



# Welcome to Orange City

"The Fun & Beautiful City"

City Manager Position Re-Opened - Apply by November 20, 2015



*Note: On November 5th, the City Council selected three finalists to interview for its City Manager position. It would like two more outstanding candidates and hence has re-opened the recruitment.*

2015 Population Estimate: 11,569

Located along the I-4 high tech corridor between the growing metropolitan areas of Orlando and Daytona Beach, the City offers small town character and an outstanding quality of life in the midst of Florida's great attractions. The Atlantic Ocean is 30 minutes east, Daytona Beach is 45 minutes northeast and the amusements of Orlando lie less than an hour to the southeast. The City also has attractions much closer. Nearby Blue Spring State Park, "Home of the Manatee," attracts eco-tourism and provides immeasurable natural and recreational economic benefits for residents and visitors. With over 2,800 visitors a day, this 2,600 acre manatee refuge welcomes swimmers, snorkelers, and certified scuba divers, as well as fishing, canoeing, paddleboarding and boating.

Orange City's Valentine Park is the home of the annual Blue Spring Manatee Festival attracting thousands each year. Gemini Springs Park is just to the south of the City. Also offered are a senior center and library combined with high quality recreation, arts and education programs.

Orange City is a city in transition. The center city is over 130 years old with historic homes, but many of which are on septic systems. It is also surrounded by a booming residential market of affordable, quality homes - single-family homes, condominiums and apartments including several gated communities that are being developed in or near the community.

Healthcare options in Orange City and southwest Volusia County are both numerous and first-class. Located in the City, Florida Hospital Fish Memorial offers a wide variety of services and attracts patients regionally. The Florida Health Plans system also offers a network of healthcare providers throughout the area.

Public schools in Orange City are part of the highly rated Volusia County School District. The City has two elementary schools, a middle school and high school located within its boundaries. Numerous vocational, college and university opportunities are nearby in the Orlando / Daytona Beach metroplex. Residents and visitors alike are fortunate to be in one of the safest communities in the County.

If you are a traveler, there is not a better place to be. Orange City's location allows for easy access to three international airports (Orlando International, Orlando Sanford International and Daytona Beach International). Additionally, Port Canaveral is about 90 minutes southeast and offers cruises throughout the Caribbean. Already the second busiest cruise port in the United States, it is expanding and will likely surpass the Port of Miami within the next 10 years.



But what truly makes Orange City special is its people. They take pride in their neighborhoods and care about each other. Residents help their neighbors and people live, work and play in a safe environment. They strive to make their City attractive and welcoming while creating a community that meets tomorrow’s needs and protecting its small town ambiance.

All in all, the City Manager position is an outstanding opportunity for the right person. It will not be an easy job. The challenges are many but it will be a very rewarding position!

## History

Named for the thousands of acres of orange groves originally planted in and around the City, Orange City was incorporated in 1882. The first inhabitants of the area, however, go back much further and were the Timucua Indians. By 1820, due to war and disease, they had become extinct.

Settlement began in 1874 when Dr. Seth French and six friends purchased about 5,000 acres of land and started the town that became Orange City. In 1875, H. H. DeYarman founded the first hotel. The City paved many of its roads in the late 1800s with concrete and granite. As a result, they are virtually indestructible and have not changed a great deal since then.

The Big Freeze of 1894-1895 wiped out the citrus industry in Orange City and much of the rest of Florida. The Orange City Waterworks began supplying water to homes in Orange City in 1895 and its water was shipped worldwide. In fact, it even won an award in 1904 at the St. Louis World’s Fair for its excellence.

Town Hall was built in 1928 at a cost of \$20,000 and the bell in the tower weighs 517 pounds. During Florida’s recent growth spurt, while its population increased from 6,600 to present population, Orange City focused on commercial development and it is now the shopping hub for both nearby DeBary and Deltona. As a result, although the City’s population is relatively small, approximately 60,000 stop daily in Orange City to transact business in one form

or another (shopping, dining and so on). Overall, 75% of the City’s property taxes now come from commercial properties. The area is served by the Volusia County Public Transit system.

In 2007, Orange City celebrated the 125th anniversary of incorporation and remains proud of its heritage.

Table I: Historical Growth

Census	Population
1900	356
1950	797
1960	1,598
1970	1,777
1980	2,795
1990	5,347
2000	6,604
2010	10,599
2015 est.	11,569

Source: U.S. Census Bureau

## Demographics

Orange City’s 2010 population of 10,599 was comprised of 25% who were age 24 and younger, 17% between 25 and 39, 23% between 40 and 59 and 35% who were 60 and over. The median age is 48, which is considerably higher than the national median (36.8). 86% of the population is classified as Caucasian, 7% African American and 2% Asian. The remaining 5% are classified as other or more than one race. 17% self-identifies as Hispanic or Latino of any race. Owner-occupied housing units make up 56% of the housing. The average household size is 2.1 persons and the average family size is 2.8 persons. Of those persons 25 and older 83% have a high school diploma and 14% have a Bachelor’s degree or higher. The average household income is \$29,050 with 21% of all families falling below the poverty level.

Table II: Orange City Climate Averages

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average High °F	71	72	78	82	87	90	92	91	89	83	76	71
Average Low °F	47	48	53	57	64	69	71	72	70	63	54	48
Precipitation Inches	2.5	2.8	3.5	2.7	4.0	8.0	8.2	7.7	6.9	4.6	2.3	2.3

Source: Weatherbase

## Climate

Orange City’s climate falls under the category of “Humid Subtropical.” It is characterized by relatively high temperatures and precipitation which peaks in the summer but otherwise is relatively evenly distributed throughout the year. The coldest month is usually quite mild, although frosts are not uncommon. Table II provides some additional data.

## Geography

Orange City has a total area of 7.2 square miles, virtually all of which is land. Its mean elevation is 105 feet. It is located in east central Florida in the southwestern section of Volusia County. It is between the cities of Deland on the north, DeBary on the south, and Deltona on the east, and bordered by the beautiful St Johns River on the west.

## Commerce

Orange City is part of the growing, high-tech I-4 corridor that services the Orlando/Daytona Beach metropolis. It is at the center of the third largest consumer region in the United States. The City is emerging as a regional marketplace for shopping and dining. Table III provides information concerning the City’s principal employers

## The Government

The City of Orange City has operated under the council-manager form of government since 1988. Policy making and legislative authority are vested in an elected City Council and administrative authority in an appointed City Manager. The City Council consists of a Mayor and six Council

members all of whom are elected to staggered four year terms. The Mayor and one Council Member are elected at-large. The remaining five members of whom are each elected from one of five geographic districts. The City Manager, City Clerk and City Attorney are appointed by the Council.

The Council is friendly, thoughtful and collegial. It recognizes some disagreement will occur concerning policy matters and Council Members do not take it personally when their position does not prevail. They also seem to genuinely like and respect each other. They think very highly of staff. As a body, the Council is a fiscally conservative yet progressive group. It is sincerely interested in moving the City forward and is open to new ideas. The City is fairly advanced technologically.

The City has been run well. It provides all the standard services including water and wastewater. Interestingly, it

Table III: Principal Employers in Orange City

Rank	Employer	# of Employees
1	Florida Hospital Fish Memorial	871
2	John Knox Village	691
3	Volusia County Schools	480
4	Walmart	456
5	Publix	176
6	Orange City Nursing	160
7	Asbury Automotive	147
8	Target	134
9	Lowes	129
10	Kohl’s	121

Source: Orange City Finance Department



also contracts to provide fire and public works services to neighboring DeBary. Financially, the City is sound. Its FY 2015 General Fund budget was \$11.6 million, the Enterprise Fund budget is \$4.1 million and the Capital Budget is \$1.8 million. The ad valorem property tax rate is 7.49 per thousand and accounts for 33.7% of the General Fund revenue. The City's total assessed property value is approximately \$527 million.

## The Challenges

Over the past five years, Orange City has made great progress in terms of developing its infrastructure and moving the City forward. The City has established momentum and the first challenge will be to keep the momentum in place.

The second challenge the city faces is the infrastructure projects. The 17/92 corridor is the major thoroughfare through the center of the City and is underdeveloped. The most significant handicap is that while the area has city water, it does not have a sanitary sewer system. All the homes and businesses are on septic systems and that does not allow the kind of development the area would otherwise warrant. The City is planning to undertake some major water system improvements in the next few years and is presently completing a sewer master plan. It also passed a stormwater fee. Together with the recently established Community Redevelopment Agency (CRA), many of the pieces are in place that may make it feasible to develop the 17/92 corridor. It will not happen overnight but it can happen. Another major infrastructure project is the Mill Lake Park. Originally a stormwater retention pond, the land was turned over to the City by the State last year and it is well on its way to becoming a beautiful City Park. Funding is now in place to finish it. Other infrastructure needs include a new Police Station and a new Fire Station.



The third significant challenge is resources. The City is in good financial condition presently and has done a masterful job over the past few years of leveraging its money through grants. Still not enough money exists to move swiftly on the projects it has in mind and it needs. The situation will improve as property values increase but it will be gradual. Hence the City will need to manage its resources carefully.

The final challenge will likely occur in November 2016. The Mayor and three council members are up for re-election and it is likely that there will be some change. The Mayor is planning to run for higher office and several others may not run for re-election. Thus, the composition of the Council may change significantly.

## The Ideal Candidate

The City is looking for an action-oriented and progressive leader and manager to partner with the City Council and staff to take the City to the next level. The individual will be someone who will recognize opportunities when they present themselves and seize them. He/she will be visionary but practical, strong but flexible, and respectful yet candid. The elected officials are not looking for a “Yes” person but someone who will tell them what they need to hear, not what they want to hear. They also want to be kept informed and not surprised.

The ideal candidate will be a strategic thinker who can anticipate the consequences of actions taken today and the impact the surrounding environment may have on the City in the future. He/she will have outstanding management skills. The individual will set realistic goals for the staff, provide the necessary resources and then allow the staff to see the project through. He/she will expect to be kept informed and targets to be achieved but not micromanage. The ideal candidate will recognize talent and mentor that talent. At the same time, the individual will have high expectations and hold the staff accountable for results.

The individual will be optimistic yet realistic. He/she will have a strong sense of urgency and a desire to move projects forward. At the same time, the manager will have a sense of humor and create an environment where the staff want to come to work. The ideal candidate will be people oriented with strong customer service skills.

Orange City is a small town that expects the best from its government and the elected officials expect it to deliver. The ideal candidate will be financially astute with particular experience in budgeting and grants. The individual will have a track record of achievement and a body of work that demonstrates these qualities.

The ideal candidate will be experienced and have a track record of success in redevelopment. The City is ready to turn the corner. It simply needs an experienced hand at the helm to continue current progress. The individual will be professional in appearance and demeanor while also being friendly and outgoing. The manager will be comfortable and capable of relating to people in all walks of life. He/she will interact extremely well with the public and have excellent people skills. While managing the City’s operations is important, the individual will be active and involved in both the residential and business communities.

The ideal candidate will have a strong background in local government management and advanced business practices. The individual will not be comfortable with explanations that suggest it has always been done this way. Rather, he/she will question past practices and understand the application of systems (whether automated or manual) to improve processes and productivity while reducing expenses.

A Master’s degree is desired as well as seven years of experience in a senior management role in local government. Skill in intergovernmental relations is a must. The manager will need to develop a strong relationship with Volusia County and the State of Florida. Florida experience is a plus but not a necessity.

## Compensation

The salary range is \$100,000 to \$150,000. The City would prefer to pay in the lower half of the range but will consider more for exceptional talent.

## The Current City Manager

The current City Manager is leaving after a successful tenure of five years for a new position. It is not anticipated any internal candidates will apply, although it is a possibility.



## Residency

The City Manager may reside outside the City limits with approval of the City Council.

## How to Apply

E-mail your resume to [Recruit33@cb-asso.com](mailto:Recruit33@cb-asso.com) by November 20, 2015. Faxed and mailed resumes will not be considered. Questions should be directed to Colin Baenziger at (561) 707-3537 or David Collier at (772) 260-1858.

## The Process

Applications will be screened between October 9th and December 14th. Finalists will be selected on December 17th. A reception and interviews will be held on January 8th and 9th, with a selection shortly thereafter.

## Other Important Information

The City of Orange City 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 Orange City, visit: [www.ourorangecity.com](http://www.ourorangecity.com).

COLIN BAENZIGER  ASSOCIATES  
EXECUTIVE RECRUITING