



## Weston, FL Director of Landscaping

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*Apply by August 16, 2013*

Approximately 20 miles west of Fort Lauderdale, Weston is on the edge of the Florida Everglades. Since 1978 when the area began to develop, Weston has become one of Southeast Florida's true jewels. It is now an upscale community of 65,500 residents with homes selling between \$350,000 and several million with the most common prices being in the \$500,000 to \$700,000 range. Condominiums are less. The schools are excellent and the City is extremely well-run. Crime is low, people are friendly and the quality of life is superb.

One of the City's primary attributes is the appearance it presents and the beauty of its landscaping. Residents will jokingly tell you that the grass is cut with a pair of scissors so it will be just right. And if you spend time examining

the landscaping, you might just believe it.

To keep it that way, the City is seeking a new Director of Landscaping. The actual work is done by contractors – the City only has nine employees overall. The Director will oversee the work of a number of landscaping services and other contractors with a goal of maintaining and enhancing Weston's pristine beauty and shining reputation.

### Background

Weston is located in the central area of the western edge of Broward County. To the east lies Cooper City and Davie, to the south is Southwest Ranches and Pembroke Pines and to the north and west are the Everglades. The City's

boundaries are shaped much like a square with the northwestern corner elongated, leaving it with one jutting edge. I-75 and I-595 form parts of the northern and eastern borders of the City respectively, and provide easy transit to a variety of other significant areas in the region. The City itself covers just over 27 square miles and is one of the largest master-planned communities in the entire United States.

Weston prides itself on excellence and has won many awards and much recognition in the 18-years since incorporation. For example, in 2006 BusinessWeek.com named Weston as one of the most affordable suburbs in the United States, and later that year Money Magazine ranked the City as number 18 on the list of cities with the highest percentage of job growth and 20th among cities with highest median income. In 2008, the same magazine named it as “One of America’s Best Small Cities”, one of only three cities in the State of Florida to receive this distinction. Other award distinctions came, and then in August 2012 Weston was again ranked by Money Magazine as 63 on the list of 100 top places in America to live.

The City is within 30 minutes of two major airports, Ft Lauderdale-Hollywood International Airport and Miami International Airport making it an ideal jumping off place for both business and pleasure. Furthermore, the two major ports in the area, Port of Miami and Port Everglades in Fort Lauderdale, serve as hubs for a variety of cruise ships that offer many different options for both sun and fun. For the nature lover, the previously mentioned Florida Everglades offer many exciting options for discovery and exploration. It should also be mentioned that the City maintains over 2,200 acres of wetland preserves as part of an ecological initiative.



For the sports fan, the Florida Panthers, South Florida's professional hockey team, plays in neighboring Sunrise. Furthermore, the Miami area teams, the Heat, Dolphins and Marlins are also located nearby. For the college fan, the University of Miami, FAU, and FIU all have collegiate athletic programs that have achieved notoriety. Finally, a wide variety of recreational leagues for youth and adults are offered in both Broward and nearby Miami Dade County. Of course, the Atlantic Ocean beckons with many opportunities to enjoy the water – boating, fishing, wind surfing and scuba diving.

For those who enjoy culture, the Broward Center for the Performing Arts in nearby Fort Lauderdale offers a variety of Broadway Musicals such as Chicago, The Wizard of Oz, Memphis, and others. Also in Sunrise is the BB&T Center where a wide variety of famous musical artists perform. For example, in the remainder of this year alone performances are scheduled for Josh Groban, Michael Bublé, Nine Inch Nails, Selena Gomez, Cirque du Soleil, Beyoncé and Sarah Brightman. Furthermore, the Museum of Art in Ft. Lauderdale offers a wide variety of art and academic classes for the enthusiast.

There are also a myriad of opportunities for culinary and retail enjoyment within the City. The stunning Mediterranean-style Weston Town Center offers several restaurants and food shops such as: The Cheese Course (a European style cheese shop that offers 150 different varieties of Artisanal Cheeses imported from dairy farms all across the world as well as monthly wine tastings), The Japan Inn (a beautiful establishment that offers Japanese-Thai style cuisine, including Sushi, Hibachi Steak and seafood cooked right at your table), and DelVecchios Pizzeria (a home-style Italian restaurant that offers many different types of Italian cuisine including pizzas that have been voted "Best Pizza in the City of Weston" for nine consecutive years). Retail outlets include Via Moda, Fiorelli, Barbara Palacios - A Life Style, The Royal Art Gallery, and many other upscale shops. There are numerous other restaurants and shops in a variety of plazas throughout the City. For those who like variety, Sawgrass Mills in nearby Sunrise is a world renowned outlet mall.

Regarding the practical side of life, it is said that people move to Weston for the schools, safety, and appearance. As one can imagine from that statement, the schools are simply outstanding. All have "A" ratings and several

excellent private schools are nearby as well. Weston has the lowest crime rate per capita in Broward County and is well known for its reputation of being an extremely peaceful and secure community. Finally, as noted, Weston is simply picturesque. The City goes to extraordinary lengths to maintain its visual appeal, recognizing that appearance draws quality residents and businesses and they in turn are the tax base that provides the money for essential city services.

This visual appeal is why Weston has consistently been recognized as one of the best housing markets in the State of Florida, with an average of less than 1% of homes being for sale at any given time and those that are for sale, sell quickly. As the current City Manager once stated with a smile: "We face the same challenges that many other cities face, we just do it with better landscaping."

All in all, Weston is a beautiful City and an ideal opportunity for a Landscaping professional. We invite you to apply!

## History of Weston

Weston's real history began with Arthur Vining Davis' acquisition of 13,000 acres of land in the 1950's. In 1978 the Indian Trace Development of Regional Impact (DRI) statement was approved. It permitted in excess of 25,000 dwelling units (subsequent amendments reduced that number to 17,000). Shortly thereafter, in 1981, the Indian Trace Community Development District was created for the purpose of financing and managing the construction, maintenance and operation of water and sewer, water management bodies, and arterial roadways, and was governed by a five-member developer appointed Board of Supervisors.

In 1984 the first homes were completed in Windmill Ranch and Country Isles, and Weston had its first residents. By 1991, the District had over 5,000 residents and they began to assume control over their destiny. In 1991 three residents were elected to the board and in November 1993, other residents were elected to the remaining two seats.

Seeing Weston develop into what was appearing to be a self-sustainable community, the Board of Supervisors initiated an Incorporation Feasibility Study in April 1994

Table I: Age Breakdown

Age Bracket	Percent
Under 10	13.8 %
10 to 20	19.8 %
20 to 30	8.2 %
30 to 40	11.8 %
40 to 50	21.2 %
50 to 60	13.4 %
60 to 70	6.6 %
70 +	5.3 %

Source: U.S. Census

to determine if Weston should incorporate as a city, annex into a neighboring city, or remain as a part of unincorporated Broward County. In May 1995 the Board appointed a nine member Steering Committee to study the incorporation issue that was comprised of residents and consultants. In addition to the Steering Committee, the Board solicited Requests for Proposals from the neighboring municipalities of Davie, Fort Lauderdale, Pembroke Pines and Sunrise to see if there were any benefits of Weston annexing to another city.

By November 1995 the Steering Committee and the Board of Supervisors arrived at the conclusion that the residents of Weston would be best served by forming a new municipality, as the tax dollars generated by the residents would remain in Weston under the control of and for the use of the residents, and planning and zoning matters would

be determined by residents as well. The Board voted unanimously to file a bill with the Florida Legislature authorizing a vote on incorporation. On May 5, 1996 the State Legislature approved the bill.

On September 3, 1996 the residents of the Indian Trace Community Development district went to the polls and voted 90% in favor of incorporation. The City of Weston was born.

## Demographics

Weston’s population is actually a bit younger (median age 37.5) than that of the state of Florida as a whole (40.5) and only slightly older than that of the U.S. as a whole (median age 37.2). A more detailed breakdown can be found in Table 1.

The racial breakdown is 85.8% Caucasian, 4.4% African American, 4.6% Asian, and the remainder of other races or two or more races. Ethnically 44.9% of the population is Hispanic (all races).

The median household income is \$94,084 compared to \$47,827 for the state as a whole. Mean household income is \$128,532. Of families 3.7% lies below the poverty level. Of those over 25 years of age, 3.9% have only a high school education or less, 38.1% have at least a high school degree but have not graduated from college, 32% have a college degree and 26.1% have an advanced or professional degree. The latest reported unemployment rate (April 2013) is 4.3%.

## The Climate

Weston features a tropical rainforest climate without a great deal of seasonal variation in temperature. Average monthly temperatures are always above 66° F and average monthly precipitation is above 2.39 inches. While rain does fall in winter, the majority of precipitation is received during the summer months. See Table II on page 4.

Table II: Climate Data for the City of Weston, FL

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Average High °F	75	77	79	82	86	89	90	90	89	86	81	77	83.4
Average Low °F	57	59	62	66	71	75	75	76	75	72	66	60	67.8
Precipitation Inches	2.6	3.4	3.6	3.5	6.2	9.8	7.4	8.0	9.4	6.4	3.9	2.4	66.6

Source: Weather.com

The hurricane season is between June 1 and November 30 with major hurricanes most likely in September and October. It should be noted, though, that hurricanes are not a regular occurrence and very few result in serious injury although property damage can be significant. Further, if you are more than 50 miles from the center, the winds are likely to be intense but not destructive. The most recent storms that directly affected the City were Hurricane Katrina and Hurricane Wilma, both of which occurred in 2005.

## The Government

Weston's government operates under the Council – Manager form. Day-to-day operations are overseen by a City Manager whom the City Commission appoints. The City's governing body is composed of a Mayor and four Commissioners. The Mayor is elected at-large. The Commissioners are also elected at-large but must reside in one of four geographic districts. They are limited to two four year terms. The terms are staggered and elections are held in November to coincide with national elections. The City has had one City Manager since 1997. The elected officials get along well and they respect the staff.

Since its inception, Weston has attempted to minimize the number of full-time employees and to contract with others to perform much of the work. The City's full-time staff is composed of nine employees, most of whom monitor the work of the contractors. For example, the City contracted with the Broward Sheriff's Office for Law Enforcement services and for Fire Rescue services; and with private firms for Administration, Community, Engineering, Finance, Landscaping, Planning, Utility, Zoning, Building, Code and IT Services.

The City's general fund budget is currently \$34,845,500 and the total budget is \$112,807,600. In 2012, the City's gross taxable valuation was \$6,509,074,727 and the current millage is 2.00. In 2008 at its peak the taxable valuation was about \$8 billion and the millage was approximately 1.50. The City has an Aaa credit rating from Moody's and an AAA rating from Standard and Poors.

The City has a track record of staff members receiving multiple awards for excellence in their respective fields, and wishes the next Landscaping Director to continue on this trend.

## The Position

The Director of Landscaping reports to the Assistant City Manager / Chief Operating Officer. Supervision and oversight will be provided by the Assistant City Manager and to a lesser extent by the City Manager. Both are exceptional leaders and believe in a "hands-off" approach. Their management philosophy is to hire exceptional people, and then to simply give them the resources they need to excel.

The next Director will have oversight over all landscaping operations within the City limits. This function includes, but is not limited to tree trimming, landscaping and pressure cleaning.

### Specific Functions Include:

- Maintenance for Rights of Way (including medians, roadway debris and swales).
- Tree trimming operations for 35,000 trees, especially as they relate to sidewalks and street lamp lighting.
- Oversight of 242 acres of park lands.
- Maintenance of all athletic fields.
- Mulching operations.
- Pressure cleaning all sidewalks, curbing, paved crosswalks, and traffic signs.
- Performing and/or overseeing all landscaping design.
- Replacement and maintenance of all City traffic signs.
- Oversight for all contractual staff.
- Visit with residents and businesses to address landscaping questions.
- Any items that reflect on the general appearance of the City.

The next director will have an operating budget of roughly \$6,000,000. Several prominent items in last year's budget include \$800,000 for tree trimming, \$500,000 for plant replacement, \$500,000 for mulch, \$400,000 for landscape repairs and maintenance, \$600,000 for irrigation repairs and maintenance, and \$3,000,000 for landscaping contracts.

The Director will have one contracted assistant, but no other direct City employees. All other supervision will be of contractors.

## The Ideal Candidate

Weston is looking for a talented, experienced and hands-on Director of Landscaping who can oversee contractual work and assure that the quality of service that said contractors provide remains excellent. He or she should have the following characteristics:

1) A passion for excellence. Passion breeds enthusiasm and dedication and drives a person to transform results from ordinary to extraordinary. The next Director needs to be one who thrives on creating elegance and beauty through landscaping and horticultural design. The goal will not be to maintain already established standards of excellence but to surpass them. As an aside, this job is not a retirement job but only for the serious and vigorous.

2) Excellent communications skills. Since the next Director will be one of only nine City employees, he or she will have to present ideas, concepts, designs, etc. to the City Manager, elected officials and community. As such, the City desires the next director to be able to speak and write with excellence. He or she will be able to explain his or her vision for the City with both precision and clarity, and effectively convey this vision while also inspiring others to contribute to achieve it. On a practical level, the ability to speak Spanish is preferred, or at minimum to be able to communicate in basic Spanish with contract staff.

3) Experienced. The next director will have experience in managing operations for large landscaping projects. She or he will have had ten years of progressively more responsible positions culminating in oversight of large landscaping operations. Such positions do not need to be public sector. Oversight of particularly large and responsible projects for entities such as universities, theme parks, master planned



communities, or other similar organizations is applicable as well. Experience with natural disasters, particularly hurricanes, is a huge plus as is NIMS certification.

4) Competency. Ultimately, the next Director of Landscaping will need to have the education and practical knowledge of Bermuda grass, ornamentals and horticultural, irrigation/pumping distribution systems, chemical/pesticides, arboriculture, and other relevant items. He or she will also need to be someone who pays attention to detail. A Bachelor's degree or higher in horticulture or landscape architecture is preferred. Experience with the aforementioned items as they specifically relate to tropical climates is also preferred.

5) Financially Savvy. Weston is in an incredibly strong financial position because it manages its money wisely. The City wants someone who can distinguish between what is necessary and prudent, and what is wasteful. In other words, the City wants maximum yield on its investment in landscaping, and the City expects the next Director to manage the budget with diligence and care.

6) Involved. The next director will be very involved in the work and recognize that the key to success is doing whatever it necessary for however long is necessary. He or she will spend very little time behind a desk, but instead will be out in the community inspecting and overseeing the work as well as establishing relationships with the residents. Customer service will be a priority, and the next director will help the residents feel involved in its landscaping so that they can take pride in the beauty of their community.

7) Commitment. Weston has a history of long tenured employees and expects the next Landscaping Director to stay with the City for at least ten years.

## Residency

The next Director is not required to live within the corporate limits of the City. It is hoped, however, that the Director will desire and be able to live in Weston.

## Compensation

The starting salary will be between \$100,000 and \$150,000. Benefits are excellent.

## Confidentiality

Under Florida law, all applications are a public record once submitted. As a practical matter we expect very little media involvement in this process.

## How To Apply

E-mail your resume to [RecruitFive@cb-asso.com](mailto:RecruitFive@cb-asso.com) by August 16th. Faxed and mailed resumes will not be considered. Questions should be directed to Sean Baenziger of Colin Baenziger & Associates at (561) 351-9350 or Colin Baenziger at (561) 707-3537.

## Schedule

Candidates will be screened between August 17th and September 23rd. Interviews will likely occur on October 1st, with a selection made shortly thereafter.

## Other Important Information

The City of Weston is an Equal Opportunity Employer and strongly encourages minorities and women to apply. It is also a drug-free workplace. A Veteran's Preference will be awarded if applicable under Florida law.

COLIN BAENZIGER  ASSOCIATES  
EXECUTIVE RECRUITING