

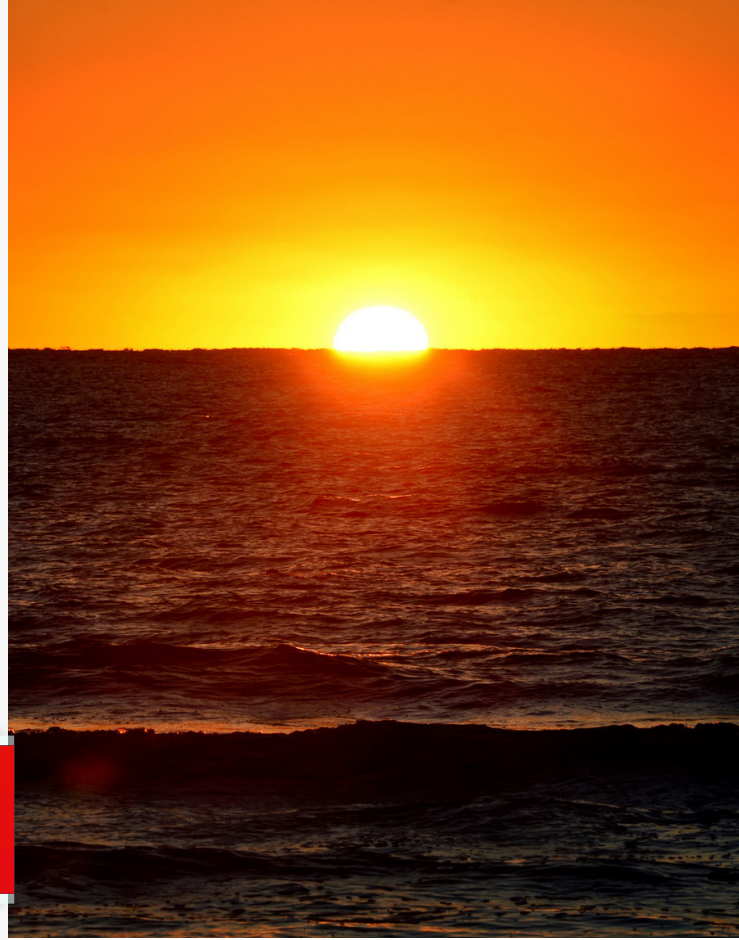


CITY MANAGER POSITION AVAILABLE
Apply by December 14, 2018

Welcome to St. Pete Beach

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 9,700 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. In fact, the New York Times has characterized it as a place you need to visit. All of this means, of course, it has also become a great place to live and 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 named America's top beach in 2012 and as one of America's top



10 beaches from 2014-2018 by TripAdvisor. Additionally, in 2017, Dr. Beach named it the 4th best beach in the United States.

St. Pete Beach is also a place of extraordinary potential. A relatively new comprehensive plan approved, a public consensus about what should come next, and a booming economy mean the City is likely to see significant improvements to many of its commercial and hotel properties. The only thing stopping the boom now is the primary wastewater collection lines need to have their capacity expanded. Fortunately, plans are well underway and it should happen in the next 18 months. While St. Pete Beach is not a blank canvas, it is one where significant portions will soon be painted. With its current leadership, the City will maintain its small-town family feel while becoming an even more popular and prosperous community.

Tourists are appreciated here and the commerce they bring is the life blood of many of St. Pete Beach's attractions. For example, located on the 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. Or dine atop the Grand Plaza Hotel Beachfront Resort in its revolving



restaurant overlooking the Gulf of Mexico, the beach, and the barrier islands. The view is spectacular, particularly in the daytime and at sunset! TradeWinds Resort offers a wonderful environment and a wide variety of outdoor and water activities as well as excellent dining options. Or experience old Florida at The Don CeSar hotel. Built in 1928, it gained renown as, and remains, one of the Gulf of Mexico's playground for America's rich and famous. We could go on and on. Suffice it to say, the community has many wonderful hotels, dining establishments and things to do.

In many ways, St. Pete Beach is the heart of everything and not just the attractions of Florida's Gulf Coast. 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 away are MLS's Tampa Bay Rowdies. It is forty minutes to both Raymond James Stadium (home of the NFL's Tampa Bay Buccaneers) and the Amalie Arena (home to the NHL's Tampa Bay Lightning). Of course, if you prefer college athletics, the University of South Florida's campus is in Tampa.

Culturally, St. Petersburg has much to offer. Among its many attractions are: the St. Petersburg Pier, the Mahaffey Theater, the Museum of Fine Arts, the Great Explorations

Children's Museum, the Chihuly Collection, the St. Petersburg Museum of History, the Holocaust Museum, 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.

One hundred miles northeast on I-4 are the many popular tourist attractions of the Orlando area—Disney World, Universal Studios, and SeaWorld, among others.

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 would like to take a cruise, the Port of Tampa (40 minutes to the northeast) offers many opportunities to travel the Caribbean and the Gulf of Mexico.

Housing in St. Pete Beach is not inexpensive but is still below its peak of just a 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. The City hosts the Gulf Beaches Elementary Magnet School focusing on technology. Public middle and high schools are located off-island in St. Petersburg. A private school is also 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 the City’s safe, healthy and attractive neighborhoods and its family-friendly beach community atmosphere. What they need now is a strong, proactive, and innovative City Manager to work with the elected officials to guide the City to its very bright future.

HISTORY

St. Pete Beach was first settled by the Timucuan Indians around 300 A.D. The Spanish began arriving in 1528, and slowly the area became populated by Europeans and their descendants. It was not a prosperous lifestyle—residents lived primarily 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 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.

The following 20+ years have brought slow growth and modest changes that have positioned the City to take

advantage of its location and environment to create a wonderful future.

CLIMATE

St. Pete Beach’s climate is considered humid, subtropical with mild winters and warm, wet summers. Average summer temperatures are around 90° F and lead to warm nights. The winter months are usually quite mild (high temperature in the low 70's and low temperatures in the low to mid-50's), although frosts do occur from time to

Table 1: St. Pete Beach, FL, Demographics

Estimated Population: 9,647			
Distribution by Race		Distribution by Age	
Caucasian	95.8%	0 to 15	7.5%
African American	0.2%	15 to 25	5.7%
Asian	2.9%	25 to 45	16.5%
Native American	0.1%	45 to 65	35.3%
Two or More Races	1.0%	65 to 85	29.1%
Total	100%	Over 85	5.9%
Hispanic (all races)	3.9%		

Educational Achievement (over age 25)	
High School or Higher	95.1%
Bachelor’s Degree or Higher	46.7%

Other Statistics	
Median Age-St Pete Beach	57.0
Median Age-U.S.	37.4
Poverty Rate	9.1 %

Source: U.S. Census Bureau

time. The City does experience a rainy season peaking in the summer months. Although thunderstorms and lightning are a more frequent occurrence, as a barrier island community, St. Pete Beach is vulnerable to hurricanes and tropical storms. With an average land elevation of approximately 7.5 feet above sea level, the island is highly susceptible to flooding and surges associated with these large storms. The good news is hurricanes are relatively infrequent—the last direct hit from a major storm was in 1921.

DEMOGRAPHICS

See Table 1 on page 4 for St. Pete Beach demographics.

COMMERCE

Fueled by tourism, the service sector is the largest employer in the St. Pete Beach as can be seen by Table II which shows the community’s largest employers.

Table 2: Principal Employers, St. Pete Beach, FL

Employer	Industry	Employees
TradeWinds Island Resort	Tourism	800
The Don CeSar Beach Resort	Tourism	550
Grand Plaza Hotel & Resort	Tourism	500
Sirata Beach Resort	Tourism	300
Hotel Zamora	Tourism	200
Publix Supermarket	Retail	200
City of St. Pete Beach	Healthcare	139
The Hurricane Seafood Restaurant	Entertainment	100

Source: City of St. Pete Beach, FL

GOVERNMENT

The City follows the Mayor—Commission form of government with an appointed City Manager who is responsible for the daily operations of the City. The Commission consists of a Mayor elected at-large 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. The City does not have term limits. While from 2013 to 2017 a new commissioner or mayor was elected each year, an elected incumbent running for re-election, has not been defeated since 2014. For the most part, incumbents have been unopposed, and where they have had opposition, their victory margins have typically been large (over 60%). All are bright and have the best interests of their community at heart. They are genuinely collegial and respect each other as well as the staff. Commission meetings are informative, issue oriented, positive, and definitely not personal.

The City Manager serves as the Chief Executive Officer and is appointed by the City Commission. The individual

oversees all facets of the city government except the City Attorney and the City Clerk who are also charter officers, appointed by and reporting directly to the City Commission. All are highly regarded by the City Commission.

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 139 employees (90 full time and 49 part time). The FY 2019 General Fund budget is \$21,606,000, and the total budget is \$39,513,000. Property taxes comprise about 43% of general fund revenues.

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

THE ISSUES

St. Pete Beach is in a very good place right now and not facing major challenges. It is financially sound but does not have excessive resources. Consequently, the Commission expects the next manager to administer its resources prudently.

The other challenge is change and balancing redevelopment with resident expectations. St. Pete Beach is poised for significant redevelopment/development in the next few years. The City will blossom but it does not want just any development—it wants the right kind of development. Specifically, it wants development that preserves its small town feel and outstanding quality of life. Thus, development/redevelopment must be balanced with the resident's expectations and desires.



THE IDEAL CANDIDATE

The City is seeking a candidate who has a demonstrated record of achievement to partner with the City Commission and its other charter officers in making its vision of St. Pete Beach a reality—that is, a first-class city that retains its idyllic small town feel. The individual needs to be an outstanding leader and manager, someone who is a strategic, not a transactional, thinker, and someone who understands the long-range impacts of actions. The next manager will be able to look over the horizon, understand current trends, and position the City for a bright future.

The ideal candidate will offer suggestions/guidance and help build consensus. To do so, the individual will have strong listening skills and serve as an advisor and sounding board for both the elected officials and residents. He/she will have an open-door policy and welcome all. The Commission is not looking for a “yes” person but someone who will provide his/her honest professional advice and recommend 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. Further, the Manager will continue the City’s practice of providing the same information to all the elected officials at the same time. He/she will have a good sense of humor and understand politics but not be involved in them.

The ideal candidate will believe strongly in transparency. St. Pete Beach has come a long way in the past few years in securing the trust of the public, and its elected officials want to continue on that path.

The ideal candidate will be someone who has high (but not unrealistic) expectations for the staff and the organization. He/she will take the Commission’s vision, 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, and creative. The individual will demonstrate 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 are 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 be someone who recognizes the value of past practice but who is always seeking a better, more efficient and effective ways to implement the Commission’s vision. “It has always been done this way,” will not be a satisfactory response. It may be the best way but it will need to be demonstrated on the merits. With redevelopment coming, 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 are where the City’s future lies. Therefore, having a track record of demonstrated success in economic development and redevelopment is essential. In particular, the individual will understand its intricacies and its impacts on residents,

always remembering that protecting St. Pete Beach's outstanding quality of life and small-town feel is paramount. Strong financial skills are of critical importance as is a solid background in infrastructure and capital project oversight.

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

The new Manager needs to remember that expectations are high. Responding promptly will be a key to success and the elected body expects their residents will receive only the best service. Hence, the ideal candidate will believe strongly in customer service and ensure residents receive only the best.

Experience in Intergovernmental Relations will also be important. Being on an island means neighboring communities and the County can have significant impacts on the City. The next Manager will need to be constantly aware of issues in and actions of other governments. He/she will also need to protect St. Pete Beach from these actions while not missing opportunities to get the City 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 40 employees.

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 member is strongly preferred and credentialed Manager is an additional plus. Neither, however, is a requirement.

CURRENT CITY MANAGER

The current City Manager is well-respected but plans to retire in March after five years of service to the City. The prior City Manager left after serving 12 years as the Manager.

COMPENSATION

The anticipated starting salary will be between \$140,000 and \$180,000 per year and generous fringe benefits are anticipated.

RESIDENCY

Residency within the City limits is not required but most of the City Commissioners prefer that the Manager reside within its boundaries.

HOW TO APPLY

E-mail your cover letter and resume to Recruit45@cb-asso.com by December 14, 2018. Questions should be directed to Rick Conner at 915-227-7002 or Colin Baenziger at (561) 707-3537.

THE PROCESS

Screening applicants will begin on December 15th and conclude on January 14th when materials for the recommended semi-finalists are forwarded to the Commission. Finalists will be selected on January 22nd and interviews will be held on January 31st and February 1st with the selection of the City Manager occurring shortly thereafter.

CONFIDENTIALITY

Under the Florida Public Records Act, all applications are subject to disclosure after receipt, if anyone asks for them. As a practical matter, we do not expect media coverage until at least after January 14th when materials for the recommended semi-finalists are forwarded to the Commission.

OTHER IMPORTANT INFORMATION

The City of St. Pete Beach is an Equal Opportunity Employer and encourages women, minorities and veterans to apply. 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.

