



Sarasota, Florida

Permanent Population 51,917 per 2010 Census | Daytime Population is approximately 80,000 | Seasonal Population reaches 150,000

Located on Florida’s Gulf Coast, the City of Sarasota is an internationally recognized destination known for its arts and cultural excellence, exceptional healthcare facilities, premier educational institutions, diverse recreational opportunities, and the vibrancy of its downtown. It is a place whose reputation far exceeds that of a city its size, and still retains its small town feel. As its vision statement reads, Sarasota is a place “Where Urban Amenities Meet Small Town Living.”

Some of the City’s accolades include:

- The “Best Small City in America” (Money Magazine)
- Fourth best U.S. city with a population between 50,000 and 100,000 in terms of sustainability and livability (Smarter Cities)

- One of the 100 Best Communities for Young People (America’s Promise Alliance)
- Fourth “best place to reinvent your life” (AARP), Best “spring break destination for families” (Livability.com)
- Fifth best Small City for the Arts (American Style Magazine)
- Second on the list of “great places to buy a home” (US News and World Report).

Sarasota offers amenities for everyone. For example, The Ringling Museum of Art has one of the world’s finest Baroque art collections, and the Van Wezel Performing Arts Center was the first major performing arts hall in Florida. With outstanding public support,

Sarasota boasts a performing arts community that employs more artists per capita than any city in the United States except New York. Additionally, other performing arts groups include a symphony orchestra, an opera company, the ballet, and six professional theaters. Sarasota also hosts internationally renowned arts festivals that include, among others, the Ringling-Baryshnikov International Arts Festival, the Sarasota Music Festival, Sarasota Film Festival, the Perlman Music Festival and La Musica Festival. For sports lovers, the Baltimore Orioles make Sarasota its home for spring training and the Suncoast Offshore Grand Prix features world-class powerboat racing.

The Community

Sarasota offers several choices in higher education such as: New College (ranked 11th on Forbes' list of "Top 110 Best Buy Colleges for 2011"), the University of South Florida's Sarasota-Manatee, and the Ringling College of Art and Design. Healthcare is excellent. Sarasota Memorial Hospital has been ranked as one of HealthGrades America's 50 Best Hospitals every year since 2007. Sarasota also offers a wide variety of housing options and its public schools are excellent.

Climate, Commerce, Demographics and Geography

Sarasota's climate is classified as humid subtropical and has short, mild winters and long, hot summers. Most of the year's rainfall is from June to September. Monthly average high temperatures range from 72°F in January to 91°F in July and August. Monthly average lows vary from 51°F in January to the low 70s during the summer. The year round average is 72°F.

Sarasota's economy is driven by education, arts, tourism, and financial services. Over a million people visit the community each year. The City is also a mecca for international investors.

Even with a median age of 44, Sarasota is a popular retirement destination. The population is 77% White,



16% African American, and 7% diversified races. High school graduates comprise 87% of the population, and 27% have a Bachelor degree or higher. The median household income is a little over \$40,000, but 19.9% fall below the poverty line.

Sarasota lies on the Gulf of Mexico conveniently located south of Tampa and north of Fort Myers. The land is largely flat and covers 25.9 square miles.

The Government

The City of Sarasota follows the “Commission - Manager” form of government and is overseen by five Commissioners. Two are elected at-large and three are elected from single-member districts. All elections are nonpartisan. In April of each year the Commissioners select a Mayor and Vice Mayor from among their members.

The City Commission appoints a City Manager, a City Auditor/Clerk (who oversees the Information Technology and Public Information) and a City Attorney. The City Manager must be appointed by a vote of 4 of the 5 Commission Members but can be removed by an affirmative vote of three members.

The City is fiscally conservative and is careful to provide services and facilities that reflect community priorities and goals. Sarasota is a full-service city offering the following services: Culture and Recreation, Economic Development, Neighborhood Development Services, Parks and Landscape Maintenance, Parking, Police and Transportation (streets and highways) Solid Waste, Water and Sewer. It also operates and maintains the following facilities: Golf Course, Municipal Auditoriums, Recreation Center and the Van Wezel Performing Arts Hall. Fire/Rescue service is provided through the County.

The City’s millage rate for 2011/2012 is 2.9249. The total budget is \$174 million: \$55.1 million general fund, \$25.7 million special revenue funds, \$8.9 million debt service, \$62.8 million enterprise funds, \$15.4

million internal services funds, and \$6.1 million for the Other Post Employment Benefit (OPEB) trust fund.

The City has two unions, the Police Benevolent Association and the Teamsters. The latter represents general employees.

The Challenges

First, in 2001 property taxes levied were \$12,317,391, peaked at \$32,724,339 in 2008 and declined to \$22,996,619 in 2012. A balance must be found between the reduction in available revenues and maintaining high quality services for residents and businesses.

The second challenge is the cost of current pensions. While all new general employees participate in a defined contribution plan, all existing employees (and all police officers) participate in a defined benefit. The issue is that pension costs are 60% higher than they were just a few years ago. The City is also responsible for the pension costs of firefighters who previously worked for the City but were merged into the County system.

A third challenge is meeting the public’s expectations of high level service without raising taxes, even though staffing levels have been reduced 24%.

The fourth challenge is a long history of compatibility issues, between neighborhoods and the development community.

Finally, succession planning is an issue that needs to be addressed as more senior employees prepare to retire.

The Ideal Candidate

Sarasota’s ideal candidate for City Manager will be an outstanding leader. The manager will be flexible, proactive, responsive and involved – always promoting the City of Sarasota. Financial and

communications skills are a must. He/she will be achievement-oriented, visualize and assess issues, and implement solutions.

The City Manager will implement the Commission's priorities and set high standards for the organization. He/she will mentor and delegate appropriately, and engender respect and accountability. The individual will serve as a liaison between elected officials and the staff, and be active in the community.

Skills in economic development, finance, and building public and private partnerships will be important. Intergovernmental relations, collaboration and community partnerships will also be critical. The next City Manager will have a proven track record for balancing the needs of the various elements of the community.

The ideal candidate will have a minimum of ten years in local government management. Those with comparable management experience in the private sector or the military will also be considered. A Bachelor's degree in administration, management, or a related field is required. A Master's degree is preferred; ICMA Credentialed Manager is a plus. Finally, Sarasota's next City Manager should plan on long-term employment with the city.

Compensation

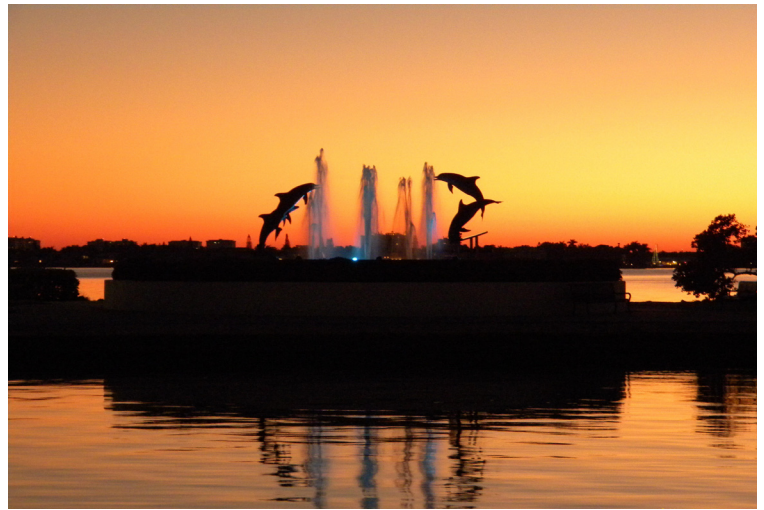
The salary range is from \$150,000 to \$180,000. Benefits are very good.

Residency

The City Manager is required to reside in the City.

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 divulge applicant names until after the closing date. We do expect media coverage of this search as it progresses.

How to Apply

E-mail your resume to Recruit23@cb-asso.com by April 20, 2012. Faxed and mailed resumes will not be considered. Questions should be directed to Colin Baenziger at Colin Baenziger & Associates at (561) 707-3537.

The Process

Applications will be screened between April 21st and May 29th. Finalists will be selected in late May and interviews of the finalists held on June 15th and 16th with a selection shortly thereafter.

Other Important Information

The City of Sarasota is an Equal Opportunity Employer and encourages minorities to apply. It values its quality of life and is committed to serving its residents and businesses.

COLIN BAENZIGER  ASSOCIATES
EXECUTIVE RECRUITING

