



— POSITION AVAILABLE —

Chief Financial Officer | Apply by April 25, 2022

Welcome to Winter Springs, FL

Located in Central Florida less than 15 miles north of downtown Orlando, Winter Springs is a vibrant and dynamic city. Possessing small town charm, the City is full of friendly people and dependable neighbors. In 2022, Niche ranked Winter Springs as #20 and #33 out of 380 for best suburbs to live in Florida and best suburbs to raise a family in Florida, respectively. Opportunities to enjoy the outdoors and the City's attractions are abundant. Winter Springs is simply a great place to live, work, play, and raise a family! If you are a talented, forward looking, strategic thinker, please apply to be our Chief Financial Officer/Finance Director (hereafter CFO).

With beautiful scenery and many open spaces, Winter Springs is a haven for lovers of the outdoors. It offers twelve parks ranging from dedicated sports parks to playgrounds to nature-infused trail areas. Bear Creek Nature Trail is a popular choice, and Central Winds Park is a favorite due to its trails, fishing piers, dog park, playground, and sports fields. Indeed, the National Arbor Day Foundation has



certified the City as a "Tree City USA" for the past 32 years. Winter Springs is also surrounded by a number of state and national parks, such as the nearby Blue Springs where manatee can frequently be sighted, particularly during the winter months.

Active adults and families will enjoy many recreational opportunities. The City hosts summer youth camps, and its youth sports partnerships include baseball, softball, soccer, basketball, cheer, and football. Adults can participate in the Orlando Baseball Association, the Central Florida Soccer League, and the Orlando Sport and Social Club.

Winter Springs even hosts its own Scottish Highland Games for two days mid-January. Boating and fishing in Lake Jesup along the northern edge of the City are popular. Golfers will find numerous opportunities in the area, among them the Tusawilla Country Club, which is member only and features an attractive 18-hole course.

Until recently Winter Springs was comprised mostly of independent planned unit developments with no coherent or defined center. The Winter Springs Town Center will remedy that situation with an eclectic mix of shopping, dining, entertainment, and living options. Covering approximately 200 acres, it serves as the City's focal point and is fast becoming one of central Florida's hottest destinations. The Cross Seminole Trail runs through the site and offers pedestrian and bicycle paths into the heart of the Town Center as well as providing equestrian and hiking trails on the periphery. The trails feature views of pristine wetland preserve areas. Currently, about 40% is developed with the rest under design review. Many Winter Springs events are held here, including the City's annual Festival of Arts and the beloved yearly Winter Wonderland Parade. Visitors and residents alike greatly enjoy the mixture of shopping, outdoor green spaces, entertainment, dining, and living options. Though currently limited, the City's nightlife options are steadily growing.

Living in Winter Springs is relatively affordable, and neighborhoods are quite safe with low crime rates. In fact, the City was ranked the fourth safest city in the state in 2021 after being ranked ninth in 2019 and sixth in 2020. And residents have

an excellent relationship with their Police Department. According to Realtor.com, median sold home price is \$365,000 in a strong seller's market, with a seven percent year-over-year increase in median listing home price as of February 2022. Depending on the area, a person can buy a nice 3-bedroom 2-bathroom house between \$360,000 and \$425,000. As just about everywhere, inventory is tight, and homes routinely sell in six days. Local public schools are part of the Seminole County School District and are exceptional. In fact, the county school system is ranked first in the State for STEM (Science, Technology, Engineering and Math) education, and GreatSchools gave Winter Springs High School a College Success Award in 2020 for its preparation of students for college. Six elementary schools, one middle school and one high school are located within the city limits.

If what is here in Winter Springs is not enough, you will find a variety of activities within a 30-minute drive. North in the City of Sanford lies the Central Florida Zoo and Botanical Gardens. To the south is the City of Winter Park, where many enjoy strolling around the Park Avenue Shopping District and attending the Park Avenue Food Tour. Still within 30 minutes, the City of Orlando is a hub of popular attractions such as the Florida Film Festival, the Cornell Fine Arts Museum, Universal Studios (including the "Wizarding World of Harry Potter"), and other passive and recreational parks. SeaWorld and Walt Disney World are about 50 minutes away, just south of Orlando.

Sports fans will relish watching professional sports teams such as the NBA's Orlando Magic and minor league ice hockey with the Orlando Solar Bears. Major league professional soccer can be found at the Orlando City Stadium where Orlando City (men's) and the Pride (women's) play their home games. Furthermore, the annual college football classic Citrus Bowl is held at the Camping World Stadium. At the college level, the University of Central Florida is 25 minutes southeast and the University of Florida in Gainesville is two hours to the northwest. An hour north is Stetson University with its highly regarded baseball program.



In addition to the three mentioned above, another twenty plus institutions of higher education are located nearby, the most notable being the Embry-Riddle Aeronautical University, Florida A&M University College of Law, Valencia College, Seminole State College of Florida, Keiser University, and Le Cordon Bleu College of Culinary Arts.

Notably, as the largest university in the United States by enrollment, the University of Central Florida is a public research university with students from all 50 states and over 157 countries across the globe. Ranked as the 15th most innovative school by U.S. News & World Report (2022) and 46th for “Best Value Colleges” The Princeton Review (2021), many of the graduate programs have also received top-100 rankings.

Those who like to travel will have numerous options as Winter Springs is conveniently near a variety of airports, highways, and ports. Orlando International Airport, the 26th busiest airport in the world, is 30 minutes to the south. Orlando Sanford International Airport is 15 minutes northeast and offers flights on low cost carriers to points within the United States, Mexico, the Caribbean, and Europe. You will also enjoy convenient access (one hour to the southeast) to Port Canaveral, the second busiest cruise port (for multi-day embarkations) in the world. A few hours further are the first and third busiest—the Port of Miami and Port Everglades in Fort Lauderdale. Additionally, the Atlantic Ocean is an hour to the east and the Gulf of Mexico is about two hours to the west. Several notable Florida cities are a two-hour or less drive away, including Tampa, Saint Petersburg, Daytona Beach, and Jacksonville.

Table I: Winter Springs Growth

Year	Population	% of Change
1960	609	—
1970	1,161	90.6 %
1980	10,475	802.2 %
1990	22,151	111.5 %
2000	31,666	43.0 %
2010	33,282	5.10 %
2020	38,342	15.2 %

Source: U.S. Census Bureau

All in all, Winter Springs is a vibrant city with a strong sense of community and many wonderful amenities. If you are a professional looking for a great place to live and work, we invite you to apply!

HISTORY

Before European settlers arrived in the 1500s, Native Americans sparsely populated Florida. In 1513, Florida became a Spanish colony. The land was briefly under British control from 1763 to 1783 but returned to Spanish ownership and ultimately became part of the United States in 1821. About that time, Moses Levy, a New York merchant, purchased thousands of acres of land encompassing the area that would eventually become Winter Springs.

During the 1800s, the land was part of central Florida’s frontier, being marked with cattle ranches, orange groves, and railroads. Wharves were established along Lake Jesup, allowing for steamboat travel and eventually industry in lumber and logging.

By 1959, the area had 600 residents and was incorporated as North Orlando (named after the North Orlando Company, which had led efforts in the City’s growth). As the Florida Technological University (later known as University of Central

Table II: Winter Springs Demographics

Distribution by Race		Distribution by Age	
White	70.0%	0 to 15	14.9%
Black	6.7%	15 to 25	10.3%
Asian	3.6%	25 to 45	27.1%
Native American	0.2%	45 to 65	28.4%
Two or More Races	19.5%	65 to 85	15.5%
Total	100%	85 +	3.8%
Hispanic Ethnicity	20.5%	Estimated Population: 38,342	

Educational Achievement (Over Age 25)	
High School or Higher	96.7%
Bachelor’s Degree or Higher	49.6%

Other Statistics	
Median Age—Winter Springs	43.3
Median Age—U.S.	38.5
Median Household Income—Winter Springs	\$76,550
Median Household Income—U.S.	\$61,937
Poverty Rate	6.0%

Source: U.S. Census Bureau

Florida) grew nearby, the City increased in size. However, much confusion grew over North Orlando’s name, and in 1972, the City changed its name to Winter Springs.

Beginning in the early 1970s, Winter Springs growth exploded as a bedroom community to an important suburb of Orlando. See Table I.

DEMOGRAPHICS

See Table II for Winter Springs demographics.

Table III: Principal Employers, Winter Springs, FL

Employer	Industry	Employees
Seminole County School Board	Education	1,254
Publix (Winter Spring Town Center)	Retail Groceries	175
City of Winter Springs	Government	169
Dearborn Electronics	Electronic Parts Supplier	153
Modern Plumbing	Specialty Contractors	150
Tuscawilla Country Club	Recreation	77
Greenway North	Auto Dealership	65
Watermark at Vistawilla	Retirement Community	61
United States Post Office	Government	55
Budget Tree Service	Tree Pruning	51

Source: Winter Springs, FL, 2020 CAFR

CLIMATE

Winter Springs has a humid, subtropical climate. Having two main seasons, the hot and rainy season lasts from May to September, and the cooler season runs from October through April. During the summer months, high temperatures are typically in the 90s and rarely fall below the mid-70s. Afternoons frequently bring short bursts of rain and thunder. During the cooler season, the average temperature is in the 60s. Snow is exceptionally rare in Winter Springs, and the average annual rainfall is 53 inches. By way of comparison, the average rainfall in Chicago is 36 inches and Atlanta averages 47 inches.

Hurricanes strike Florida from time to time, and contrary to the impression the nightly news would give, they are infrequent with limited impact. If you are more than 50 miles from the hurricane’s center, it will probably not materially affect you. Additionally, hurricanes lose force as they travel over land. While there are no guarantees, Winter Springs is far enough inland that it is unlikely to be significantly impacted by a tropical storm. It should also be noted that a Category I hurricane produces winds from 75 to 95 miles per hour—not much faster than we routinely drive our cars.

GEOGRAPHY

Sitting 30 minutes northeast of Orlando, Winter Springs is in Seminole County and is part of the Orlando-Kissimmee-Sanford Metropolitan Statistical Area. It covers 14.99 square miles, with 0.13 square miles comprised of water and the rest being land. Its average elevation is 52 feet above sea level.

Along the City’s northern border lay the Spring Hammock Preserve and Lake Jesup. The Gulf of Mexico is less than 120 miles to the City’s west, and the Atlantic Ocean is less than 40 miles to the City’s east. Additionally, Winter Springs is located between Florida State Road 417 and U.S. Route 17.

COMMERCE

As a suburb of Orlando, many people commute to work and are employed in management, business, and financial operations; office and administrative support; and sales. Occupations in utilities, management of companies and enterprises, and information tend to be the highest paying. Within the City, the primary businesses are professional, scientific and technical services; healthcare and social assistance; and educational services.

The City’s principal employers are listed above in Table III.

THE GOVERNMENT

Winter Springs has a commission/manager form of government, with the Mayor and five City Commissioners setting policy and the City Manager directing the day-to-day operations. Though each Commissioner resides in one of the five City Districts, Mayor and all City Commissioners are elected at-large. They serve staggered four-year terms and are

Chart I: Winter Springs Organization Chart

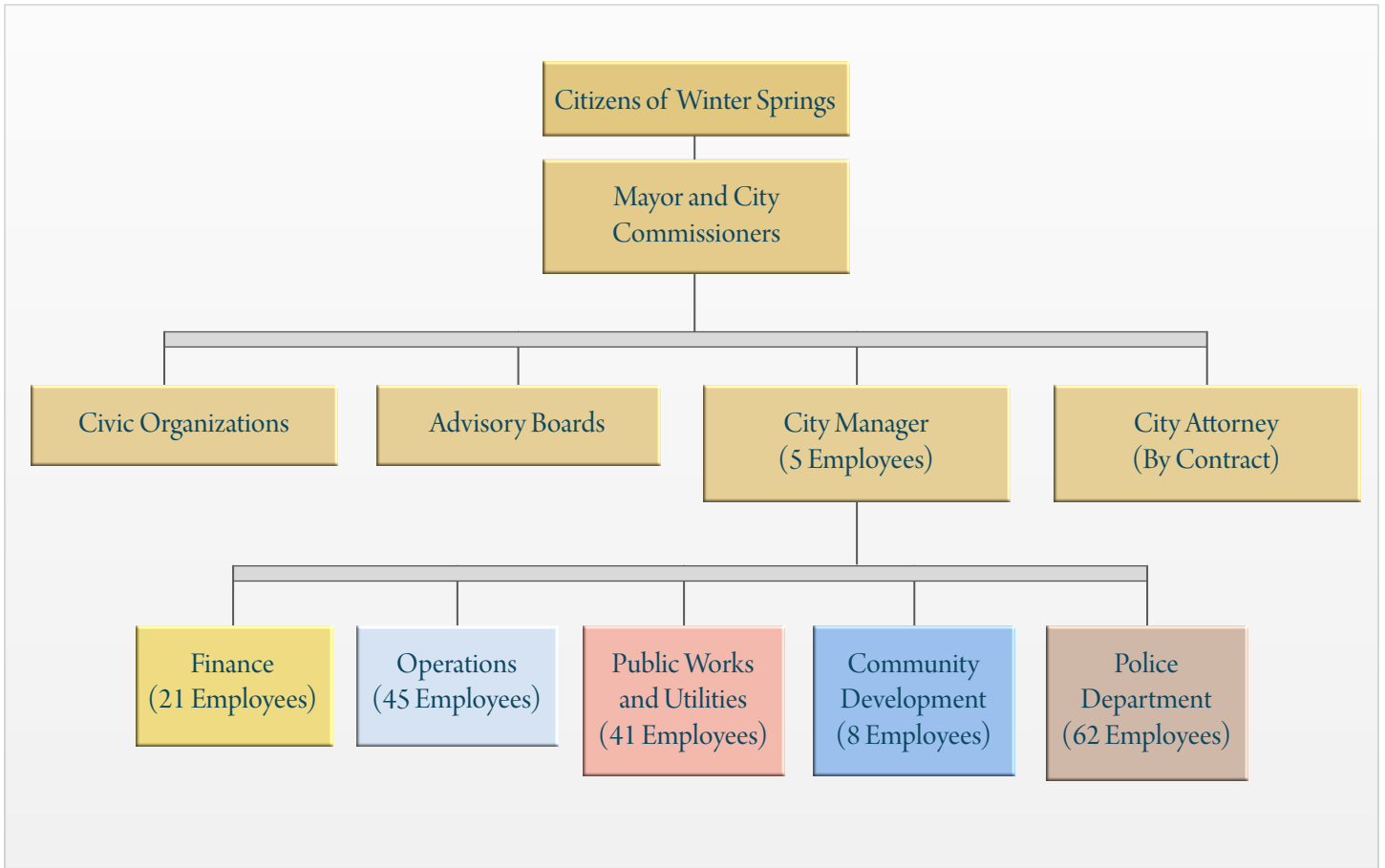
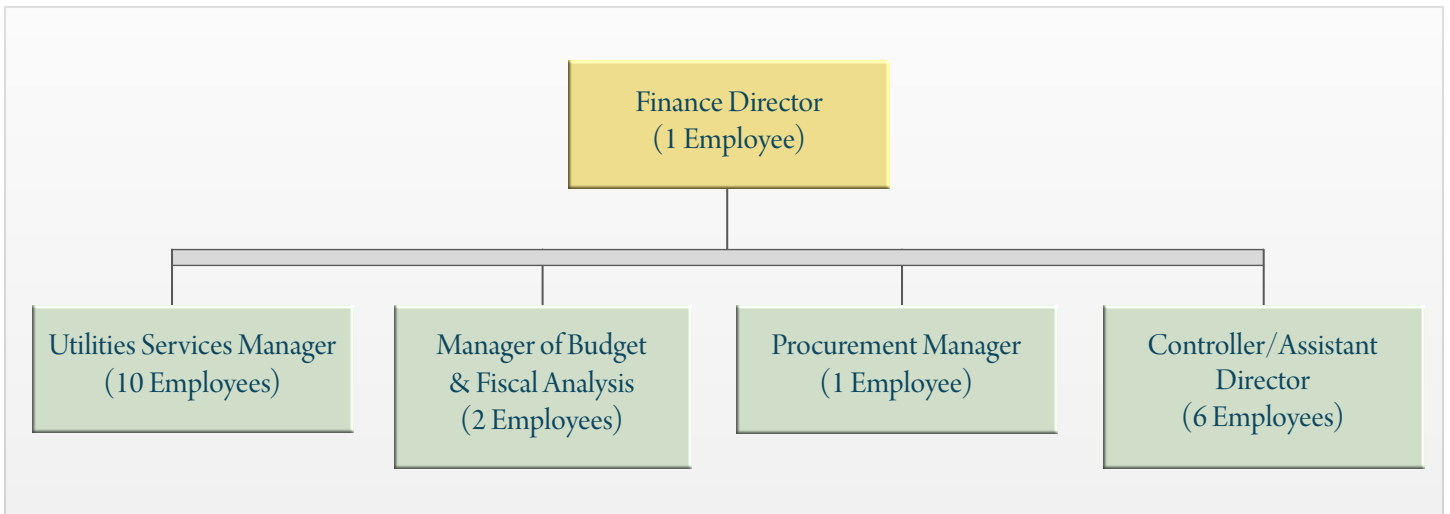


Chart II: Winter Springs Finance Department Organization Chart



limited to three consecutive terms. Elections are held in November of even-numbered years. Commission seats for Districts 2 and 4 as well as the Mayor are up for election this fall. The Mayor only votes to break a tie. Overall, the Commission is relatively new. Five members are in their first term of office, and one will complete his second term in November.

The City Commission appoints the City Manager who acts as the chief administrative officer and is responsible for the day-to-day management of the City. Fiscal responsibility, customer service, and transparency guide the City Manager as he provides the executive leadership required to reach the goals and policies established by the Mayor and City Commission. They also appoint the City Attorney and the City Clerk. Key departments are: Community Development, Finance, Operations, Police, and



Public Works and Utilities. See Figure 1 for more details Fire/EMS is provided by the Seminole County Fire Department. The City has a General Fund Budget of \$18.7 million and a Total Budget of \$54.7 million. In total, it has 177 employees. The City does not have any unionized employees.

THE DEPARTMENT

The Finance Department is composed of 21 individuals and has a budget of approximately \$1,357,700. Its functions include Accounting, Budgeting, Contracts, Customer Services, Debt Management, Pension Oversight, Purchasing, Security, Solid Waste (which is performed under contract with Waste Pro), Treasury Management and Utility Billing including meter reading. (See Chart II on bottom of page 6 for more information.) The Department functions well, and the staff is very capable.

THE CHALLENGES AND OPPORTUNITIES

The City is well run and fiscally sound. It presently has 50% of its annual personnel and operating costs set aside in reserves and its pension is fully funded. It is, frankly, in a very good place. That said, the CFO will be busy. He/she will be expected to help lead the City on a path to make the government more citizen friendly. The ideal candidate will play a key role in improving the City's customer interface by undertaking projects such as (a) establishing a process for citizens to pay bills by credit card, (b) developing kiosks to pay bills and conduct other interactions with the City, (c) improving the City's website with a goal of making it easier to find information and conduct transactions, and so on. Other projects will include

automating manual processes within the government and working with residents and local businesses to better serve their needs.

THE IDEAL CANDIDATE

The City is looking for a strong leader who thinks strategically—someone who looks over the horizon, senses the direction of future events, and positions the City in a way that helps it take advantage of opportunities and avoid pitfalls. He/she is expected to be proactive, not reactive, and always seeking better ways for the City to serve its citizens and businesses. Personally, the next CFO will be curious and inquisitive, always learning and keeping abreast of industry trends and new technologies.

It is important to note that the City is not looking for a traditional accountant. Yes, knowledge in that area is helpful, but Winter Springs has an excellent group of accountants and support staff. It is looking for a leader to help take the City to the next level. As the City Manager put it, at a minimum, accountants know how to count. Winter Springs is seeking someone who knows what to count, how to improve what they count, and how to make the counting not just more efficient but also more effective.

The next CFO will be highly motivated and achievement oriented—someone who will help build the city's governmental infrastructure into a world class operation. He/she will be seen as a trusted advisor and keep the city manager (and indirectly, the elected officials) well informed. The best candidates will believe strongly in transparency and keeping the public informed.

The ideal candidate will be dynamic and bring a fresh perspective to the City. Personally, the individual will be knowledgeable and confident and not afraid to speak truth to power—to tell those he/she reports to what they need to hear as opposed to what they might think they want to hear. The individual will not hesitate to speak up if he/she feels an error is being made with respect to the City's direction, investments, or in any other area. He/she will lead by example and always demonstrate honesty, integrity, and diplomacy.

The CFO will have a healthy sense of impatience. He/she will expect projects to move forward and issues to be resolved. The ideal candidate will have a "can do" attitude and see challenges as hurdles rather than roadblocks. When assistance is needed, the ideal candidate will present not only the problems, but will also bring solutions and options. The individual will believe strongly in customer service and set the tone. He/she will realize the customers are not always right but deserve to have their problems listened to and addressed.

The CFO will be a motivator and not just provide direction but work collaboratively with staff and empower them. Micromanagement will not be a word in the CFO's vocabulary. Instead, he/she will be respectful, mentor, set priorities, provide resources, have high expectations and expect deadlines to be met. The ideal candidate will encourage teamwork and be someone who values accountability. At the same time, the CFO will realize not every proposed solution will work, and mistakes will be made in the process of growth.

Personally, the ideal candidate will be professional, but also friendly and outgoing with a sense of humor. The ideal candidate must have outstanding communication skills, both verbal and written. He/she will make clear and concise presentations to the City Commission and public. The ideal candidate will be someone who knows how to select the right information and to turn it into useful reports—reports that the average citizen, as well as the financial professional, can easily understand. At the same time, individual will be technologically savvy.

The ideal candidate's background will include experience strategic planning and thinking, pensions/retirement funding, budget preparation, CAFR preparation, billing, collections, purchasing, and customer service. Graduating from an accredited four-year college or university and having a master's degree in business, accounting, financial management or a related field is required.

The best candidate will have a minimum of seven years of senior level financial management experience, which includes at least five years managing a team of at least ten people. Experience in

local government is less important than experience as a CFO and as a strategic thinker. Finally, the ideal candidate will plan to make Winter Springs their home and stay a long time.

COMPENSATION

The salary range is \$115,000 to \$125,000. The salary will depend on qualifications and experience. Benefits are excellent. The CFO will receive 5% of salary in a 457 plan and can receive another 2.5% by matching 2.5%.

THE MOST RECENT CHIEF FINANCIAL OFFICER /FINANCE DIRECTOR

The prior CFO came from the private sector when the company she had been with ceased operations in 2020. After approximately a year and a half, she had an opportunity to return to the private sector and did so.

RESIDENCY

Residency is not required, but why would you want to live anywhere else? More seriously, the next CFO is expected to live within about 60 miles of Winter Springs.

HOW TO APPLY

E-mail your cover letter and resume to Recruit37@cb-asso.com by April 25th. Note: Applications will be screened as they arrive so do not delay! Questions should be directed to Stephen Sorrell at (513) 317-0678, or Colin Baenziger at (561) 707-3537.

INTERNAL CANDIDATES

We do not anticipate any internal candidates applying for the position.

CONFIDENTIALITY

Under Florida's public records act, once an application is submitted, it is deemed a public record. As a practical matter, we

would be shocked if this recruitment received any media coverage or third party inquiries.

THE PROCESS

Applications will be screened between April 23rd and May 19th. Finalists will be selected on May 20th. Interviews will be held on May 27th. A selection will be made shortly thereafter.

OTHER IMPORTANT INFORMATION

The City of Winter Springs is an Equal Opportunity Employer and strongly 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:

winterspringsfl.org

floridasmart.com/city-guide/winter-springs

oviedowintersprings.org