Symphony Orchestra. Favorite venues include the Appleton Museum of Art and the Circle Square Cultural Center, which hosts banquets and music performances.

Active individuals and families have many options to get out some energy, whether playing at the park, hiking nature trails, or participating in one of the City’s many recreational programs. Popular nature-based activities just outside Ocala include taking a Glass Bottom Boat Tour at Silver Springs State Park, exploring at the Canyons Zip Line & Adventure Park, and riding in a horse-drawn carriage with the Horse Country Carriage Tours.

For those who want a bit more, Ocala is a relatively short drive from many of Florida’s biggest attractions. Tampa is 95 miles southwest. Orlando (with Disney World, Universal Studios and SeaWorld) is 80 miles southeast. Daytona Beach is 80 miles to the east, and Jacksonville is 100 miles northeast. See Figure 1 for a visual of Ocala’s location.



Sports enthusiasts can support a variety of sports teams within driving distance. Professional teams include the Tampa Bay Bucs, the Miami Dolphins and the Jacksonville Jaguars (NFL), the Tampa Bay Rays and the Florida Marlins, (MLB), the Tampa Bay Lightning and Florida Panthers (NHL), and the Miami Heat and Orlando Magic (NBA). Nearby nationally recognized collegiate sports teams include the University of Florida Gators, the University of South Florida Bulls, and the University of Central Florida Knights, Fans can also find numerous MLB spring training sites and minor league teams.

Travelers have a variety of options to choose from. Commercial flights can be found an hour away at Gainesville Regional Airport, or two hours away at Tampa International, Orlando International, Orlando-Sanford International and Jacksonville International Airports. Plus if you have your own plane, Ocala has a very nice general aviation airport. The closest cruise terminals are Port Tampa and Port Canaveral (the world's second largest cruise port by passenger volume) two hours to the southwest and southeast, respectively. The first largest (the Port of Miami) and the third largest (Port Everglades in Fort Lauderdale) are about five hours by car to the southeast.

All in all, Ocala is a beautiful, growing, and vibrant city with numerous personal and professional opportunities. It is simply a great place to live work play, and raise a family. We encourage all municipal attorneys who strive for excellence and success to apply to be our next City Attorney!

Table I: Ocala Demographics

Distribution by Race		Distribution by Age	
White	60%	0 to 15	18.6%
Black	19.3 %	15 to 25	12.1%
Asian	3.9%	25 to 45	27.3%
Native American	0.3%	45 to 65	23.4%
Two or More Races	16.5%	65 to 85	15.2%
Total	100%	85 +	3.4%
Hispanic Ethnicity	17.1 %	Estimated Population: 63,591	

Educational Achievement (Over Age 25)	
High School or Higher	89.8%
Bachelor's Degree or Higher	27.3%

Other Statistics	
Median Age—Ocala	38.6
Median Age—U.S.	38.1
Median Household Income—Ocala	\$42,361
Median Household Income—U.S.	\$61,937
Poverty Rate	19.2%

Source: U.S. Census Bureau

HISTORY

Ocala and Marion County have been called by many names over the centuries. Some of these include Ocali, Brick City, Kingdom of the Sun, and lately, Horse Capital of the World. The area's rich history spans from pre-recorded civilization to modern milestones, creating a story like no other.

Named the Marion County seat in 1845, Ocala was established near Fort King, a military outpost in the Seminole Wars. It was incorporated as a city in 1885, four years after rail service arrived. At the time, Ocala was primarily agricultural and a citrus center due the area's rich limestone soils. The limestone also brought

horses to the area, and the first thoroughbred farm was founded in 1935. Today, the area is proud to claim 50 Florida-bred national champions from the hundreds of horse farms.

DEMOGRAPHICS

Ocala's population reflects its status as a growing, family community. According to the 2010 United States Census, its population was 56,315. By 2020, it had increased by over 7,000 to 63,591. Detailed demographics are summarized (left) in Table I.

CLIMATE

Ocala has two distinct seasons: a warm, wet season (June–September), and a cooler, dry season (October–May). In the winter, the sunshine is almost uninterrupted and very little rain falls. In January, the morning low temperatures are often in the 30's and 40's, but the cloudless, sunny weather typically warms the dry air to near-70 by the afternoon. During the wet season, afternoon thunderstorms tend to be an almost daily occurrence. These storms are often spectacular. Unofficially, Ocala is known to have one of the highest rates of cloud-to-ground lightning strikes per square mile in comparison to other cities around the world. The typical summer morning low temperatures are in the 70's, and typical daytime high temperatures are in the 90's. Due to the City being relatively far away from the Atlantic Ocean and the Gulf of Mexico, tropical storms have relatively little impact on the area. Average annual rainfall is 52 inches, and snow is virtually unheard of.

GEOGRAPHY

Located in Marion County, the City of Ocala encompasses 47.31 square miles of land. Average elevation is 104 feet above sea level. To the City's east are the Ocklawaha River and the Ocala National Park. Interstate-75 runs north-south through the City's western half, and Florida State Road-40 runs east-west as it splits Ocala horizontally.

Table II: Principal Employers, Ocala, FL

Employer	Industry	Employees
Marion County School Board	Education	6,550
Ocala Health	Healthcare	2,712
AdventHealth Ocala	Healthcare	2,648
State of Florida	Government	2,600
Walmart	Retail / Wholesale	2,583
Lockheed Martin	Defense/Aerospace	1,600
Publix Supermarkets	Grocery	1,488
Marion County Board of Commissioners	Government	1,368
E-One, Inc.	Auto Manufacturing	1,200
City of Ocala	Government	1,169

Source: Ocala, FL 2021 CAFR

COMMERCE

Ocala’s economy reflects its role as a regional center. Agriculture, and horse farming, in particular, account for a healthy segment of the local economy as does health care. Ocala is also the home to a number of smaller national manufacturers. Table II (above) displays Ocala’s top employers.

THE CITY GOVERNMENT

The City follows the Council-Manager form of government, with a twist. The Council is composed of six members—the Mayor who does not vote, and five Council members. The twist is the Mayor, not the City Manager, oversees the Police Department and is the titular head of the government. The Council selects a Council President who presides over meetings. The Mayor serves a two-year term and is elected at large. The other Council Members serve staggered four-year terms, with four members representing geographic districts and the fifth being elected at-large. City Council appoints the City Manager, who oversees governmental operations (except for the Police Department). Other appointees are: the City Attorney, City Clerk, Internal Auditor, and the Police Chief.

The elected officials are progressive and successful community leaders who have the community’s best interests at heart. They tend to be fiscally conservative and serious about their role as elected officials. They operate in a collegial manner, share a common vision, and are comfortable with one another. They can agree to disagree. With the exception of the Mayor and one council member, the elected officials are relatively new, having been elected in the past two years.

The City provides all the normal services (Police, Fire, Public Works, Parks and Recreation, Planning, Building, Zoning, Water, and Sewer) and a few more including an electric utility, an airport, and

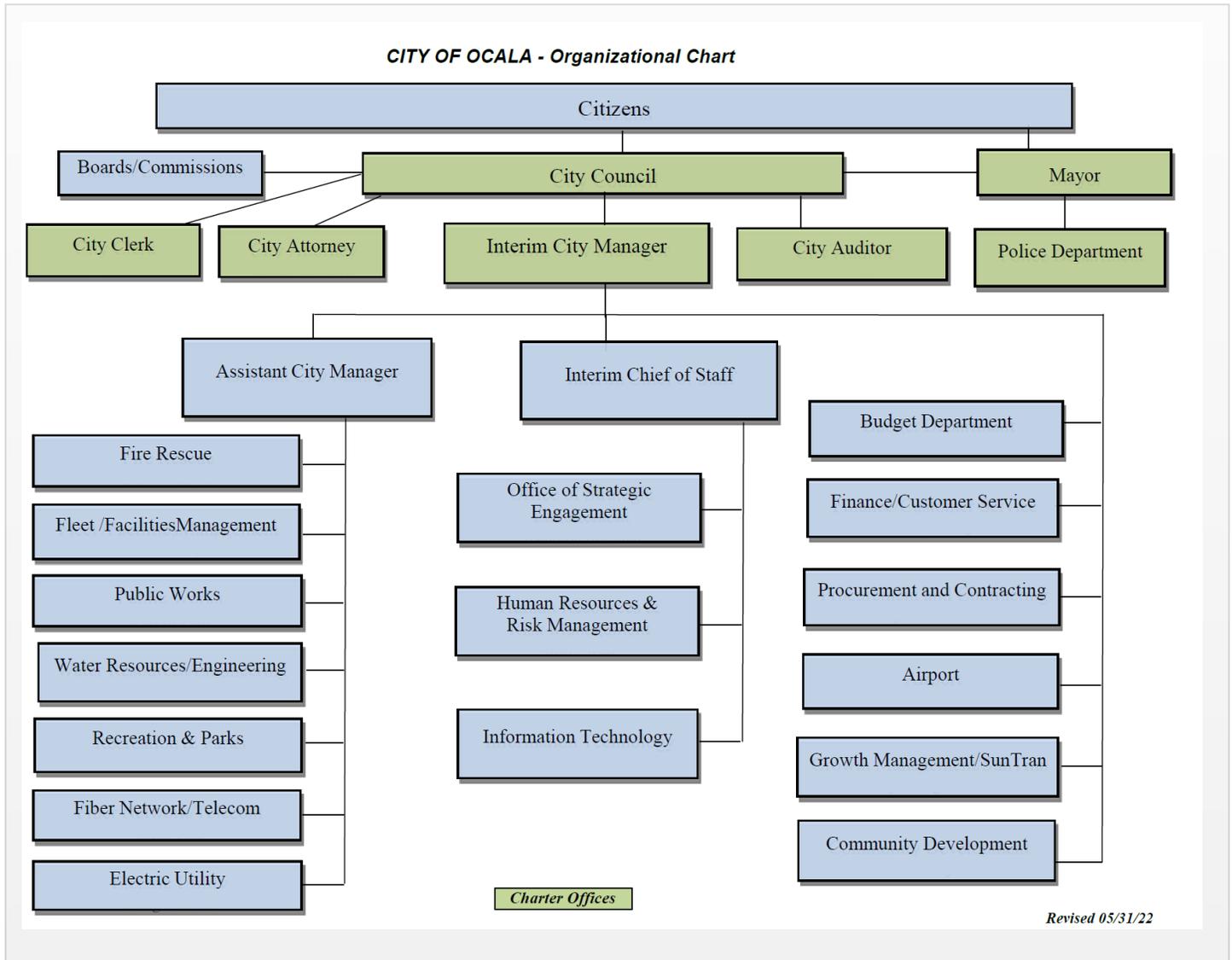
two municipal golf courses (18 and 27 holes). Figure 2 (see next page) displays the City’s organizational chart as of fiscal year 2020–2021. According to Ocala’s fiscal year 2022 budget, the City employs 1,124 full-time city government employees. Ocala’s total budget is \$891,324,121, and its general fund budget is \$128,097,038.

The city government is heavily unionized. The Fraternal Order of Police represents the City’s police officers, sergeants and lieutenants. The International Association of Fire Fighters represents its firefighters, lieutenants and captains. The International Brotherhood of Electrical Workers represents everyone else, with the expected exemptions of the City’s upper level management and the staff of the Human Resources Office.

THE CITY ATTORNEY’S OFFICE

The City Attorney will serve as the primary legal advisor to the elected officials and staff, and will have responsibility for all of the City’s legal matters and representation. That said, the Director of Human Resources and the Director of Procurement and Contracts are both attorneys and have largely handled the legal matters within their areas of purview. The result is the firm

Figure 2: City of Ocala Organization



representing the City has focused on land use matters and representation in lawsuits.

Since outside counsel has served as the City Attorney for the last 30 or so years, this office will be new and the ultimate structure and staffing has not been fully fleshed out. It is anticipated that in addition to the City Attorney, the office will be composed of an Assistant City Attorney, a paralegal and an executive assistant. That said, the new City Attorney will be able to define the structure, staffing, and budget, in consultation with and approval of the City Council. The City budgeted approximately \$1,000,000 for legal services for FY 2021-2022. While the City would like to save money by bringing the function in-house, that is not its primary goal.

THE CHALLENGES AND OPPORTUNITIES

As noted, historically the City has utilized a contract law firm as its City Attorney. Hence, the first and foremost challenge will be to define the office structure, develop a budget, hire staff, and establish credibility. The good news is the outside counsel plans to continue with the City until the City Attorney can establish the new office.

The second major challenge will be to establish policies and standard operating procedures for the office. It is anticipated that the new City Attorney will review current practices before replacing or modifying as he/she deems appropriate.



The final challenge will be to develop relationships with elected officials and staff. All are eager to work with the new City Attorney and to assist with the transition. Hence, while establishing a new office will require significant effort, it will have widespread support.

THE IDEAL CANDIDATE

The City Council is seeking an individual who will be a partner, supporter and trusted advisor to it and to city staff. The selected candidate will exhibit independent judgment, as well as the highest level of professionalism, integrity, ethics, and dedication. He/she will work diligently to protect the legal interests and assets of the City while seeking the most effective solution to a problem, even if it involves some risk.

The City Attorney will be an outstanding leader and manager who understands politics but will not be involved in them. He/she will be responsive and knowledgeable, generally already knowing the answer to questions before they are posed. When he/she does not know the answer, the individual will say so and, after appropriate research, provide the correct answer promptly. The City Attorney will give all members of Council the same information and keep them all equally well informed.

The City Attorney will review issues with an open mind and, when applying the law, actively seek ways to “get the City where it wants to go.” The emphasis will be on working with people to accomplish their ends within the law. In no way is the City looking for a “yes” man/woman, but it also does not want someone who constantly finds reasons to say no - on why things cannot be done. For example, if a staff member wants to do



something, the answer should be, “Well, we really can’t do X legally. But if we do Y, we can get you to where you want to go.” Simply stated, it will be important for the candidate to seek solutions.

The ideal candidate will be an exceptional manager who is just as comfortable in the City Attorney role overseeing day-to-day operations as he/she is practicing the law. He/she will understand and have experience with budgets, staff management, and setting priorities. The individual will ensure staff have the necessary resources to effectively perform their job duties. The ideal candidate will be a mentor, focusing on developing staff. Recognizing the importance of building a strong, proactive and dynamic team, he/she will build such a team within the office. The individual will be fair and have a sense of humor.

Communication and interpersonal skills will be exceptionally important as the City Attorney will interact with a wide variety of people. He/she will need to communicate with individuals from all walks of life in the community and in a variety of settings. The best candidate will be open and approachable. Good listening skills are critical, as is the ability to build consensus both inside and outside the government. It will be important that he/she be viewed as cooperative. At the same time, he/she will also have an appropriate level of impatience and be focused on helping the City move forward.

The position requires a Juris Doctor (J.D.) degree and licensure to practice law in Florida. Ten years of increasingly responsible experience in management and the practice of law (preferably municipal) is desired. Experience in zoning and land use is necessary while trial experience is highly desirable.

COMPENSATION

The salary range is \$190,000 to \$210,000. The salary will depend on qualifications and experience. Benefits are excellent. The City provides all employees with a 401(a). with an 8% employer

contribution and a 3% employee contribution. A 457 plan is provided to upper-level management.

THE MOST RECENT CITY ATTORNEY

The City decided to bring its City Attorney function inhouse after the partners in the law firm that had represented it for the past 30+ years decided to dissolve the partnership.

RESIDENCY

The City would prefer the City Attorney reside within the city limits, but it is not required. That said, it is hard to understand why he/she would want to live anywhere else.

HOW TO APPLY

E-mail your resume and cover letter to Recruit33@cb-asso.com by July 29th. Questions should be directed to Colin Baenziger at (561) 707-3537 or Steve Sorrell at (513) 317-9678.

INTERNAL CANDIDATES

There are no internal candidates.

CONFIDENTIALITY

Under Florida’s public records act, once an application is submitted, it is deemed a public record. As a practical matter, we do not expect media coverage until at least the semifinalists are named, and perhaps not even then.

THE PROCESS

Application screening will be completed by August 15th. Finalists will be selected August 16th. Interviews will be held August 26th. A selection will be made shortly thereafter.

OTHER IMPORTANT INFORMATION

The City of Ocala is an Equal Opportunity Employer and strongly 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:

www.ocalafl.org

www.ocalamarion.com

ocalacep.com

