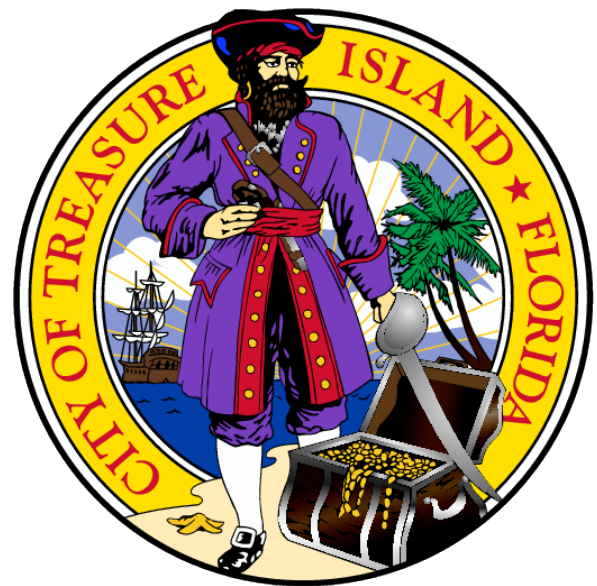




Welcome to the City of Treasure Island

City Manager Position Available—Apply by September 13, 2017



Treasure Island is a slice of paradise, a beachside community located on the Gulf of Mexico. It is quaint little island with a lively, beach-y vibe, plenty of sea-salt air and rows of beautiful palm trees. The tourist industry thrives here with resorts, restaurants, and glittering white sand. The beaches and the water are the real treasures here. Living close to the lapping waves and sunshine truly is a piece of heaven.

The city has three distinct beach areas. The first and widest is mid-island. Located there are most of the gulf-front motels, hotels, and condo-hotels. Its commercial area offers many restaurants and shops within walking distance of

one another. The almost mile-long concrete Treasure Island Beach Trail parallels the shore and offers scenic views aplenty. It is perfect for an evening stroll, skateboarding, bicycling, and running. For the more adventurous, the water offers opportunities for boating, fishing, scuba diving, snorkeling, kayaking, paddle boarding and jet skis. Then there are the Florida skies for parasailing and paragliding. Can you think of a better place to take to the air or the water?

At the ends of the island lie John's Pass and Sunshine Beach to the north and Blind Pass and Sunset Beach to the south. These beaches are narrower, but stunningly beautiful. They are more residential than commercial and offer a wide variety of housing. The extraordinary architecture ranges from cottages to Key West-styled three-story homes. Sunset Beach's boardwalk circles the tip of the island and is a popular spot for fishing and sight-seeing. Surprisingly these beaches are rarely crowded, and it's possible to see dolphins in the waters surrounding the island. In addition, both public and private marinas as well as a yacht club are available.

Treasure Island is the Sand Sculpture Capital of Florida, and one of the city's many highlights is Sanding Ovations. Formally known as the Master Cup Sand Sculpting Competition and Music Festival, this annual event is highlighted by a four-day competition that pits ten sand-sculpting masters from North America, Europe, and Asia against each other. It's free and will be held this year from November 15th to November 19th. You won't want to miss it even if you do not get the city manager job!



Cultural opportunities are many although not directly in the city. A little more than a stone's throw away is Downtown St. Petersburg and its famed arts district which hosts the Mahaffey Theater, 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 (with the largest collection of Dali's works outside of Europe). Also located in St. Petersburg, you will find the Tampa Bay Rays major league baseball team. Nearby in Clearwater is the Ruth Eckerd Hall which hosts a variety of musical, cultural and cinematic events.

Nearby Tampa offers the David A. Straz Jr. Center for the Performing Arts, the Tampa Theatre, the 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 Theatre, and the Tampa Bay Symphony. The NFL's Tampa Bay Buccaneers and the NHL's Tampa Bay Lightning play their home games in Tampa.

Tampa International Airport is nearby and is a jumping off spot to virtually anywhere in the world. Lesser known is St. Pete-Clearwater International Airport that offers low cost service on Allegiant to a variety of points within the United States. Low cost service is also offered to Canada. If you like to cruise, the Port of Tampa (40 minutes to the east) offers many opportunities to visit the Caribbean and the Gulf of Mexico. A bit further away lie Orlando International Airport (41st busiest airport in the world) and the three busiest cruise ports in the world by volume (the Port of Miami, Port Everglades, and Port Canaveral).

Less than two hours to the east by car is Orlando, the country's fourth most popular city. Residents and visitors can attend cultural performances second to none at the Dr.

Phillips Center for the Performing Arts, watch the Orlando Magic basketball team at the Amway Center, or visit some of America's most popular tourist attractions—Disney World, Universal Studios and SeaWorld.

The cost of property in Treasure Island varies greatly. Zillow lists the median home value as \$337,700, though some properties easily surpass \$1,000,000. A nice three bedroom/two bath will likely cost \$500,000. Crime is relatively low here due, in part, to the city's community policing strategy.

Treasure Island is in the Pinellas County School District, which is the seventh largest in the state. While no schools are located within the city limits, the District provides a wide variety of opportunities including magnet programs and academies. Higher education is available nearby at Keiser University, University of South Florida and St. Petersburg College. For those willing to travel farther, the University of Florida, the University of Central Florida, the Florida State University, and the University of Miami offer large, popular campuses and excellent educational opportunities.

Once home to pirates, smugglers, and conquerors, Treasure Island is a stunning, scenic place for residents and tourists alike. a clean, enticing environment, a quaint community, and a diversity of things to do. It's no wonder that so many are charmed by the city. If you are as well, we invite you to dust off your resume and come to the sun to help shape Treasure Island's future.

HISTORY

After the original Native American tribes who inhabited the island were driven off by Spanish treasure hunters in 1538, the island became a popular hiding place for the pirates and smugglers who sailed the Gulf of Mexico. Not

Table 1: Treasure Island Demographics

2016 Estimated Population: 6,783			
Distribution by Race		Distribution by Age	
Caucasian	96.1%	0 to 15	10.4%
African American	0.0%	15 to 25	4.8%
Asian	1.7%	25 to 45	15.3%
Native American	0.0%	45 to 65	38.7%
Two or More Races	2.2%	65 to 85	27.2%
Hispanic (all races)	5.2%	Over 85	3.6%

Other Statistics		Median Age	
Poverty Rate	9.7%	Treasure Island	56.0
		U.S.	37.8

Educational Achievement (over age 25)	
High School or Higher	95.6%
Bachelor's Degree or Higher	42.6%

Source: U.S. Census Bureau

a great deal happened on the island for the next 350 years. Towards the end of the period, it was primarily home to itinerant fisherman living in shacks and houseboats.

Tourism began in the early 1900s when ferries began to bring St. Petersburg residents across the water to the island for a holiday at the beach. Treasure Island got its name in 1918 when a property owner attempted to generate interest in his property by burying wooden chests on the beaches. Claiming these chests were discovered and filled with treasure, the news spread and people began to refer to the area as Treasure Island.

Development began in earnest shortly after the completion of the Treasure Island Causeway in 1939 which allowed access to the island by road. Advertised as the “Best

Constructed Bridge in Florida,” it provided easy access by car and the island flourished. The city saw a surge in residential and hotel construction after World War II. To create opportunities for construction, developers began to build manmade fingers of land along the edge of the island. These fingers allowed direct access to the water and were popular with homeowners.

Over the years, four municipalities had developed on Treasure Island. In 1955, they were merged by an act of the Florida legislature and re-incorporated as Treasure Island. Today Treasure Island is built out and a thriving community which is also undergoing a considerable amount of redevelopment.

DEMOGRAPHICS

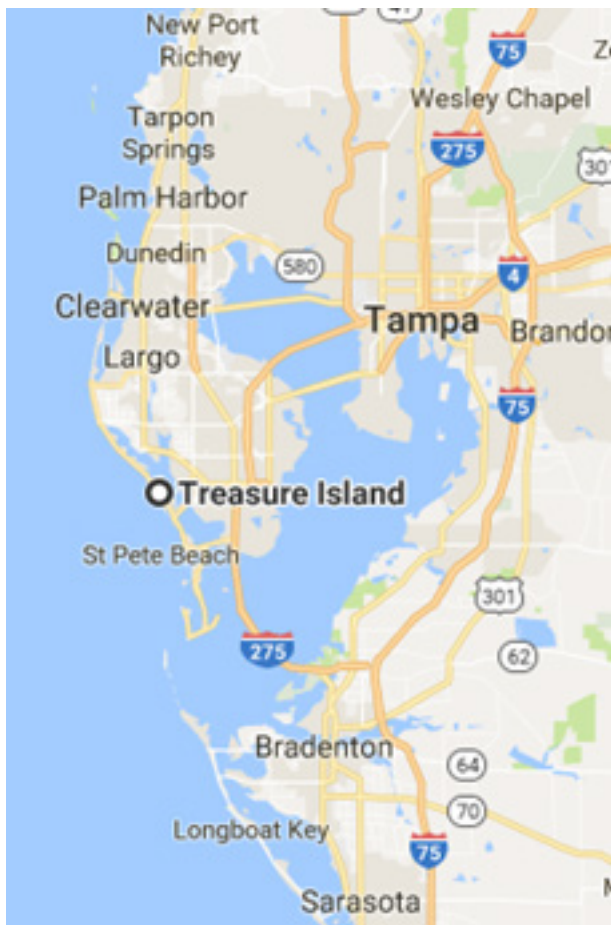
For information about Treasure Island's demographics, please see Table I to the left.

CLIMATE

Treasure Island's climate is characterized by warm, humid summers and cooler, drier winters. A rainy season spans June through September. The temperatures range from an average high of 92 degrees in the summer to the low 70s in the winter. During the summer, the average lows are in the mid to high 70s and in the mid-50s in the winter. The average precipitation is 49.58 inches, and snow is extremely rare.

Like the rest of the Tampa Bay Area, Treasure Island is struck by infrequent tropical storms and hurricanes. In fact, the Tampa Bay area has not been hit by a Category 3 storm since 1921. Further, if you are more than 50 miles from the hurricane's center, it will probably not materially affect you. A Category I hurricane produces winds from 75 to 95 miles per hour—not much faster than we routinely drive our cars.

Figure 1



GEOGRAPHY

Treasure Island is located on a barrier island in the Gulf of Mexico (see Figure 1).

It covers 5.3 square miles, of which 1.6 square miles is land and 3.7 square miles is water. It is ten miles west of downtown St. Petersburg and about 30 miles west of Tampa. Orlando lies 120 miles to the east. Overall the city lies approximately five feet above sea level.

COMMERCE

Much of Treasure Island’s economy is directly tied into its tourism industry—the Bilmar Resort, the Thunderbird Resort and the new Treasure Island Resort are located on the beach. Many other hotels and condominiums are on the water. The diversity of restaurants is a draw—there’s something for everyone in Treasure Island’s downtown, and that includes employment opportunities. See Table 2 for more information on principal employers.

Table 1: Principal Employers, Treasure Island, FL

Employer	Industry	Employees
Bilmar Beach Resort & Sloppy Joe’s	Food	168
City of Treasure Island	Government	115
Publix Super Markets, Inc	Retail	114
Middle Grounds Grill	Food	80
Gator’s Café & Saloon	Food	72
The Club at Treasure Island	Entertainment	62
Allied Specialty Insurance	Insurance	60
Thunderbird, Tahitian	Service	56
Caddy’s	Food	54
Treasure Island Beach Resort	Service	45

Source: City of Treasure Island, FL 2016 CAFR

THE GOVERNMENT

Treasure Island incorporated in 1955. It is governed by a five-member commission and is composed of a mayor and four commissioners. The mayor is elected at large and serves a three-year term. Each commissioner represents a geographic district (and must reside in that district). Terms are staggered with the Commissioners serving two year terms. The current mayor was first elected in 2009 and plans to retire at the end of his

term in 2018. The other four commissioners are all in their first full term and the city does not have term limits. The Commissioners are fiscally conservative and love their community. They serve so that they can make Treasure Island a better place. By and large, they respect one another although discussions can be spirited. Many votes are 4-1. The Commission Members think very highly of their staff.

Treasure Island is a full service city and provides the following: community development, fire, police, public works, recreation, sanitation and stormwater and wastewater collection. Internal services include finance, human resources, and information technology. The city's total budget for FY 2018 budget is \$24,255,910, with the general fund composing \$12,035,884 of the total. Treasure Island has 99 employees. The city has two unions: the International Association of Fire Fighters representing fire employees and the Police Benevolent Association representing law enforcement employees.

THE CHALLENGES AND OPPORTUNITIES

While Treasure Island has a strong staff and nothing is broken, it does face some significant challenges. The first and foremost is its finances are limited and there are some needs. Thus, resources will need to be managed carefully.

Second, the city owns the bridge connecting it to St. Petersburg. 10-years old, it is in relatively good condition although periodic and routine maintenance expenditures are required. All maintenance is funded out of the city's General Fund. The city has pursued a variety of options including giving the bridge to the county or state but so far has not been successful. Currently the city has engaged a consultant to develop a Financial Stability Plan for both the drawbridge and the causeway.

Third, the city hall was built in the 1950s, is outdated, in poor condition and needs to be replaced. A needs assessment is being conducted to review the city's other facilities as well.

To address these needs, taxes could be raised but that is never popular. Alternatively, new development would grow the tax base. The difficulty is that, while the residents as a whole support development, they are also very comfortable with the community as it is and with current restrictions on building heights and density. Thus significant increases to the tax base will probably not come quickly.

Other issues include a law suit involving parking on the beach. It was heard in the appellate court in December 2015. If the city loses, it will have to pay \$500,000 in legal fees. Finally, a long term issue is sea level rise. With the city's relatively low elevation, any increase will lead to additional flooding problems. The city has already begun to evaluate and implement alternatives for dealing with the issue.

THE IDEAL CANDIDATE

Treasure Island is looking for a strong, experienced professional manager to partner with the City Commission to make the city the best it can be. The individual will be a trusted advisor and skilled in building relationships and consensus. At the same time, the city is not looking for a "yes" man or woman. The manager will need to be comfortable telling the Commission diplomatically what it needs to hear rather than what it wants to hear.

The ideal candidate will be proactive, innovative, and have a passion for the city. He/she will be comfortable in the community and spend time interacting with residents and business owners. Customer service will be important to the manager and he/she will lead by example. The customer is not always right but does deserve a fair hearing of his/

her concern. Where the concern cannot be resolved, an explanation of why will be provided. Treasure Island is a small town and people expect their government to work with them to solve their problems.

The manager will be a people person and have outstanding communications skills—not just in speaking and writing but also listening, diplomacy and finesse. He/she will be able to break highly complex issues into simple pieces that everyone can understand. The individual will understand the need to share information with the public and promote transparency.

The next manager will like a challenge, be analytical, and visualize solutions. The individual will be able to anticipate potential issues and resolve them before they become problems. The manager will also have a high degree of integrity.



Realizing resources are limited, the manager will constantly seek better ways of doing business. The individual will set high standards for the staff and expect them to be met. Accountability will be important but so will team building and mentoring. The ideal candidate will set forth priorities, delegate, and then step back and allow those responsible to achieve the results. Overall, the staff is strong and needs a leader, not a micromanager. In fact, the individual will realize the staff members are the city's most important resource and offer encouragement, reward success and win their respect. Part of the manager's role will be to be a mentor and to help staff reach its full potential.

The ideal candidate will have at least seven years of progressively responsible experience in municipal management and at least four years as the manager or assistant manager. A Bachelor's degree from an accredited college or university, with a major in administration, management or a related field, is required. A master's degree is preferred as is being an ICMA Credentialed Manager. Strong financial skills are important.

No one expects any sudden new sources of revenue, so managing what exists efficiently and effectively will be crucial. Experience with tourism and waterfront communities is a plus as is knowledge of public works, project management, inter-governmental relations and the application of information systems to increase productivity.

Finally, the City Commission hopes to find a manager who will view Treasure Island as a jewel in its own right and not a stepping stone.

It hopes its next manager will honor the tradition established by its prior managers and stay a long time.

COMPENSATION

The salary range is \$110,000 to \$150,000 and will depend on qualifications and experience. The city realizes it may need to pay close to the top of the range to get the right person. Benefits are excellent. The city contributed 8% to the former manager's ICMA 401 account while the manager was required to contribute 5%. In addition, the city made a 7% contribution into a 457 account.

THE MOST RECENT CITY MANAGER

The most recent manager retired after ten years of service with the city. Managers traditionally have had long tenures with the city.

RESIDENCY

Residency is required unless waived by the City Commission.

HOW TO APPLY

E-mail your cover letter and resume to Recruit33@cb-asso.com by September 13th. 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

Applications will be screened between September 14th and October 17th when the finalists will be selected. A reception and interviews will be held on November 2nd and 3rd. A selection will be made shortly thereafter.

INTERNAL CANDIDATES

It is extremely doubtful that any internal candidates will apply.

CONFIDENTIALITY

Under the Florida Public Records Act, all applications are subject to disclosure upon receipt. As a practical matter, we do not expect coverage until after background materials for the recommended semi-finalists are delivered on October 9th.

OTHER IMPORTANT INFORMATION

The City of Treasure Island 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:

<http://www.mytreasureisland.org/>

COLIN BAENZIGER  ASSOCIATES
EXECUTIVE RECRUITING