

City Manager Position Available - Apply by August 27, 2014



THE SUNSET CAPITAL OF FLORIDA

Welcome to St. Pete Beach! Located on a barrier island in the Gulf of Mexico just west of Tampa / St. Petersburg in Pinellas County, St. Pete Beach is a special place, a lively community of almost 9,500 residents. Originally one of the four keys that made up the Tampa Bay Beaches, the City has developed its own identity and become a vastly popular vacation destination. Its amazing beaches, welcoming atmosphere, wonderful dining and recreational opportunities beckon to all of us. In fact, the New York Times recently called it a place you need to visit. All of this means, of course, it is also become a great place to live, play and be the City Manager.

Bordered on the west by the Gulf of Mexico St. Pete Beach is known as “The Sunset Capital of Florida” and was voted the #1 Beach in the country in 2012. It is also a place of extraordinary potential. Ground zero for the local hometown democracy movement, the City did not redevelop the way many of the highly desirable communities did during the boom preceding the Great Recession. (See the following section for more information).

Now that the issues are largely settled and the economy is returning to form, the City offers many, many opportunities. While it is not a blank canvas, it is one where significant portions remain to be painted - and with the right leadership, St. Pete Beach can both maintain its small town

family feel and become an even more popular and prosperous community.

Tourists are appreciated and the commerce they bring is the life blood of many of St. Pete Beach's attractions. For example, located on the skinny southern end of St. Pete Beach is the community of Pass-A-Grille, one of the most storied beach communities in Florida. Named for 18th century "grillers" who dried fish on its white sands, it is a mecca of quirky shops, cedar cottages and colorful gardens. It is a great place to relax, take in the incredible sunsets and enjoy the charm of an old style Florida fishing community.

In many ways, St. Pete Beach is the heart of everything and not just the attractions of Florida's Gulf Coast. To start with, it is renowned for its access to fishing and you can find grouper, snapper and kingfish to mention but a few. Chartering a boat is simple for fishing or snorkeling. Jet skis are popular and para-sails are common sights.

Nor are the big city lights far off. Downtown St. Petersburg is a mere five miles northeast and the heart of Tampa is just a bit further. A ten minute drive takes you to Tropicana Field where MLB's Tampa Bay Rays play. Twenty minutes further puts you at the Raymond James Stadium, home of the NFL's Tampa Bay Buccaneers or to the Tampa Bay Times Forum for the NHL Tampa Bay Lightning. Or if you prefer college athletics, the University of South Florida's campus is in Tampa. And just a little further, 100 miles northeast on I-4, are the many popular tourist attractions of the Orlando area.

Culturally, neighboring St. Petersburg offers its famed arts district, the Museum of Fine Arts, the Great Explorations Children's Museum, the St. Petersburg Museum of History, the Holocaust Museum, and the Salvador Dali Museum (which houses the largest collection of Dali's works outside of Europe). Meanwhile nearby Tampa offers the David A. Straz Jr. Center for the Performing Arts, Tampa Theatre, Gorilla



Theatre, the MidFlorida Credit Union Amphitheatre and the Florida State Fairgrounds. Performing arts companies and organizations which call Tampa home include the Florida Orchestra, Opera Tampa, Jobsite Theater, Master Chorale of Tampa Bay, Stageworks Theatre, Spanish Lyric Theater, and the Tampa Bay Symphony.

Like everything else, travel is easy from St. Pete Beach. Two major airports, Tampa International and St. Petersburg Clearwater International Airport, are nearby. If you like to cruise, the Port of Tampa (40 minutes to the northeast) offers many opportunities in the Caribbean and the Gulf of Mexico.

Housing in St. Pete Beach is not inexpensive but is below its peak of just few years ago so now is a good time to buy. A well maintained three bedroom/two bath 1960s rambler (not on the water) will cost between \$450,000 and \$650,000. Prices go up from there. Public K-12 education is provided by Pinellas County and schools are located in St. Petersburg. Pinellas County is opening a Technology elementary school next month in St. Pete Beach. There is also a private school located in the community. All are reasonably well regarded. Within a twenty mile radius of St. Pete Beach are a public college and university campus, a private college, a law school and adult education centers. Finally, Pinellas County operates an excellent public transit system that serves the beach communities.

The key to St. Pete Beach, however, is its residents. They are friendly, regular people who love their community. They value and enjoy safe, healthy and attractive neighborhoods with a family-friendly beach community atmosphere. What they need now is a strong and innovative City Manager to work with the elected officials to guide the City into a bright future.

History

St. Pete Beach was first settled by the Timucuan Indians around 300 A.D. The Spanish began arriving in 1528. Slowly the area became populated by Europeans and their descendants who primarily lived in beach shacks and eked out a living by fishing and harvesting turtles.

Around 1900 St. Petersburg experienced a land boom which brought weekend tourists to the beaches. In 1919 the first bridge was built from the mainland to Long Key. Another bridge was built in 1923. In 1928, the grand Don

CeSar Hotel opened and in 1937 the beaches saw their first store open. In 1957 the four communities of Pass-a-Grille, Don Ce-Sar Place, Belle Vista Beach and St. Petersburg Beach came together and created the City of St. Petersburg Beach. In 1994 voters agreed to change the name to St. Pete Beach.

One of the more interesting chapters in St. Pete Beach's history began in 2005. At that time the City's five-member city commission was debating changing the town's Comprehensive Plan, including incentives to lure additional hotels. The result would have been to increase the amount and density of development.

Many residents were uncomfortable with these changes and formed a group called Citizens for Responsible Growth. They collected enough signatures to get a series of city charter amendments on the city ballot. These amendments would require voter approval for height increases and other changes to land use plans. In November 2006, after several law suits, voters narrowly approved most of the changes to the city charter. The result was that St. Pete Beach became the first city in Florida where development decisions were made by a vote of the residents.

In 2010 after a great deal of contention, more lawsuits and over \$700,000 in legal bills, the City's voters reversed themselves and returned the authority to approve land use changes and the like to their elected officials. Since then the anti-growth element has continued to fight to stop change and the result has been a lost decade in terms of redevelopment.

Climate

St. Pete Beach's climate is considered humid, subtropical with mild winters and warm, wet summers. Summer temperatures are high and can lead to warm nights. The City does experience a rainy season peaking in the summer months. Hurricanes are possible but infrequent. The coldest month is usually quite mild although frosts do occur from time to time. See Table I on page 4.

Demographics

In terms of age, St. Pete Beach's population skews somewhat towards the upper end of the age spectrum reflecting its popularity with retirees. Approximately

Table I: Temperatures and Precipitation for St. Pete Beach

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average High °F	70	71	76	81	86	89	90	90	89	84	77	72
Average Low °F	53	54	59	64	70	74	76	76	75	68	60	54
Precipitation Inches	2.3	2.8	3.4	1.6	2.6	5.7	7.0	7.8	6.1	2.5	1.9	2.2

Source: Weatherbase

15% of the population is under 25 years of age, 45% lie between 25 and 60 and 40% is over 60. The median age is 54 years which is significantly above the national median age of 37.2. The City’s population is approximately 96% White, 1% African American, 1% Asian, and 2% other. Overall, Hispanics (of all races) constitute 4% of the population. 66% of the homes are occupied by their owner. 91% of the City’s population over 25 years of age graduated from high school and 16% from college. The median household income is \$58,268. 11% of the population fell below the poverty line.

Commerce

Fueled by tourism, the service sector is the largest employer in the area, followed by manufacturing, government, retail and finance. Excluding government and retail, the following are the ten largest employers in the St. Petersburg area.

Government

Table II: Principal Private Sector Employers in St. Petersburg

Rank	Employer	# of Employees
1	Raymond James & Associates	3,100
2	All Children’s Health System	3,000
3	Home Shopping Network	2,900
4	Bayfront Medical Center, Inc.	2,000
5	BrightHouse Networks	1,800
6	FIS Management Services	1,700
7	St. Anthony’s Hospital	1,600
8	Jabil Circuit	1,400
9	Transamerica Life Insurance Company	1,000
10	Franklin Templeton Investments	900

Source: St. Pete Beach 2013 CAFR

The City follows the Mayor - Commission form of government with an appointed City Manager who is responsible for the overall daily operations of the City. The Commission consists of a Mayor and four Commissioners elected from geographic districts. Terms are staggered with the Commissioners serving two year terms while the Mayor has a three year term. There are no term limits. Two Commissioners and the Mayor were elected in 2014 and one Commissioner was appointed in May 2014, taking the place of a Commissioner who was elected in May 2013 and resigned. That means that currently there are three new Commissioners, a new Mayor and a Commissioner with less than two years of service.

All are bright, have the best interests of their community at heart and seem to work reasonably well together. They respect the staff and want a City Manager who will stay for at least five years.

The City offers a typical range of services including fire/EMT, building and code enforcement, planning, public works, library and recreation departments. Police services are provided by the Pinellas County Sheriff. The City has 68 full-time and 20 part-time employees. The FY 2014 General Fund budget is \$25,568,200. Property taxes comprise about 20% of revenues and service charges 25%.

The City employees are unionized. The firefighters are represented by the International Association of Fire Fighters (IAFF) and the general employees by the Communication Worker of American (CWA).

The Issues

Although resources are constrained, the City is on solid ground with near average fund balances and reserves. The next Manager will be expected to husband those resources carefully and to ensure they are used wisely. Part of that effort will be to review and optimize the City's organizational structure and business processes. That will also include closing any gaps in accountability and ensuring transparency.

The longest tenured member of the current Commission has served less than two years. Though the Commission is new, every one of them is very knowledgeable, professional, and dedicated. They are learning to work well together but need a knowledgeable Manager to help build and be part of the team. They truly want to determine policy while allowing the Manager to run the day-to-day.

Being landlocked, redevelopment (replacing what is there) and revitalization (using and enhancing what is there) are both top priorities. The City's Comprehensive Plan (which was approved through a vote of the citizens) has been on hold for ten years, mired in ongoing lawsuits. As a result developers have been reluctant to move projects forward. Fortunately, an end seems to be in sight and, with the City's enormous potential, the City is ready to blossom. Still, this re/development must be balanced with the residence's expectations and desires. Maintaining the current high quality of life here is extremely important to them.

Over that past decade, the City has not kept up with the necessary infrastructure maintenance. As a result, some catching up is needed. Some is already underway (particularly with the sewer pumping stations) but more needs to be done. These upgrades will ultimately provide a launching pad for development and redevelopment.

The good news is that, as one Commissioner put it, "the pieces are now in place" and as a result, the Manager will have a great opportunity to help lead the City into a new era.

The Ideal Candidate

The City is seeking a candidate who has a demonstrated record of achievement to partner with the City Commission in making St. Pete Beach a first class city,

while retaining its idyllic "small town" feel. The individual will have strong listening skills and serve as an advisor and sounding board for both the elected officials and residents. The Commission is not looking for a "yes" person but someone who will provide his/her honest professional advice and recommended options in a diplomatic fashion. The individual will need to tell the elected officials (and residents) what they need to hear, not what they want to hear. The ideal Manager will offer suggestions / guidance and help build consensus. Further, the Manager will provide the same information to all the elected officials at the same time, and believe strongly in transparency, all to assist in earning the public's trust. He/she will have a good sense of humor and understand politics but not be involved in them.

The ideal candidate will be someone who has high (but not unrealistic) expectations for the staff and the organization. He/she will set forth priorities, delegate and then step back and allow those responsible to achieve the results. The individual will be a mentor and recognize that while no one is perfect, accountability and results are key to the success of the organization. Overall the staff is strong and needs a leader, not a micromanager.

The ideal candidate needs to be proactive, innovative, compassionate, creative, and demonstrate integrity and a passion for their work – visualizing possibilities where others see stumbling blocks. He/she absolutely must have a high degree of integrity and honesty. Focusing on team building, performance, accountability, staff mentoring, and positive acknowledgement with feedback is equally important. In the current media environment, it will be important for the individual's conduct, both past and future, to be above reproach.

The next Manager will have a wide array of skills. First and foremost the individual must be an outstanding leader and manager. The Commission is looking for someone to implement his or her vision carefully and efficiently. Potential new sources of revenue are on the horizon, but managing what exists efficiently and effectively, will be very important for the next few years.

Balanced redevelopment and revitalization is where the City's future lies. Therefore, having a track record of demonstrated success in economic development and redevelopment and an understanding of the intricacies and impact on residents will be important. Strong financial

skills are another area of critical importance as is a solid background in infrastructure and capital project administration.

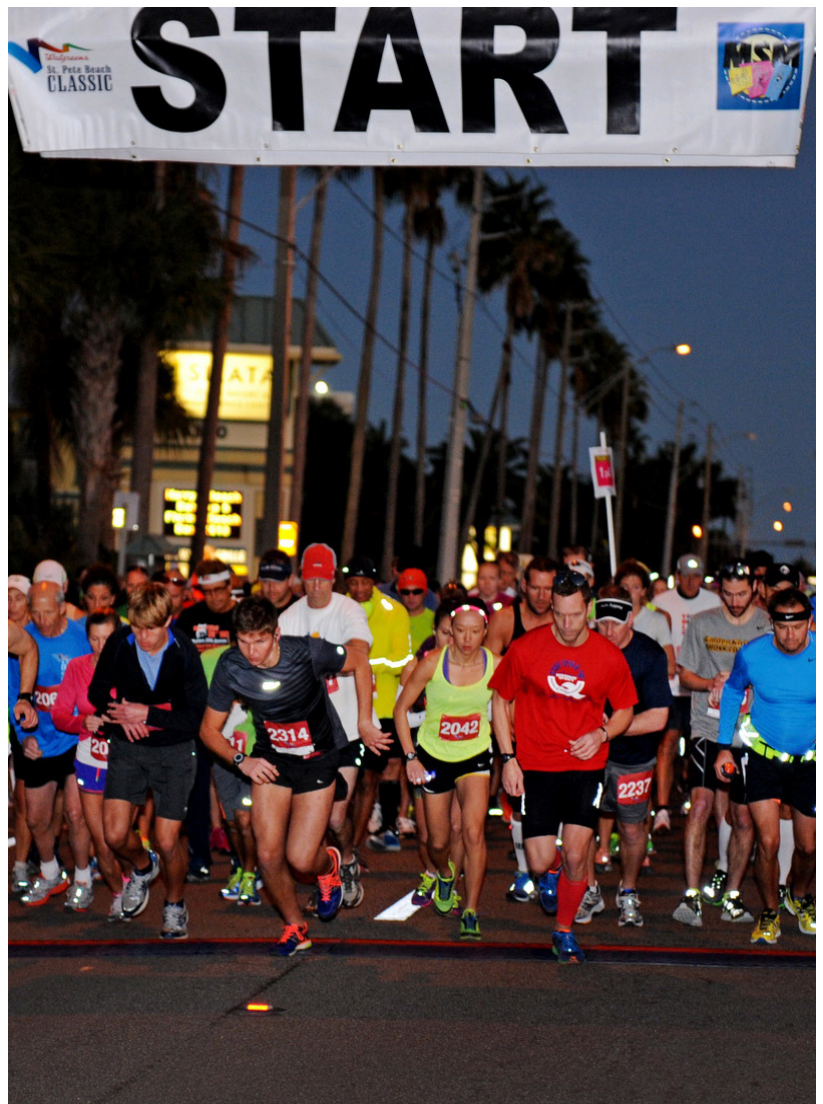
The next Manager will also need to have outstanding communications skills (including listening, diplomacy and finesse). These skills will also include being able to break down highly complex issues into simple pieces that everyone can understand. Further, the individual will be just as comfortable talking to corporate executives as to day laborers.

The next Manager needs to possess outstanding analytical abilities. While the Commission does not believe anything is seriously broken, it does want the Manager to take a good look at the operation and find ways to improve efficiency. It feels there are always ways to improve. Knowledge of information systems and their application is a plus.

The new Manager needs to remember that the Commission members are all very high energy and he/she will need to work hard just to keep up. Expectations for the Manager are high. Being promptly responsive will be a key to success and the elected body expects their residents will receive only the best. Hence the new Manager will need to believe strongly in customer service and ensure residents receive only the best.

Experience in Intergovernmental Relations will also be important. Being landlocked and on an island, the neighboring communities and the County can at times have significant and uncontrollable impacts on the community. The next Manager needs outstanding antenna and be constantly aware of issues in neighboring communities and the County. He/she will also need to be sure St. Pete Beach does not miss out on opportunities to get its fair share of the appropriate resources. A background in labor relations and union negotiations will be important as well.

The ideal candidate will have a minimum of ten years of progressive experience in public



or private sector management, and at least five years as executive level manager overseeing at least 50 employees. Prior management experience in politically complex situations is required.

A Bachelor's degree in business administration, public administration or a related subject area from an accredited college or university is required and a Master's is preferred. Being an ICMA credentialed Manager is a plus but not a requirement.

Current City Manager

The City is currently being served by an Interim City Manager (the Administrative Services Director) who will not be applying for the permanent position. The prior Manager left after serving 12 years as City Manager.

Compensation

The anticipated starting salary will be between \$100,000 and \$140,000 per year and generous fringe benefits are anticipated.

Residency

Residency within the City limits is not required but most of the City Commissioners feel it is in the City's best interests for the Manager to reside within its boundaries.

How to Apply

E-mail your resume to Recruit42@cb-asso.com by August 27, 2014. Faxed and mailed resumes will not be considered. Questions should be directed to Rick Conner at 915-227-7002 or Colin Baenziger at (561) 707-3537.

The Process

Applicants will be screened between August 28th and September 22nd. Finalists will be selected on September 29th. Interviews will be held on October 10th and 11th with the selection of the City Manager occurring shortly thereafter.

Other Important Information

The City of St. Pete Beach 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 the City of St. Pete Beach, visit: www.stpetebeach.org.

COLIN BAENZIGER  ASSOCIATES
EXECUTIVE RECRUITING