



# Welcome to the City of **PARKLAND** *Florida*

Re-Opened. Still Seeking Some Great Candidates

**City Manager Position Available - Open Until Filled**



Located in Southeastern Florida approximately 15 miles northwest of Fort Lauderdale, Parkland is a true treasure. The Everglades Wildlife Management Area is immediately adjacent to the west and some of Florida's most highly regarded beaches lie a mere half hour to the east. The City is tucked away in the woodlands of Broward County.

In its early years, Parkland was characterized by farms, homes on large lots and equestrian properties. Its population at incorporation in 1963 was under 200. By 1990, the population was just over 3,500. Since then it has rapidly evolved into one of South Florida's most affluent residential communities. Per the U.S. Census, in 2015, the estimated population is in excess of 30,000 and the mean household income was \$163,645.



Parkland exudes a small-town charm without being a small town. Residents are warm and friendly. Neighbors go out of their way to meet new residents and neighborhood gatherings are common. Residents simply enjoy each other's company. Young or old, the community's common bond is its children. Everyone wants the best for them and it shows. Parkland has three elementary schools, one middle school and a high school. All are "A" rated. The parks and youth sports programs are excellent. The World Champion Chicago Cubs' first baseman Anthony Rizzo is one of the program's graduates. Another well-known resident is singer Connie Francis, now in her 80s.



Housing prices vary widely - a typical 4-bedroom home will range between \$400,000 and \$700,000 though you can easily spend over a million dollars. The average value of a home is \$584,800 (Zillow.com). Crime is about half the national average and Movoto.com currently ranks Parkland as the second safest city in Florida. Education is important here. 97% of the population are high school graduates and 60% have a college degree or higher. As noted, the schools are excellent. In fact, they have all been recognized by GreatSchools.org, Newsweek and Forbes for their excellence. Another measure of their success is that 96% of their graduates go on to college. In addition to the five public schools, the well regarded Mary Help of Christians School (kindergarten through eighth grade) calls Parkland home. The largest university nearby is the University of Miami but numerous others are within a short drive including Nova Southeastern University and Florida Atlantic University.



The City’s library and nine parks are a source of pride. The Pine Trails Park is the most popular park within the city—any child who has participated in the city’s sports programs knows it well. With multi-purpose sports fields, a fishing pier, walking trails, a pavilion, and an amphitheater, boundless opportunities and activities await. The Doris Davis Forman Wilderness Preserve offers a half-mile walk through a 20-acre cypress forest, which blooms with numerous varieties of ferns and palms. Tranquil, refreshing, and lovely, this park preserves nature treasure amidst a growing city. Some of the other parks include Liberty Park, John Quigley Park, a tennis center, a covered bridge park, and an equestrian center.

Unlike many communities, Parkland is almost exclusively residential and proud of it. Economic development is just not something anyone is concerned with. Parkland is a city people drive to – not through – and people do their shopping on the way home. Nearby communities have great restaurants and they are often less than 20 minutes away. The nearest mall is 18 minutes away.

To the south is Coral Springs, a flourishing city that is in many ways Parkland’s downtown. Among its attractions is the Coral Springs Museum of Art. Boca Raton, 20 minutes northeast, offers fine dining and shopping – particularly the Town Center, an upscale super-regional shopping center. Directly east lies Deerfield Beach known for its sandy beaches, surfing and fishing. Thirty minutes south is Fort Lauderdale. With its Riverwalk Arts & Entertainment District, it offers fine dining and nightlife as well as the Broward Center for the Performing Arts, the Museum of Discovery and Science and the AutoNation 3D IMAX Theater.

Less than an hour south is the city of Miami. Classified as an Alpha-World City, it was recently ranked 33rd among global cities for finance, commerce, culture, entertainment, fashion, and education. It hosts a wide variety of activities,

including the Miami Dolphins (football), the Miami Heat (basketball), and the Miami Marlins (baseball).

For those yearning to travel, the City has easy access to both Fort Lauderdale-Hollywood International and Miami International Airports. For those who like to cruise, the Port of Miami and Port Everglades (Fort Lauderdale) are ranked as the first and second busiest cruise ports in the world respectively.

All in all, Parkland is a great place to live, work, play and raise a family. All it needs now is an outstanding manager and leader, someone who values excellence, to join the City’s elected officials and leadership team to take it forward in the 21st century.

### DEMOGRAPHICS

Table 1: Parkland Demographics

2015 Estimated Population: 30,117			
Distribution by Race		Distribution by Age	
Caucasian	84.6%	0 to 15	25.0%
African American	5.7%	15 to 25	12.6%
Asian	6.8%	25 to 45	23.7%
Native American	0.4%	45 to 65	29.2%
Other	2.5%	65 to 85	8.0%
Total	100%	Over 85	1.5%

Other Statistics		Median Age	
Hispanic (all races)	18.2%	Parkland	39.5
Poverty Rate	3.3%	U.S.	37.4

Educational Achievement (over age 25)	
High School or Higher	96.9%
Bachelor’s Degree or Higher	59.7%

Source: U.S. Census



Table 2: Principal Employers, Parkland, Florida

Employer	Industry	Employees
Broward County Public Schools	Education	605
Aston Gardens	Healthcare	187
BJ's Wholesale Club	Retail	150
City of Parkland	Government	121
Publix Supermarket	Retail	98

Source: City of Parkland, Florida 2015 CAFR

CLIMATE

Parkland has a tropical climate. Sunny winter days have average highs of 78°F and lows of 58°F. Summers are hot (average high of 91°F and average low of 75°F) with high humidity and frequent but brief thunderstorms.

The average annual precipitation is 57 inches (almost double that of Chicago and a bit more than Houston). Hurricanes strike Florida from time to time but are relatively rare and their impact is limited. If you are more than 50 miles from the hurricane’s center, it will probably not materially affect you. It should also be noted that a Category I hurricane produces winds from 75 to 95 miles per hour – not much faster than we routinely drive our cars.

GEOGRAPHY

Located in northwest Broward County, Parkland comprises 12.8 square miles, of which 12.3 miles are land. West Boca Raton lies to the north, Coconut Creek lies to the east, Coral Springs sits directly south, and the Everglades lie to the west. The City is approximately 9 feet above sea level.

COMMERCE

Parkland is primarily residential and the City’s largest employers reflect that fact. See Table II. It is a rapidly growing city – the population increased 26% between 2010

and 2015 – where construction plays a significant role.

THE GOVERNMENT

The City of Parkland operates under the commission-manager form of government. Citizens elect the Mayor at-large and each of the other four members of the commission

represent a geographic district. They serve staggered, four year terms and the charter forbids anyone serving more than eight consecutive years as a member of the commission. The result is the current commission is relatively new. The Mayor and one other member are in their third year while three members have served only a few months. They are collegial and friendly and mirror prior commissions in that they place the long term best interests of the community first and foremost. They hold staff in high regard.

The Commission appoints three positions: the City Manager (the City’s Chief Executive Officer), the City Clerk (custodian of the City’s records), and the City Attorney (legal counsel). The City Manager coordinates the work of department heads and other employees, who ensure the smooth and efficient delivery of services to residents. The City Manager also advises the Commission on the direction for the City and responds to community needs.

The City’s General Fund Budget for FY 2017 is \$30,600,000 and the Total Operating Budget for all funds is \$47,800,000. The City contracts with Coral Springs to provide Fire Rescue Services (\$5,714,000) and the Broward County Sheriff’s Office for Police Services (\$7,941,000). Utility services are provided by third parties and are not part of the city government. The largest in-house departments by expenditures are Public Works (\$4,295,000), Development

Services (\$2,970,000) and Parks and Recreation (\$2,116,000). The City has 80 full time and 74 part time employees. None of the employees are unionized.

Citizens are very pleased with their city government overall. Of those who responded to the City’s biennial Citizen Survey in 2016, 47% said they were very satisfied with the Parkland City Government and another 49% were satisfied. Only 4% were dissatisfied and far less than 1% were very dissatisfied.

### THE CHALLENGES AND OPPORTUNITIES

The first and foremost challenge is growth. It has been explosive (see Table III) and will continue to be so for the foreseeable future.

Table 3: Parkland's Population Growth

Year	Population	Growth Rate
1970	165	—
1980	545	330%
1990	3,773	692%
2000	13,895	368%
2010	23,962	172%
2015	30,177	126%

Source: U.S. Census

Some properties in traditional Parkland remain to be developed but the largest impact comes from the Wedge (the northwestern part of the City) and the portion of the Hendrix property that is adjacent to it. All told they cover almost 2,600 acres. The current master plan for the area calls for up to 4,600 additional units. The City’s build-out population is expected to be over 40,000.

In the face of past and future growth, the City is working diligently to maintain its outstanding quality of life and hometown / small town character. Residents have very

high expectations and the City has had to race to keep up with the demands for amenities such as parks and recreation facilities and programs. Additionally, a tension exists, particularly in the older eastern portion of the City. Residents are concerned they are losing the small town feel and sense of community that attracted them to Parkland.

The growth has meant the City must work extensively with external agencies. The Broward County School Board has taken the position it has excess capacity in the eastern portion of the County and cannot build new schools. Nor does it have funds to do so. Among the City’s more significant efforts is working with the School Board to obtain donations for the installation of modular units at Park Trails and Heron Heights Elementary Schools and a 24 classroom addition to Riverglades Elementary.

Major road improvements will be needed to ease traffic as it increases and the County controls most of the thoroughfares. Among the work planned is the extension of Hillsborough Boulevard, the expansion and improvement of University Drive and the improvement of Loxahatchee Road. The timing and coordination of the efforts will be important to ensure minimal impact on residents.

The infrastructure of the older eastern portion of the City presents a different set of issues. Many of the homes were built over 30 years ago. They often cover five or more acres and the dwelling units may be as large as 60,000 square feet. While sewer lines are present, the vast majority of the area lacks public water. A home recently burned to the ground because the Fire Department had no access to water. Additionally, the roads are old and property owners generally own to the center of the road. Residents would like the roads repaved and expect the City to do it.

Another challenge will be to take a hard look at City operations and determine if the business practices are optimal, if the city government is properly staffed and if the current staff are in the right positions. It is not anticipated

that the review will uncover anything shocking. It is simply that after 10 years with the same manager, it is a good idea to review operations.

Parkland is currently financially sound and carries a General Fund Budget Reserve of 25% (less transfers and contingency). Growth has been partially funding city programs. While not urgent, the City needs to start planning for build-out and when growth related revenues cease.

Finally, with a new manager and three new commissioners, the old and new leadership will need to become a team. Roles and relationships will need to be defined and expectations set.

## THE IDEAL CANDIDATE

The City Commission is seeking an exceptional manager to join its newly composed leadership team. It wants someone to work with it as a partner, a supporter and a trusted advisor as well as someone who can inspire and mentor city staff. Parkland believes there is no “I” in team and wants someone who will work cooperatively to help the City achieve greatness. Nothing is broken so a change agent is not necessary.

Parkland’s residents are people who are very successful and expect the best. Providing outstanding programs and customer service will have the highest priority. The next manager will be high energy, strong, diplomatic and an excellent communicator – that is, someone who listens and is equally comfortable talking to the CEO of a Fortune 500 company and to the person who is cutting the grass at a park. The individual will be open, have a great deal





of integrity, and value transparency. The individual's only agenda will be to present thorough and complete information to the City Commission so it can make the best decisions for Parkland's current and future residents.

The next manager 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 be analytical and always looking for a better way to accomplish the City's mission and strategies. When mistakes are made, he/she will admit them and move on.

The ideal candidate will be a strategic thinker and a doer, someone who is creative and friendly. While the next manager will be the City's CEO overseeing the day-to-day operations, she/he will not be someone who spends all day in the office. Rather the individual will be out and about and involved in the community.

Parkland's next city manager will be a true professional and set the tone for city staff. The individual will be a mentor. He/she will understand that they do not know everything and will respect the staff, value their talent and help them grow. The manager will have high (but reasonable) expectations for the staff. The ideal candidate will not be a micromanager but will establish goals and then let the staff achieve them without undue oversight. That said the next manager will expect to be kept informed, hold the staff accountable and expect results. The individual will actively solicit the opinions of others.

The next manager will understand politics but not be involved. She/he will have a strong backbone and will be able to diplomatically tell people what they need to hear, not what they want to hear. Further, the message will be consistent no matter whom he/she is talking to.

Skill in intergovernmental relations and building partnerships with other agencies will be critical. The position requires a bachelor's degree in business administration, public administration, public policy or a related field and seven to ten years of increasingly responsible experience as a senior level government or private sector executive. A master's degree is preferred.

## COMPENSATION

The salary range is \$150,000 to \$190,000 and will depend on qualifications and experience. Benefits are excellent. All employees are part of the City's retirement system which includes an ICMA based 401a and an ICMA 457.

## PAST CITY MANAGERS

Parkland's previous City Managers have tended to have long tenures and leave of their own accord. The most recent City Manager stayed for 10 years before deciding to move onto other opportunities.

## RESIDENCY

Residency is not required but is preferred.

## CONFIDENTIALITY

In Florida, once a candidate has forwarded a resume, the application is a public record and subject to disclosure. As a practical matter, the media typically does not publish names until the semi-finalists are selected. That said, candidates should plan on their name being published early in the process as it could happen.

## HOW TO APPLY

E-mail your resume to [Recruit49@cb-asso.com](mailto:Recruit49@cb-asso.com) as soon as possible. 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 as they arrive. Finalists will be selected on April 26th. A reception and interviews will be held on in mid-May. A selection will be made shortly thereafter.

## OTHER IMPORTANT INFORMATION

The City of Parkland 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

While it is possible that some internal candidates may apply, the City's elected officials are committed to a fair and open process. No one will start with an advantage.

For additional information about the city visit:

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

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