



— POSITION AVAILABLE —

Economic Development Director Apply by May 3, 2024

Welcome to St. Johns County, a coastal paradise abounding in lush greenery, beautiful beaches, a booming economy, a deeply rich history, and a family-friendly environment. The area has rightly received much praise and recognition nationally and internationally. The County is located in northeastern Florida, just 35 miles south of Jacksonville and 74 miles east of Gainesville. St. Johns County is home to the famed cities of St. Augustine and St. Augustine Beach, as well as multiple unincorporated communities. Niche.com ranked St. Johns County #4 out of 67 for Best Counties to Live in Florida and #55 of 2,768 for Best Counties to Live in America (2023). Teeming with Florida sunshine, outdoor activities, family events, and kindhearted neighbors, it's a place that many love to call home.

Ranked #2 for Best Counties for Outdoor Activities out of 67 Florida counties (Niche, 2023), it is more of a question of what can't be done in St. Johns County. Fishing, kayaking, hiking, biking, boating, and camping are all easily accessible recreational activities. Outdoor enthusiasts will want to explore Matanzas State Forest, a 16,000-acre forest and wetlands conservation area with trails and multiple campsites. Faver-Dykes State Park is another outdoor destination where people can hike, birdwatch,



rent canoes, or go on a picnic. Guana Tolomato Matanzas National Estuarine Research Reserve and Deep Creek State Park also offer fresh air, picturesque landscapes, wildlife, and activities for the entire family.

St. Johns County offers 42 miles of coastline and reveals a vast array of beaches, such as Ponte Vedra Beach, Crescent Beach, and Mickler's Landing. Relax and unwind on the sandy shores of these beautiful beaches where the family can surf, build sandcastles, collect seashells and shark teeth, take a boat tour to watch dolphins and sea turtles, or simply enjoy the sound of the waves while reading a book under the sun.

Golfers have several great options for tee time, including the St. Johns Golf Club or the famed King & Bear Golf Course at World Golf Village. For those looking to play team sports, there are several choices for both adult and youth leagues and teams, such as basketball, volleyball, softball, and pickleball. Veterans can even find veteran-specific programs, including archery, paddleboarding, art, and kayaking. Families will enjoy events at the St. Johns County Fairgrounds. With over 90 acres of land, you can play its 25-hole disc golf course, visit the nearby St. Johns County Equestrian Center, and stay at the RV-friendly campgrounds.

Additionally, St. Johns County boasts over 30 parks, both passive and recreational. Davis Park in Ponte Vedra Beach has 137 acres comprised of six youth baseball fields, four softball fields, three soccer fields, an artificial turf field, a playground, and two dog parks (all lighted). Nocatee Preserve in Ponte Vedra has over three miles of unpaved trails for both hikers and horseback riders. Aberdeen Park in St. Johns is a 21-acre area, complete with two full-size lighted multipurpose fields, three softball fields, and an artificial turf baseball field. Alpine Grove Park is located on the St. Johns River and includes a fishing pier, a one-mile paved handicap and stroller accessible hiking trail, and an orange grove themed playground. A capital improvement project is currently underway at Treaty Park in St. Augustine. The project will provide additional pickleball courts, tennis courts, a new dog park, and additional parking. Amenities at Treaty Park include bocce ball courts, a horseshoe pit, walking trails, a playground, and a 28,000-square-foot concrete skate park with ½ pipes, rails, ledges, banks, and more.

Walking through historic St. Augustine itself is like walking through centuries of history. Known as the nation's oldest city, St. Augustine is a unique mix of Spanish, British, and early U.S. influence. No outing is complete without visiting Castillo de San Marcos National Monument or the double-leaf bascule Bridge of Lions.

Experience the vibrant cultural and performing arts scene of St. Johns County through annual festivals and events celebrating music, art, food, and heritage, such as the Sing Out Loud Festival, the Fort Mose Jazz & Blues Series, the Gamble Rogers Music Festival, and the St. Augustine Celtic Music & Heritage Festival. The St. Augustine Amphitheatre on Anastasia Island seats nearly 5,000 and hosts multiple concerts, bands, and comedic specials throughout the year. Other favorites include the Ponte Vedra Concert Hall in Ponte Vedra Beach and the Limelight Theater in St. Augustine.

For those requiring a more educational experience, you may want to visit the Lightner Museum in St. Augustine, known as "Florida's Smithsonian," due to its five floors and various galleries, or the Lincolnville Museum and Cultural Center (listed with the National Register for Historic Places) which commemorates African American history. The County even enjoys a Ripley's Believe It or Not! museum. You may also want to visit any of the six branches of the St. Johns County Public Library.

Sports fans have many events and great teams to root for. Avid golfers can watch THE PLAYERS Championship each spring at TPC Sawgrass in Ponte Vedra, as hosted by the PGA Tour. Nearby are the Jacksonville Jaguars (NFL), Jacksonville Icemen (ECHL), Jacksonville Jumbo Shrimp (Minor League Baseball team in the International League), and Jacksonville Giants (basketball, ABA). Rugby fans will enjoy the Jacksonville Axemen.

Living in St. Johns County is an exceptional experience. Crime rates are especially low. CrimeGrade gives the County an A+ rating for being in the 95th-percentile for safety amongst other U.S. counties. Education in the county is taken very seriously as St. Johns County School District oversees the area's public schools. The school system is highly rated and well-known for college readiness. Healthcare is also excellent and expanding. The

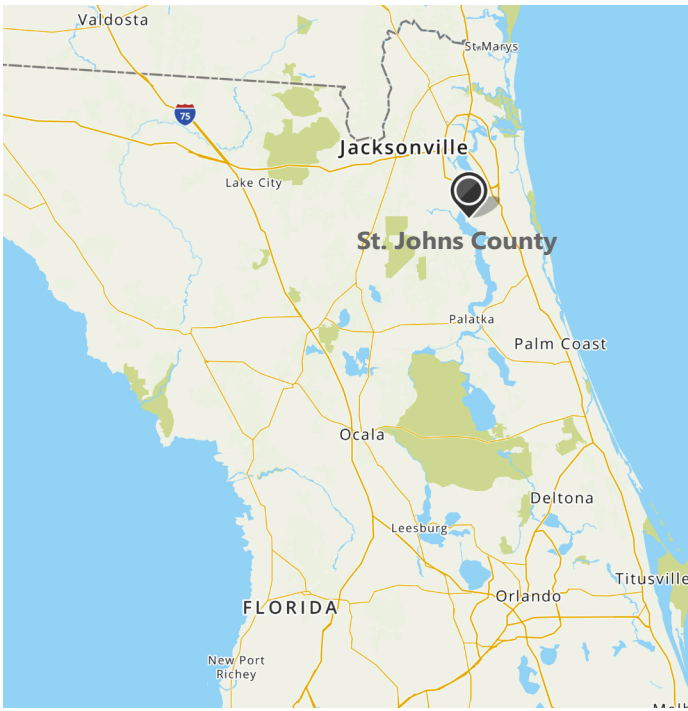


Figure 1: Location of St. Johns County, FL

University of Florida recently announced its plans to build a 42.5-acre health and wellness campus in Durbin Park with the first phase including a 150-bed hospital, medical office building, and ambulatory surgery center. This project is expected to bring over 2,000 new jobs to the area.

Overall, St. Johns County’s median listing home price is \$548,000, with a median sold home price of \$470,000. A beautiful three-bedroom, two-bathroom house with approximately 1,800 square feet may sell for \$499,990. A similar home near the beach and in certain communities may sell for \$1.1 million or higher.

Those seeking higher education have many options easily found within a 150-miles radius. Local campuses include St. Johns River State College and the University of St. Augustine for Health Sciences in St. Augustine. St. Augustine is also home to Flagler College, ranked Second Best Regional College in the South by U.S. News & World Report (2022-2023) and one of the Top 25 Most Beautiful College Campuses in the U.S. by Travel and Leisure (2023). Other colleges include Florida State College at Jacksonville—Downtown Campus (30 miles north), Jacksonville University in Jacksonville (30 miles north), University of North Florida in Jacksonville (25 miles north), Sante Fe College in Gainesville (80 miles west), Daytona State

College with a campus in nearby Palm Coast (40 miles south), Stetson University in DeLand (80 miles south), and the University of Central Florida in Orlando (120 miles south).

Traveling outside of St. Johns County is trouble-free by road, plane, and port. The County contains major roadways like Interstate 95 and U.S. Highway 1, providing easy access to other nearby cities. Various airport options are available like the local Northeast Florida Regional Airport in St. Augustine and the Jacksonville International Airport (47 miles north), which provides over 90 non-stop scheduled flights to 27 US markets. Other airports include Gainesville Regional Airport (72 miles west), Daytona Beach International Airport (70 miles south), Orlando-Sanford International Airport (107 miles south) and Orlando International Airport (135 miles south). The closest seaports are JAXPORT in Jacksonville (36 miles north) and Port Canaveral near Orlando (less than 140 miles south).

St. Johns County abounds in natural beauty, historic heritage, and provides an exceptional quality of life. It is an impressive place to live, work, play, and raise a family.

HISTORY

Originally populated by Native Americans, the area eventually known as St. Johns County was discovered in 1513 by Juan Ponce de Leon. He named it Florida and claimed it for the Spanish Crown. Over the next few centuries, the land passed between many countries’ hands due to various wars and treaties. Though Spain recovered its authority, the country handed over its colonies of East and West Florida to the United States in 1821. Originally comprised of 39,000 square miles, St. Johns County designated the City of St. Augustine as the county seat.

Florida was a territory until it received its statehood in 1845. Less than 20 years later, Florida joined the Confederacy during the American Civil War; however, St. Augustine, remained under Union control. In 1868, Florida was readmitted to the United States.

During the 1880s, Henry Flagler chose St. Augustine to serve as a winter resort for wealthy Americans. His company reshaped much of the City’s architectural look, bringing in many of the highly affluent. Though these crowds were eventually drawn to

other areas in Florida, St. Augustine remained a popular destination for travelers.

The County’s quality of life draws in many who are keen to enjoy Florida’s greatest features. Though no longer as physically large as during its conception, the County has become one of the fastest growing counties in the country. It has two incorporated cities, St. Augustine and St. Augustine Beach. The County also serves multiple unincorporated communities, such as Ponte Vedra, Hastings, Fruit Cove, St. Johns, Summer Haven, and Orangedale.

DEMOGRAPHICS

St. Johns County has consistently experienced population explosions over the past several decades. In fact, its population has more than doubled in the past 20 years. According to the U.S. Census, about 123,135 individuals lived in the County in 2000. That value increased to 190,039 by 2010. During the 2020 U.S. Census, the County’s population size was estimated to be 273,425. Just two years later, that number jumped up to 306,841—an increase of over 33,000.

CLIMATE

Like much of northeast Florida, St. Johns County has a warm, sub-tropical climate. Summers are hot and humid. Temperatures peak in July, with an average high temperature of 90.5°F and an average low of 72.6°F. The area experiences high levels of humidity May through October, particularly during July and August. Winters are quite mild, especially during the day. Average high temperatures in January may reach 65° F, with average lows hitting 45.4°F.

The County also experiences approximately 51 inches of annual rainfall, mostly between July and September. Snowfall is exceptionally rare. Like other areas of Florida, St. Johns County has its fair share of hurricanes.

GEOGRAPHY

St. Johns County is located in northeast Florida, nestled between Duval and Flagler Counties along the East Coast, and is part of the Jacksonville metropolitan area. The County is approximately 822 square miles, comprised of 601 square miles of land and 221

Table 2: St. Johns County, FL Demographics

Distribution by Race		Distribution by Age	
White	80.6%	0 to 15	17.2%
Black	4.9%	15 to 25	10.8%
Asian	3.6%	25 to 45	23.1%
Native American	0.3%	45 to 65	27.7%
Other	10.6%	65 to 85	19.6%
Total	100.0%	Over 85	1.6%
Hispanic Ethnicity (all races)	8.3%		
2022 Estimated Population: 306,841			

Educational Achievements (25 & Over) and Other Statistics	
High School or Higher	95.2%
Bachelor’s Degree or Higher	52.7%
Median Age—St. Johns County	44.3
Median Age—U.S.	38.9
Median Household Income—St. Johns County	\$103,017
Median Household Income—U.S.	\$74,580
Poverty Rate	5.6%

Source: U.S. Census Bureau

square miles of water. Average elevation is 6 meters above sea level. Surrounded by water, the County sits directly between the North Atlantic Ocean to the east and the St. Johns River along much of the County’s western border.

Just 35 miles north of the County is Jacksonville, with Gainesville 74 miles to the west and Orlando less than 120 miles to the south. Both Interstate 95 and U.S. Highway 1 run north-south through the County, as does scenic Florida State Road A1A.

COMMERCE

St. Johns County has a booming economy. In 2023, Niche ranked the County #10 out of 67 for Best Florida Counties for Young Professionals. The St. Johns Board of County

Commissioners is determined to create a robust and healthy economy for its citizens and businesses. With a rapidly growing population, the Board places a great deal of emphasis on being business-friendly and contributing significant resources to economic development and job growth.

THE GOVERNMENT

St. Johns County operates under a Commission-Administrator form of government, with a five-person Board of County Commissioners (BOCC). These Commissioners are elected at large, though each individual represents a different geographical district. Elections are staggered and held during even-numbered years. District seats 1, 3, and 5 will be up for election this year, whereas elections for District Seats 2 and 4 will be held in 2026. Presently, Commissioner Henry Dean representing District 5 is serving his second term and may run in the 2024 elections. All other Commissioners are serving their first term.

Within the Board, members select who will serve as Chair and Vice-Chair—positions which ensure order during meetings without providing any additional voting power. Often, a simple majority is needed to pass various motions and decisions. The BOCC appoints the County Administrator and County Attorney. Voter-elected constitutional officers include the Clerk

of Court, Property Appraiser, Sheriff, Supervisor of Election, and Tax Collector.

For fiscal year 2023, St. Johns County had an adopted total budget of \$1,572,220,112, with an adopted general fund budget of \$407,838,154. For fiscal year 2024, the County has a tentative total budget of \$1,665,664,624, with \$399,177,009 designated for the general fund. The County employs 1,422 employees, and there are no unionized employees.

St. Johns County has multiple departments to serve the community. At the head of the organization is the Office of the County Administrator, who serve the County’s residents and constituents. Many departments report to County Administration, namely: the Deputy County Administrator over Infrastructure, the Deputy County Administrator over Services, Chief of Staff, Human Resources, Intergovernmental Affairs, Management and Budget, Performance and Transparency, and Public Affairs. The Economic Development Director reports directly to The Deputy County Administrator over Infrastructure.

THE DEPARTMENT

Economic development is a top priority of the St. Johns Board of County Commissioners. The Board shares a unified commitment to attract new business development, to expand and diversify the tax base, and to create jobs for local residents.

St. Johns County Economic Development Office is the designated primary partner with Florida Commerce’s Select Florida, the state’s economic development organization. The Economic Development Department office provides assistance to businesses interested in locating and expanding into the County including site selection, incentive negotiation, and other due-diligence requests. There are four positions within the department.

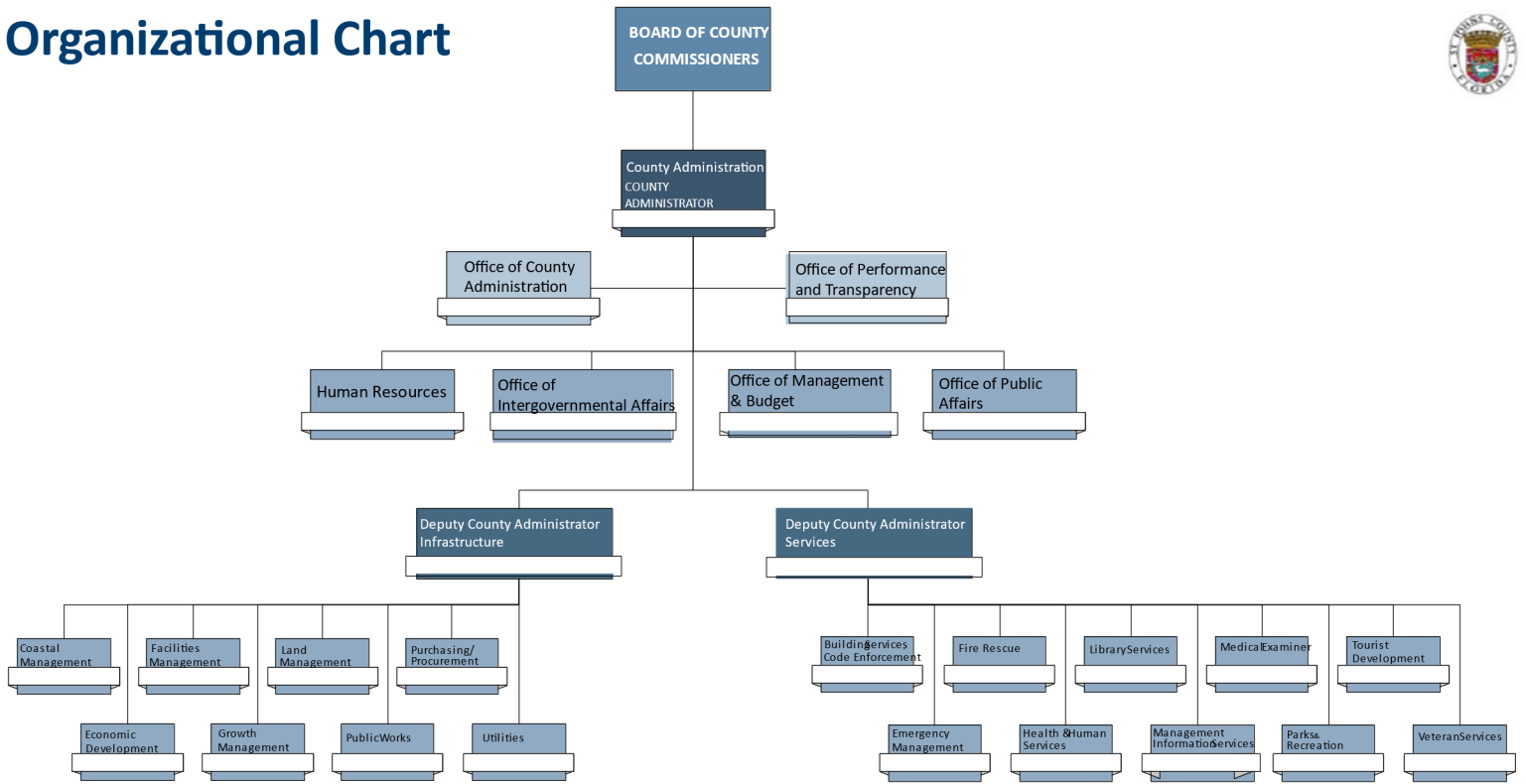
Table 3: Principal Employers, St. Johns County, FL

Employer	Industry	Employees
St. Johns County School District	Education	6,299
Johns County BOCC	Government	1,380
Flagler Hospital	Healthcare	1,221
Northrup Grumman	MFG, Aviation, Aerospace	1,100
Florida National Guard	Military, State	900
PGA Tour, Inc.	Recreational Services	964
St. Johns County Sheriff’s Office	Law Enforcement	816
Florida School for the Deaf and Blind	Public Education	689
Carlisle Interconnect Technologies	MFG, Aviation, Aerospace	650
Ring Power	Construction	560

Source: St. Johns County, FL 2022 ACFR

FIGURE 2: ST. JOHNS COUNTY GOVERNMENT—ORGANIZATIONAL CHART

Organizational Chart



Coordinated efforts through the County, the St. Johns County Chamber of Commerce, the Industrial Development Authority (IDA), and other resource partners bring a team approach to positioning St. Johns County as a highly desirable location of choice for business expansion and relocation.

THE CHALLENGES AND OPPORTUNITIES

The good news is the County is dedicated to providing the Economic Development Director with the resources that he/she needs to bring business to the community. It is willing to work with businesses to help them through the development process. It wants to be a help, not a hurdle.

First, the County has not employed an Economic Development Director in four years. The responsibilities of the Director were overseen by the Deputy County Administrator. Administration understands that the County is growing at a rapid rate and needs someone to take the helm. That being said, the next Director will be given a clean slate in which to build a growing, efficient, and

successful department, one that any Director would be delighted to add to their legacy.

Second, land value is rather high in the County. There are a number of reasons and factors which influence the price of land, but a seasoned Economic Development Director will know how to fittingly offer incentives. This effort needs an integrated plan for going forward. The next Director will understand what the County has to capitalize on. The Director needs to decide where it should spend its efforts and resources – what industries and business make the most sense to pursue. Part of the plan will involve letting the world know that St. Johns is a great place to do business. Firms need to be made aware of what the County has to offer. The effort will involve targeted outreach as well as marketing, branding, and relationship building.

Third, St. Johns County has a dynamic community that has strong opinions concerning the future of the County. The challenge will be to balance the residents’ desire to maintain the County’s quality of life, while moving forward in a strategic and



thoughtful manner. The answer will be smart and quality development, instead of simply development. The goal will be to ensure resources are optimally utilized, that the right people are in the right places, and processes are as efficient as possible. Being certain outstanding customer service is always delivered will be one of the desired outcomes of the effort.

Finally, there are several projects underway that need to be enhanced, envisioned, and executed. The County is planning a revision and redevelopment of the famed World Golf Village, which hosts an IMAX Theater. Also, the County is entering into an interlocal, intergovernmental agreement to renew the Northeast Florida Regional Airport. The airport serves as a key connection point for air travel in Northeast Florida. Moreover, the Director will be involved in helping to implement a new Economic Development Strategic Master Plan. The County is currently updating the comprehensive plan for the County, which will incorporate Economic Development. These two plans are complementary and will help the community achieve its goals in a timely and effective manner.

THE IDEAL CANDIDATE

The County is looking for a dynamic innovative leader with a passion for economic development. The ideal candidate will have a proven track record of success and the ability to utilize the latest data analytics and predictive modeling techniques to revolutionize the county's economic development recruitment efforts. With a focus on identifying targeted industries and attracting high-quality jobs.

The Director should be a creative and innovative thinker and be able to understand and articulate the many unique assets of St. Johns County and how they can be leveraged to achieve a continued successful and targeted economic development program. She/he will be personable and likeable with outstanding people skills and speak the language of business. He/she will understand the importance of listening and understanding what people truly want and need. The individual will be a relationship and coalition builder, and be able to reach out to both constituents that understand and support economic development, and those that are skeptical of the role that the public sector should play in promoting economic development.

The Director will be a promoter and have the ability to sell the County as the great place it is to live, work and play. It is anticipated that the individual will collaborate with the private sector and Administration to promote the County. She/he will also understand what it takes to get a deal done and must have a demonstrated track record for bringing economic development to his/her jurisdiction. The individual will understand the importance of rules and procedures but also know how to cut through the red tape when necessary. She/he will also understand the importance of local businesses and the need to not only retain them in the community, but also help them grow.

The new Director will have strong intergovernmental relations skills. The individual will represent St. Johns County and work collaboratively with local, regional, state and federal agencies. St. Johns County Economic Development Office is the designated primary partner with Florida Commerce's Select Florida, the state's economic development organization. The goal will be to build coalitions that promote economic development through shared data, marketing, and business attraction efforts.

The next director will be someone who has a "can do" attitude and will be a facilitating leader both among staff and within the community. The individual will be extremely customer service oriented and instill that ethos with department staff. He/she will be fluent in the concerns and responsive to the needs of industry stakeholders, contractors, developers, and individual citizens.

The ideal candidate will have a demonstrated track record of accomplishment and experience with all aspects of economic

development. She/he will have a bachelor's degree in economic development, economics or a related field. Priority will be given to those who have a master's degree in a similar field. The individual will have at least five to ten years of experience in economic development. Experience in the public sector is important but not mandatory. We are looking for the right leader and partner with the right skill set wherever that person may be.

COMPENSATION

The salary range is \$100,000 to \$151,000. The salary will depend on qualifications and experience. Benefits are excellent. The County Participates in the Florida Retirement System (FRS). The Director may choose one of two retirement plan options, the FRS Pension Plan or the FRS Investment Plan. Both plans include employer contributions. Employees may also choose to participate in a voluntary 457(b) plan with pretax and ROTH options.

THE MOST RECENT ECONOMIC DEVELOPMENT DIRECTOR

The previous Director served for 9 years, from 2011-2020, and was well-liked and respected. For the past four years, the responsibilities of the Director were held by the Deputy County Administrator.

RESIDENCY

Residency inside the County is not required but is preferred.

HOW TO APPLY

E-mail your cover letter and resume to Recruit24@cb-asso.com by May 3rd. Please apply ASAP, as resumes will be screened as they arrive. Faxed and mailed resumes will not be considered. Questions should be directed to Scott Krim at (801) 628-8364 or Ron Williams at (305) 388-8990.

INTERNAL CANDIDATES

We do not anticipate any internal candidates.

CONFIDENTIALITY

Under Florida's public records act, a submitted application is deemed a public record. As a practical matter, we do not expect media coverage until at least the semifinalists are named, and perhaps not even then.

THE PROCESS

Applications will be screened between May 4th and June 6th, 2024. Finalists will be selected June 14th. Interviews will be held on June 21st. A selection will be made shortly thereafter.

OTHER IMPORTANT INFORMATION

St. Johns County is an Equal Opportunity Employer. It strongly encourages women, minorities, and veterans to apply.

ADDITIONAL INFORMATION

For additional information about the County, visit:

<https://www.sjcf.us/>

<https://www.sjcchamber.com/>

<https://www.floridashistoriccoast.com/>

<https://www.sjcf.us/departments/economic-development/>

