



— POSITION AVAILABLE —

(Looking for a Few More Great People, Deadline Extended.)

CITY MANAGER | *Apply by August 21, 2020*

Welcome to the City of Port Richey, Florida

Surrounding Millers Bayou and stretching into the Gulf of Mexico along the Pithlachascotee River, the city of Port Richey is a seaside wonder. It is a charming community nestled among natural beauty yet less than an hour northwest from Tampa, FL.

The best part of Port Richey is living here. It has a small-town vibe where residents are friendly, and everyone knows everyone. The median price of housing is \$139,500, and one can easily purchase a nice home for well under \$400,000. Residents treasure their highly regarded local schools. Higher education is available in the nearby Tampa Metro Area at Keiser University, University of Tampa, University of South Florida St. Petersburg, St. Petersburg College, and the University of South Florida's main campus. For those willing to travel farther, the University of Florida, the Florida State University, and the University of Miami offers excellent educational opportunities. The city is safe and residents are primarily impacted by property crime. The police are friendly and community-



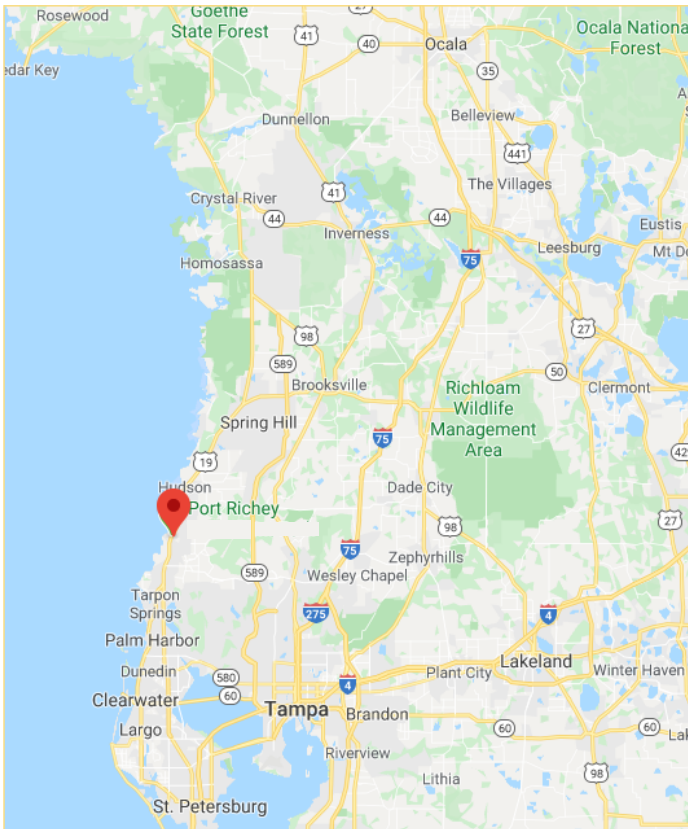


Figure 1: Location of Port Richey

oriented. For example, if your garage door is open late at night, expect a knock on the door to let you know.

Port Richey boasts a quaint Waterfront District with tremendous potential. Already present are five great restaurants on the water with several more nearby. Two fishing charters, a bait shop, a casino cruise boat, and a boat ramp all call the area home. Work is underway to improve the sidewalks, parking, street lighting, directional signage, and streetscaping. Adjacent, to the north, lies the city's Waterfront Park.

U.S. Highway 19, running north/south through the city, provides additional dining and shopping opportunities. Just outside the city limits is the Gulf View Square enclosed mall. Over 100 restaurants and stores are located there and provide a place to browse, relax, and catch a bite with friends. A little further north is another treat, the Lyon's Head Antique Mall. It covers over 20,000 square feet and is the largest operating antique business in Pasco County.

Port Richey's location makes it a sportsman's paradise. Start with the Gulf of Mexico—boat, fish, dive, sail, kayak, paddle board, swim, or camp on a key—the opportunities are virtually endless. Or visit one of the local or nearby parks. For example, the city's downtown Waterfront

Park offers 10 acres with a lake, playground, open space, picnic tables, a walking trail, a kayak launch, restrooms and parking.

On the city's northern boundary and partially in the city is Werner-Boyce Salt Springs State Park. Here you can fish, birdwatch (over 150 species), or paddle the inlets and bayous through the salt marsh. Named for the 351 foot deep saltwater spring, the park includes four miles of coastal waters and a stunning array of animals alongside its nature trails and picnic pavilions. Gray fox, gopher tortoises, West Indian manatees, and dolphins are frequently seen. Bald eagles, roseate spoonbills, the elusive black rail, raptors, wading birds, shore birds and migratory songbirds also call the park home.

Anclote Key Preserve State Park lies offshore, a bit to the south, and is accessible only by boat. Camp, picnic, and grill here or go wildlife spotting and visit the historic 1887 lighthouse. Birders will especially love the American oystercatchers, bald eagles, and piping plovers that grace the park. For a peaceful day, visit the James E. Grey Preserve. Its boardwalk winds alongside the Pithlachascotee River and provides a stunning look at the river, a scrub habitat, and gopher tortoises.

Jay B. Starkey Wilderness Park, with its 8,300 acres of land, is 8 miles east and draws visitors to its equestrian, hiking and nature trails, camping areas, and 7.3 miles of paved surfaces for biking, jogging, or walking.

For those more attuned to the big city lights, Tampa is just under an hour away. Ranked as one of the country's most popular cities, it is the 2nd largest metropolitan statistical area in Florida and provides a wide variety of entertainment, culture, and sport. Less than two hours to the east is Orlando. With its theme parks and many attractions, it is ranked as the country's fourth most popular city. There you can catch an NBA game at the Amway Center, or a concert, play, or ballet at the Dr. Phillips Center.

Air travel is easy and nearby. Tampa International Airport (29th in the country by passenger volume) is less than an hour south and Orlando International (11th) is two hours east. The three busiest cruise ports in the world—the Port of Canaveral, Port of Miami, and Port Everglades—are just a few hours away. Closer lies the Port of Tampa, 29th busiest cruise port in the world.



All in all, Port Richey is unlike any in Florida—a place with a small-town feel, tremendous natural beauty, and wonderful recreational opportunities. If you are a strong leader ready to help carry Port Richey into the future, please apply today.

History

Modern Port Richey's history began in 1883 when Aaron McLaughlin Richey settled near the mouth of the Pithlachascotee River. He set up a post office in his home a year later and became the first postmaster. The area's small population grew until 1925, when Port Richey was incorporated.

Since then Port Richey has maintained a small population and simply way of life, and the City's residents are happy about it. That said, governance in Port Richey has been rocky at times. On a number of occasions, residents have voted down efforts to merge the city with New Port Richey (1974 and 1997) or to dissolve it (1978 and 2007). In February 2019, the then mayor was charged with attempted murder after firing on the County Sheriff's SWAT Team that was trying to serve him with a warrant for practicing medicine without a license. Three weeks later, the Acting Mayor was arrested after agents received information that he and the prior Mayor were conspiring to interfere with a criminal investigation. Then, in the fall of 2019, two members of the Florida legislature attempted to circumvent a public vote and dissolve the city of Port Richey through legislative action. After backlash from the community, the effort died.

Demographics

The most notable characteristic of the community is the portion of Port Richey residents who retired.

Table 1: Port Richey Demographics

Distribution by Race		Distribution by Age	
White	95.9%	0 to 15	9.0%
Black	1.5%	15 to 25	9.2%
Asian	0.0%	45 to 65	34.4%
Two or More Races	2.4%	65 to 85	22.0%
Total	100%	Over 85	4.5%
Hispanic Ethnicity (all races)	3.3%		
Estimated Population: 2,788			

Educational Achievement (Over Age 25)	
High School or Higher	87.7%
Bachelor's Degree or Higher	31.5%

Other Statistics	
Median Age—Port Richey	52.6
Median Age—U.S.	37.8
Median Household Income	\$60,293
Poverty Rate	14.1%

Source: U.S. Census Bureau

Table 2: Principal Employers, Port Richey, Florida

Employer	Industry	Employees
Walmart	Retail	288
Seaway Mold & Engineering	Engineering	155
Whiskey Joe's	Food	150
Hooters Restaurant	Food	115
Ocean Honda (Gateway Honda)	Automotive	89
City of Port Richey	Government	55
Catches	Food	50
Golden Corral	Food	46
Red Lobster	Food	41
Culvers	Food	36

Source: City of Port Richey, FL 2018 CAFR

The city’s median age is 52.6 (versus 37.4 for the U.S. as a whole). See Table I for more demographic data.

Climate

Port Richey boasts a tropical climate, with two main seasons: a hot, rainy season (June to mid-October) and the warm, dry season (October to May). During the summer months, the high temperatures are typically in the low 90s with high humidity, and the afternoons often bring short bursts of rain and thunder. During the winter months, the average low temperatures are in the mid-50s and the average highs in the low 70s. The average annual rainfall is 51 inches. By way of comparison, the average annual rainfall in, say, Michigan is 31 inches. The city sees around 239 sunny days per year.

Hurricanes strike Florida from time to time, especially between August and early October. That said, the last major storm to strike the area was in 1921.

Geography

Port Richey is located on the Gulf coast of Florida, approximately halfway between the state’s northern and southern extremes. The city covers a total area of 2.7 square miles, 2.1 square miles of which are land. It sits in Pasco County, Florida, and it lies less than an hour northwest of Tampa and two hours west of Orlando. Its average elevation is 10.3 feet above sea level.

Commerce

See Table 2 (left) for more information.

The Government

Port Richey utilizes the Council-Manager form of government. The City Council consists of a mayor and four members elected on a non-partisan basis for three-year staggered terms. The Mayor presides over meetings and has the same vote as every other

Figure 1: Port Richey Organizational Chart

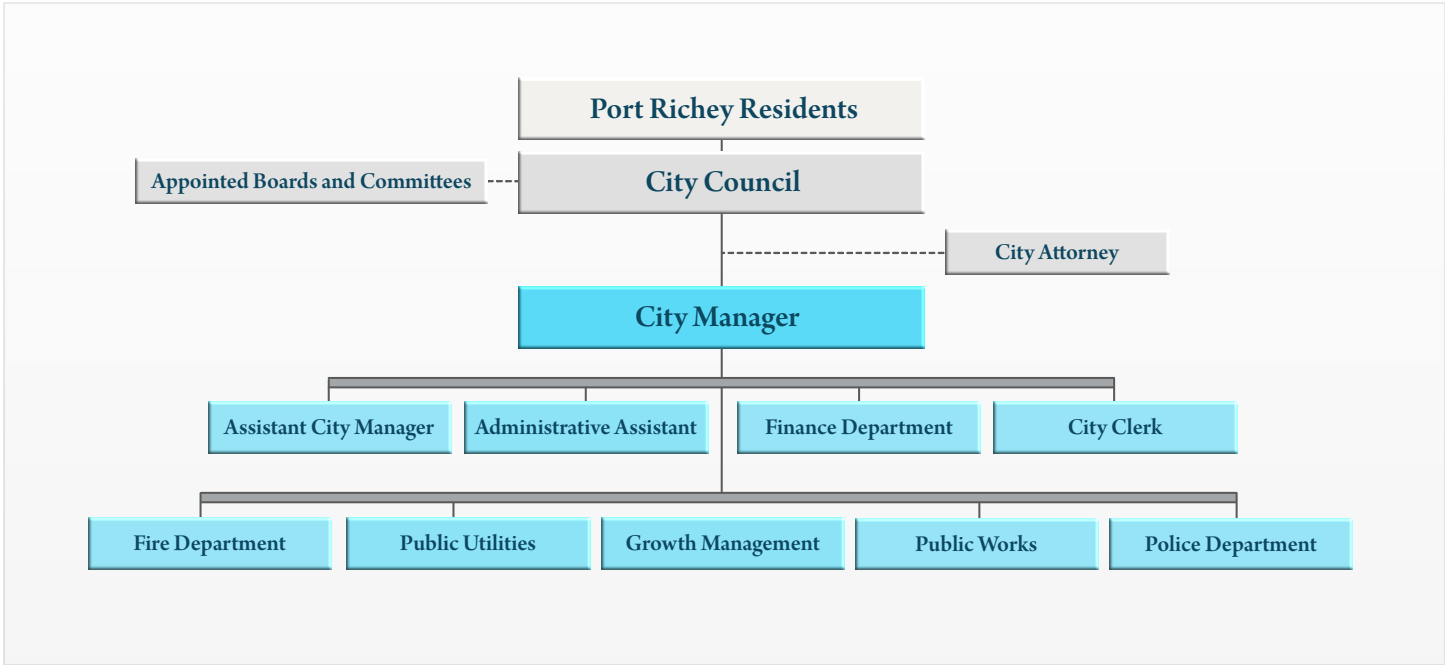
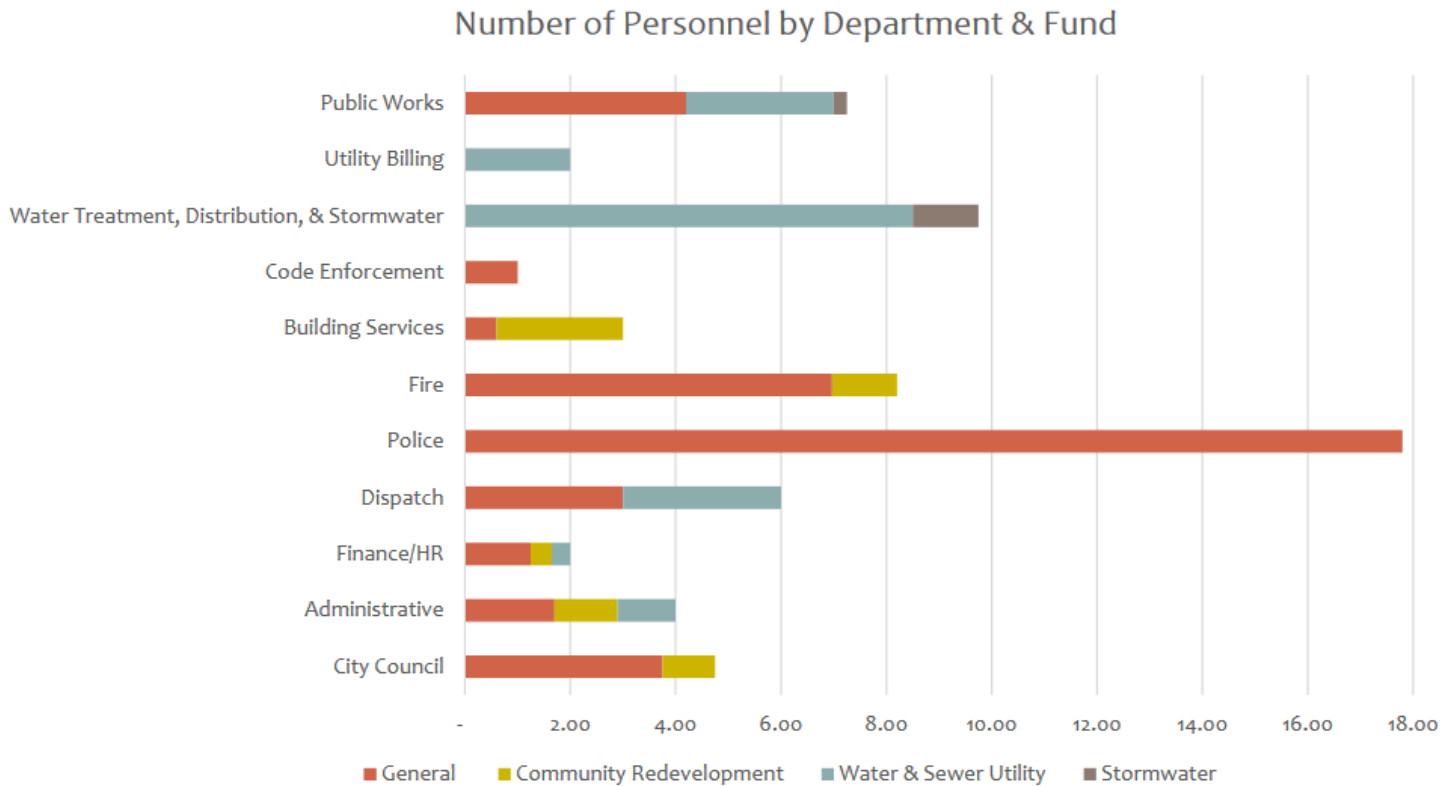


Table 3: Number of Personnel by Department & Fund



Council Member. The Mayor is directly elected and the next mayoral election is in April 2023. Two Council Members will be subject to election in April 2021 and two more in April 2022. All are elected at large. In the case of Council Members, the first and second place finishers in each election become members of the City Council. The city does not have term limits. The current Council Members are all relatively new to office, the longest serving one being in his second term. They work fairly well together, have a genuine respect for city staff, and are dedicated to improving the city's reputation.

The City Manager serves at the pleasure of the City Council and is solely responsible for the day-to-day operations of the city, including the City Clerk. The City Attorney is hired by the City Council and reports directly to it.

The City provides a full range of municipal services, including police, fire, public works, parks and recreation, building and code enforcement, planning and zoning, and general administration services. The City also provides water treatment and distribution, wastewater collection, and stormwater management.

The 2019-2020 General Fund Revenue Budget is \$6,283,151 and the Total Budget is \$11,943,309. The difference is composed of the Community Redevelopment Fund (\$1,362,388), Capital Improvement Fund (\$506,654), Water & Sewer Utility (\$3,680,640) and Stormwater (\$210,476). See Figure 1 on page 5 for organizational information of Port Richey.

Overall, Port Richey has approximately 60 employees (excluding the City Council). See Table III (bottom of page 5) for a breakdown of employees by department and fund.

City employees are represented by one of two unions. The Police Benevolent Association represents the police officers and the Communications Workers of America represents the general employees.

The Challenges and Opportunities

Port Richey's first challenge is perception. Unfortunately, the recent issues with the prior Mayor and Vice Mayor are not its first. The current

Council and staff are committed to honest, transparent, and good government, but it will take time and effort for perception to catch up with reality.

The second challenge is improving the infrastructure in the Waterfront District. As noted earlier in this document, the city has work underway to improve the sidewalks, parking, directional signage, lighting, and streetscaping. The result will be a more attractive and better functioning District. The challenge is to manage the project to its completion and then manage the resulting anticipated influx of residents and visitors.

A related challenge will be that as the waterfront is improved, it will become increasingly attractive to redevelopment. Residents are generally not opposed to growth, but they want smart growth—the kind of growth that will preserve Port Richey's character and small-town feel. Making sure that happens will require care and diligence.

The fourth challenge is financial. While the city is generally in good financial shape and has solid fund balances, resources are tight. COVID-19 will likely have a negative impact on at least sales tax revenues. Fortunately, these are a small part of the city's revenues, but any loss in revenue will be a challenge.

Fifth, the city's canals and waterways are somewhat controversial. Historically, they have not been properly maintained. As a result, many need to be dredged. The problem is the latest estimate of the cost to do so would be around \$13 million. Further, many residents do not live on the waterways and do not want to be taxed to dredge them. Resolving this issue will require a great deal of patience, skill, and diplomacy.

Sixth, while it is not clear yet what impact the current pandemic will have on city finances, it is anticipated that they will be reduced. The question is, how much, and to what extent adjustments will need to be made.

Finally, although far from unique to Port Richey, social media can be a nuisance when it is used to spread misinformation. The city needs to be constantly vigilant and correct erroneous information as soon as it appears.



The Ideal Candidate

The City is looking for an achievement oriented, highly motivated leader and manager. He/She will be dynamic and seasoned with a fresh perspective. The individual will have outstanding communication skills and a “can do” attitude. The ideal candidate will keep the elected officials well informed and present them with recommendations, as well as options. The new manager will be a valued advisor. The individual will have opinions and not be afraid to share them. The Council is not looking for a “yes” man or woman. He/she will be visionary yet down to earth and practical—someone who is receptive to criticism. The manager will focus on solving problems and then move on to the next issue.

Personally, the ideal candidate will be honest, open, transparent, approachable, friendly and outgoing. Outstanding people skills will be important. The manager will develop a presence in the community, be accessible to the public and the media, and promote the city in a positive way. He/she will realize some citizens are skeptical and that their trust will need to be earned. Further, the individual will recognize both the good and the harm social media can do. When faced with negativity, he/she will stand up in a polite and respectful way and correct the record. The manager will not be someone who sits behind his/her desk all day and directs traffic. Rather he/she will spend time in public settings, meeting with residents and businesses, listening to their concerns and actively working towards resolving them.

The individual will have outstanding skill in communication. He/she will be able to break complex issues into simple pieces and explain them in terms that everyone can understand. The ideal candidate will realize that listening, tact and finesse

are often more important than simply providing the correct answer. The manager will believe strongly in providing outstanding customer service and lead by example. He/she will understand how to work with people and to resolve problems in a timely manner. The customer is not always right but does deserve to have his/her concerns heard and for the city to make an effort to resolve them

The individual will work collaboratively with staff and not by just providing direction and delegating, but by empowering them. Micromanagement will not be a word in the manager's vocabulary. Instead he/she will mentor, set priorities, provide resources, have high expectations and expect deadlines to be met. At the same time, there will be no question who is in charge. He/she will value accountability and ensure that, once a decision is made, everyone on staff supports it and follows it. The manager will have a healthy sense of impatience. He/she will expect projects to move and hurdles to be overcome.

The individual will be a strategic thinker and planner. He/she will be able to look over the horizon, anticipate future areas of concern, and take action to resolve potential issues before they become problems. Strong analytical skills will be important. One of the first things he/she will do is assess the organization to ensure it is operating as efficiently as possible and the right people are in the right positions. The ideal candidate will be savvy technologically and seek new technologies to improve the daily workflow.

Knowledge of, and experience with, intergovernmental relations will be important. Port Richey is a small city. To maximize its impact on many issues, it will need to partner with nearby cities, the county, the state and the federal government. Part of that will be experience obtaining grants and earmarks to help move the city's projects forward. Another important area will be protecting the environment. Port Richey's water features and surrounding land areas are a key component of what make it the special place it is.

The ideal candidate will have a bachelor's degree in business administration, public administration or another area related to city management. The best candidates will have at least five years of experience as a City Manager or Assistant and expertise in local government planning, budget, and economic development/redevelopment. Florida experience is preferred but not mandatory.

The City is looking for someone who will view Port Richey as a destination and not a steppingstone. Ideally the candidate will stay with the city for at least five years and preferably 10.

Compensation

The salary range is \$100,000 to \$130,000. Actual salary will depend on qualifications and experience. Benefits are excellent. The City Manager will be part of the Florida Retirement System.

The Most Recent City Manager

The most recent City Manager served the city for eight years from 1996 to 2004 and came out of retirement in 2016 to serve again on an interim basis. That turned into an almost four stint before he retired again in June 2020. He simply felt it was time to resume retirement.

Residency

The City Manager does not need to be a resident of the city and may reside outside its boundaries with the approval of the City Council. That said, it would be hard to find a better place to live.

How To Apply

Please e-mail your resume and cover letter to Recruit42@cb-asso.com by August 21, 2020. Questions should be directed to Colin Baenziger at (561) 707-3537 or Rick Conner at (915) 227-7002.

Internal Candidates

No internal candidates are expected to apply.

Confidentiality

Under Florida's public records act, once an application is submitted, it is deemed a public record. As a practical matter, we generally do not expect media coverage until after the semi-finalists are named.

The Process

Applications will be screened between the closing date and September 7th. Finalists will be selected on September 8th. Ideally, a reception and interviews will be held on September 17th and 18th. A selection will be made shortly thereafter.

Other Important Information

The City of Port Richey 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

For additional information about the city visit:

<https://cityofportrichey.com/>

COLIN BAENZIGER & ASSOCIATES
EXECUTIVE RECRUITING

