

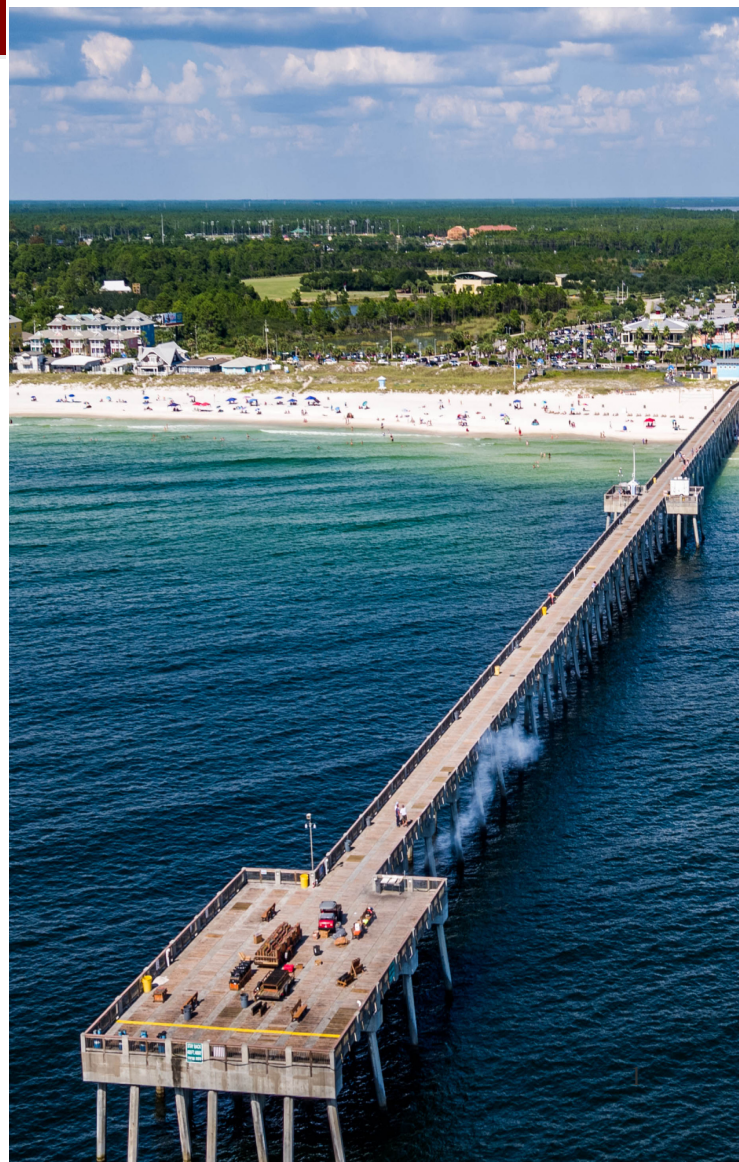


— POSITION AVAILABLE —

CITY CLERK | *Re-Opened—Apply by June 5, 2020*

## Welcome to Panama City Beach!

Panama City Beach is one of Florida's treasures, a place where legendary white sugar sand beaches meet miles of emerald-blue waters. Over the years it has developed a reputation for being a family-friendly destination with numerous attractions that cater to all ages. It is a tropical paradise that offers a myriad of activities including bird-watching, boating, paddle boarding, deep sea fishing, snorkeling, diving, shopping, dining, and golfing. Visitors looking for ways to beat the heat head over to Panama City Beach's own Shipwreck Island, voted as "America's Third Best Water Park" by TripAdvisor two years in a row. Add the residents' warm, welcoming yet laid-back attitude, and you will not find a better place to live, work, play, and raise a family.



Not long ago, Golf Digest named Panama City Beach one of America's top three golf towns. Loved by both residents and visitors alike, TripAdvisor ranked Panama City Beach third among its Top 25 Beaches in 2019, calling it "heaven on earth." Southern Living named the City third on its list of "The South's Best Beach Towns 2019." USA Today and Coastal Living found it to be one of the "Best Places to Own a Vacation Rental Property" while Elite Daily named the beach one of the "Most Popular Beach Destinations for 2019." No wonder the City's motto is, "Home of the World's Most Beautiful Beaches."

Panama City Beach hosted over 4.5 million visitors in 2018. In addition to the nine-plus miles of amazing beaches inside the City limits and another nine in unincorporated Bay County are the area's wonderful nature areas. St. Andrews State Park, located just outside the eastern City limits, has a beach ranked in the top 10 in the U.S., and is one of the most popular and visited state parks in Florida. Situated on a peninsula, it boasts four habitats: lake, deciduous forest, sand dunes and ocean. Visitors can explore the shoreline, hike, fish, kayak, snorkel, scuba dive, and camp. They can observe migratory birds, deer, the occasional alligator, and brightly colored marine life.

Shell Island to the east is another favorite destination. It is a 7-mile long undeveloped barrier island along the bay, and an area of untouched beauty, with sand dunes, a scrub forest, pine hammocks, and an inland lake. It offers a wide variety of wildlife such as dolphin, deer, shorebirds, ghost crabs, and a few endangered species (Choctawhatchee beach mice, piping plovers, snowy plovers, and some varieties of sea turtles). Here you will find one of the highest concentrations of wild bottle-nose dolphins in the world! Shuttles carry

visitors to Shell Island, where snorkeling is popular. The nearby Econfina Creek, the Choctawhatchee River Wildlife and Apalachicola Water Management Areas offer recreational opportunities that include seasonal hunting, primitive camping, bank and river fishing, paddling, hiking, and wildlife viewing.

There is never a want for something to do in Panama City Beach. The City hosts a series of free concerts every Thursday night during the summer months. Festivals and special events occur throughout the year, including the annual New Year's Eve Beach Ball Drop in Pier Park, Beach Home for the Holidays, Pepsi Gulf Coast Jam, Sand Jam, the Pirates of the High Seas Fest, Mardi Gras & Music Festival, Jeep Jam, Real.Fun.Fourth., Thunder Beach Spring and Fall Motorcycle Rallies, and more.

The City has a growing sports tourism market with the recent opening of the Panama City Beach Sports Park located just outside the City limits but on what locals call "the island". The park, along with the City's Frank Brown Park, attracts multiple sporting events and national tournaments each year. The City is home to strong recreation programs including senior and youth centers, numerous family-friendly attractions, two fishing piers, and a heated/cooled 50-meter Olympic-sized swimming pool with a one-meter spring dive board. The City also hosts several marathon and triathlons such as the Florida Ironman Triathlon. One of the longest running Ironman events in North America, this one event brings thousands to Panama City Beach.

Known as the "Seafood Capital of the World," Panama City Beach has copious dining opportunities, as well as an active



nightlife. Beachside restaurants and bars dot the shores, and many provide live music. Pier Park offers shopping, dining, and entertainment at over 100 venues, as well as an IMAX theater. For a bit of history, Panama City Beach is home to the only deep-water diving museum in the United States, called the Man in the Sea Museum.



More art and cultural centers can be found in neighboring Panama City, which is a stone's throw away across the Hathaway Bridge. With over 2,000 square feet of gallery space, the Panama City Center for the Arts showcases an impressive art collection, as well as local and traveling art exhibitions from around the world. The Visual Arts Center of Northwest Florida is viewed as “the anchor” of Panama City’s revitalization. It hosts 12 events annually and offers notable exhibits of work by artists of local, stage, and regional acclaim. The Martin Theatre is another popular venue in Panama City. It is a historic theatre with seating for 400 and presents many popular plays and attractions.

One of the more pleasant surprises about Panama City Beach is housing is relatively reasonably priced. The average home sales price was \$371,000 while the median home sales in August 2019 was \$284,000. There are a wide range of listings available both above and below those prices. Most

residents own their homes. Crime is low and the fire safety rating is excellent. The public schools are very strong and are consistently rated as “A” or “B.” Some of the local charter schools are regularly graded as exceptional. Two colleges are located outside the city limits in Bay County (Gulf Coast State College and Florida State University-Panama City), contributing greatly to the academic and cultural activities of the community. Three hospitals are located within 35 minutes, with access to virtually every medical discipline imaginable. To alleviate traffic concerns, a trolley system that serves the City runs hourly.

For those who like to travel, you can hop on a flight at Northwest Florida Beaches International Airport located just north of Panama City Beach, to Atlanta, Chicago, Houston, Dallas, Austin or Baltimore and from there, be anywhere in the world in relatively short order. Or hop in a car and it is 4 to 6 hours to New Orleans, Atlanta, Jacksonville, Tampa and Orlando. If you like cruises, Port Canaveral is the second busiest cruise port in the world and about 6 hours southeast by car.

The best part of Panama City Beach, though, is its residents. People are friendly, value the sense of community found here, and welcome all newcomers, tourists, and other visitors. Neighbors help their neighbors, as well as strangers. The Southern small-town traditional values of warmth and community make this City one-of-a-kind.

It is no wonder so many visitors buy second homes or retire here. With culture, natural beauty, beaches, live entertainment, dining, and the arts, Panama City Beach is the perfect place to call home. We invite you to experience something special and apply for our City Clerk position!

## HISTORY

Long before Spanish explorers arrived in the 16<sup>th</sup> century, nature's forces were at work creating the area's sugary white sand beaches. They resulted from quartz crystals being washed down from the Appalachian Mountains and being bleached, ground, smoothed and polished. For thousands of years, the area that is now Panama City Beach was a wild stretch of surf and sand. Pirates followed the explorers, taking advantage of the area's many bays and hideouts.

Early development efforts began in the 1830s when the St. Andrews Bay Land Company started to promote the area as a seaside resort for families from Alabama and Georgia. During the Civil War, many of the Southern seaports were blockaded, and the area emerged as a salt producing port for the Confederacy. Later came a modest fishing industry.

In 1929, the Hathaway Bridge opened between Panama City and what is now Panama City Beach. A local developer then purchased 104 acres of land and built the beginnings of a resort town. His property opened in 1936 and the area became a popular tourist destination. Other resorts and housing were built. In 1959, West Panama City Beach was incorporated and later it, plus Edgewater Gulf Beach, Long Beach and Panama City Beach communities, were consolidated into the City of Panama City Beach. That united City held its first official Council meeting on Aug. 12, 1970. The City will celebrate 50 years in 2020.

In many ways, Panama City Beach was “discovered” in the 1970s, and the building has not stopped since. Over time, the City's image changed. Older homes and older, small motels were replaced with upscale homes and high-rises. Prices skyrocketed and real estate prospects were so

Table 1: Panama City Beach Demographics

Estimated Population: 14,338			
Distribution by Race		Distribution by Age	
White	82.9%	0 to 15	14.8%
Black	5.3%	15 to 25	9.4%
Asian	4.7%	25 to 45	28.8%
Native American	0.5%	45 to 65	28.5%
Two or More Races	6.6%	65 to 85	16.6%
Total	100%	Over 85	1.9%
Hispanic Ethnicity (all races)	6.1%		

Educational Achievement (Over Age 25)	
High School or Higher	92.1%
Bachelor's Degree or Higher	29.0%

Other Statistics	
Median Age-Panama City Beach	43.1
Median Age-U.S.	37.8
Median Household Income	\$58,619
Poverty Rate	6.4%

Source: U.S. Census Bureau

promising that in 2006, CNN/Money named Panama City Beach as the top real estate market in America for the next 5 years.

For a brief period, Panama City Beach became a popular destination for college students during spring break. It brought the City a great deal of publicity, but not positive publicity. In 2014-2015, the City took action to curb the excesses. The party atmosphere has moved elsewhere, and Panama City Beach is again recognized as a popular family vacation destination.

## DEMOGRAPHICS

The permanent population numbers and related demographic information are displayed in Table I. They are somewhat misleading as the average daytime population is 22,500 and at the peak of tourist season, can be as high as 100,000.

## CLIMATE

Panama City Beach has a humid, subtropical climate, with long, hot summers and mild, dry winters. The average winter low is around 47°F, with highs around 63°F, while the average summer high is around 91°F, with lows around 77°F. The City sees 320 days of sunshine annually and above average annual precipitation at just over 60 inches per year. Quick afternoon showers often define the summer days.

Hurricanes do strike the area from time to time, as hurricane season is June 1 through November 30. Typically, though, their impact is limited. Category 1 and 2 storms produce winds between 75 and 110 miles per hour. Much of that range is not much faster than we drive our cars. Even a direct hit is likely to cause limited damage, mostly to trees. Generally, if you are more than 50 miles from the center of the hurricane's path, it will probably not materially affect you. Higher level storms, of course, cause more damage. 2018's Hurricane Michael is a classic example. It was a category 5 storm and devastated Mexico Beach, about 30 miles southeast, where it made landfall. It had a smaller cone of influence than most category 5 storms and had very limited impact on Panama City Beach. The last two storms affecting the Beach were Eloise and Opal, in 1975 and 1995, respectively.

Table 2: Principal Employers, Bay County, FL

Employer	Industry	Employees
Tyndall Air Force Base	Military	6,416
Naval Support Activity—Panama City	Military	3,300
Bay District Schools	Education	3,000
General Dynamics IT	Information Technology	2,300
Ascension Sacred Heart Hospital Bay	Healthcare	1,800
Eastern Shipbuilding Group	Manufacturing	1,800
Walmart and Sam’s Club	Retail	1,500
Bay County Constitutional Officers	Government	1,214
Trane Company	Manufacturing	700
Gulf Coast Medical Center	Healthcare	631

Source: Bay County, FL 2018 CAFR

The military has a significant presence in the area. Tyndall Air Force Base is located in eastern Bay County and the Naval Support Activity Center is located on the island in Panama City. Many military retirees choose to stay in the area and have made Panama City Beach their homes. The community is very patriotic. See Table II (left) for more information concerning the county’s principal employers. The City has an industrial park as well.

## GEOGRAPHY

Lying along the Gulf of Mexico, Panama City Beach is located in the Florida Panhandle approximately halfway between Tallahassee (98 miles northeast) and Pensacola (92 miles west). The City is 11 miles long and lies on an island between the Gulf of Mexico and St. Andrews Bay, and the total area is 18.6 square miles, 18.4 of which is land. The City on average is 10 feet above sea level.

## COMMERCE

Panama City Beach is an employment center focused on tourism and development. Retail trade is the largest employer, with over 1,300 people; accommodations and food is the second largest sector, with just under 1,300 employees; followed by health care and social assistance employing more than 1200.

Panama City Beach contributes around \$2.7 billion in economic impact to Bay County. Beach properties continue to increase in value and accounted for 57 percent of all taxable property in the county in 2018.

## THE GOVERNMENT

Panama City Beach is governed by a Mayor and four Council Members. They are elected by all the City’s residents although Council members must reside within the boundaries of the ward they represent. All serve staggered four-year terms with a limit of two terms. All the current Council Members are in their first term. Elections take place in April of even numbered years. Last month, two new members (both of whom had served the City previously—one on the Planning Board and one on the Civil Service Board) replaced a retiring Mayor and Council Member. While it has only had one meeting, the elected body seems



collegial and respectful of one another as well as of staff. It is also important to note that the City Manager has only been with the City for a bit over three months so many relationships are still in the formative stage.

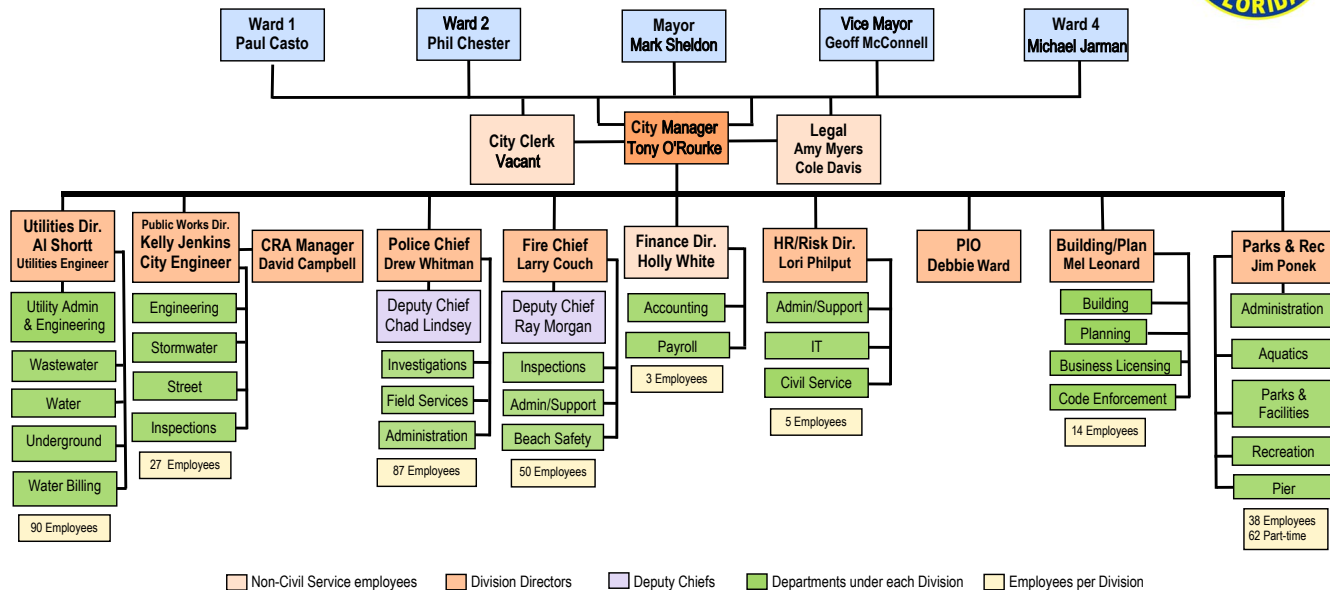
The City Council hires three charter officers: the City Manager, the City Attorney and the City Clerk. All are hired and removed by a majority vote of the Council. The City has a wealth of experience in its department heads, with many having 20-plus years on the job. Some of these department heads are planning to retire in the near future.



The City's general fund budget is \$47million while the total budget is \$119 million. The difference between the two numbers is the City's four enterprise funds: Utility (water, sewer and stormwater), the Pier, and the Aquatic Center Funds, and the Community Redevelopment Agency (CRA) Fund. Overall, the City has 340 full time employees, 29 part time, and 26 seasonal but does not have any unions. For more information, see the organization chart above.

The City's utility department serves the entire island (not just the City), as a good portion of the island is unincorporated Bay County. The City provides reuse water as

# City of Panama City Beach



well as potable. Residential trash pickup and animal control are provided by third parties. Panama City Beach is one of two cities in Florida that relies on a business receipts tax (which is 1% of gross sales by merchants within its boundaries). It does not have a property tax.

## The City Clerk's Office

The Office of the City Clerk is the official repository for the records of Panama City Beach. It oversees the maintenance of official City records including ordinances and resolutions, agendas and minutes. It also contains records created by all City departments, including maps, printed materials, photographs, electronic material, and audio/visual material. The Office oversees the posting and advertising of public notices for public meetings, prepares formal City Council meeting minutes, and maintains the City Charter and other city records.

The City Clerk serves as the records management officer by ensuring the appropriate training, storage, and destruction of municipal records. As such, the Office facilitates the management, retention, and destruction of records as well as the management and preservation of historic documents in compliance with the Florida Sunshine Law. It is responsible for developing programs and procedures that support the policy direction of the City Council for management of the City's public records.

The Clerk's Office has one employee, the City Clerk. The office's budget is part of the City Manager's Office's budget.

## THE CHALLENGES AND OPPORTUNITIES

The City Clerk's Office has two basic challenges. First, its record keeping system is very basic—essentially paper records and excel spreadsheets. It is in dire need of an



Table 3: Panama City Population Growth

Census Year	Population
1960	36
1970	67
1980	2,148
1990	4,051
2000	7,671
2010	12,018
2018 est.	14,338

Source: U.S. Census Bureau

upgrade. The City is taking the first steps having recently contracted with Granicus to purchase its automated agenda and minutes keeping software. In fact, implementing that software will be one of the new clerk’s first projects. Once that is completed, the City plans to explore a full records management system and digitizing all its records.

The second challenge is to identify best practices for City Council functions.

Finally, while the City is financially sound now, one of its primary sources of revenue, the business receipts tax, is likely to be down significantly for the foreseeable future. As a result, the City will need to limit its expenditures.

#### THE IDEAL CANDIDATE

The ideal candidate will be detail oriented, have a strong work ethic, possess outstanding organizational skills, and demonstrate a track record of success and achievement. The individual will have a high degree of integrity and believe strongly in accountability and transparency. He/she will be

committed to partner with the Council, staff and community to make Panama City Beach the best it can possibly be—to achieve the City’s mission of delivering quality City services and achieving prosperity for all members of our diverse, vibrant and historic community.

The next City Clerk will have experience and be knowledgeable in supporting an elected body as well as the other elements of a city government. He/she will be forward thinking and knowledgeable for industry trends and emerging technologies. The individual will have a thorough knowledge of the principles and practices of public administration, governing law, code and regulation. It will be imperative that the individual understand and adhere to, best practices for record management and retention. That said, the ideal candidate will be someone who is not afraid to ask when he/she does not know something or needs clarification. Being careful and following process will be critical to the new Clerk’s success.

The best candidates will be those who demonstrate strong leadership characteristics and are confident, positive, creative, engaging, and approachable. The individual will have the ability to act as a coach and mentor to other city employees. A collaborative style while being innovative is important. He/she will possess excellent communication skills—oral, written and listening. The individual will present clear and concise messages and make presentations everyone can understand. The best candidate, while action oriented, will have a friendly, laidback demeanor and make the people around them feel comfortable and cared about. This community is one big family.

Panama City Beach is a lean government where staff members often wear many hats. As such, the ideal candidate will be eager to pitch in and help others, even if the effort is not related to the typical City Clerk functions. The individual will be analytical and constantly seek ways to improve work process with a particular focus on records management, customer service and community engagement.

The ideal candidate will be a leader and a professional with proven experience at a municipality with a population larger than that of Panama City Beach. He/she will be a strategic thinker who helps cultivate a culture of excellence—a culture that encourages professional growth and creativity. A sense of humor and a thick skin is important, as the public and media are not always positive. Accepting criticism and responsibility with a smile will help establish credibility. When valid, it will also be important to act upon it and make the appropriate adjustments.

Qualified candidates will have a bachelor's degree from an accredited college or university with major coursework in Public Administration, Business Administration, or a related field. A Master's Degree is preferred. The best candidates will have seven (7) to nine (9) years progressively responsible administrative support experience. Knowledge of pertinent federal, state and local ordinances, codes, and regulations related to public records and records management is important. Specific knowledge of Florida law is a plus but by no means required. We are looking for the best possible person not the best possible person from Florida. Professional certifications, such as a Certified Municipal Clerk (CMC) or Master Municipal Clerk (MMC) are highly desirable.

## COMPENSATION

The salary will depend on experience and qualifications. That said, it is expected that the new Clerk's salary will likely fall somewhere between \$50,000 and \$82,000. The City will pay for talent and offers very generous benefits and an outstanding retirement package. These include annual and holiday leave; monthly cell phone allowance, five-year vesting for a defined benefit pension with a 3% service credit for each year of service, employee paid health and dental insurance, and a paid life insurance benefit.

## RESIDENCY

The City Clerk is not required to be a resident of the City.

## HOW TO APPLY

Please E-mail your cover letter and resume directly to [Recruit26@cb-asso.com](mailto:Recruit26@cb-asso.com) by June 5th. Faxed and mailed resumes will not be considered. Questions should be directed to Colin Baenziger at (561) 707-3537 or Rick Conner at (915) 227-7002.

## INTERNAL CANDIDATES

We do not anticipate any internal candidates.

## CONFIDENTIALITY

In Florida, once a candidate has forwarded a resume, the application is public record and subject to disclosure. As a practical matter, the media rarely covers positions of this nature.

## THE PROCESS

Applications will be screened between June 6th and July 2nd. Finalists will be selected on July 6th. Interviews will be held on July 17th. A selection will be made shortly thereafter.

## OTHER IMPORTANT INFORMATION

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

## ADDITIONAL INFORMATION

For additional information about the City visit:

<http://www.pcbgov.com/>

