



Parks & Recreation Director Position Available — Apply by: **April 14, 2014**



Hobbs, New Mexico

Population: 35,007

Representing the best of the high desert of southeast New Mexico, Hobbs boasts an abundance of blue sky and warm sunshine. The City is the largest municipality in New Mexico's southeastern-most county (Lea County, population 66,338) and the gateway to "the land of enchantment". It is a community that values its quality of life and in particular what Parks and Recreation can bring to the table. With its current Director retiring, the City is seeking an energetic, proactive, visionary (yet practical) successor to continue the City's strong and progressive emphasis on providing outstanding recreational activities to all its residents. With many high quality programs

and \$60 million in major new capital projects either underway or in the planning stages, the next director will be very busy and have an opportunity to impact generations to come. We invite you to apply!

The Hobbs area exhibits a multicultural heritage. It is a land rich with Native American legacy, cowboy legend and Hispanic culture, with a long farming tradition and Western ideology. Hobbs residents retain the pioneer spirit. Evidence of past civilizations is still being found throughout the area by amateur archeologists and geologists. Today's working cowboys continue to roam the high plains near Hobbs, herding cattle and mending fences. Dotted this vast open range are the ubiquitous oil wells that remind residents of the rich, black gold that has provided many of the amenities enjoyed in Lea County. Pump jacks slowly sway, providing a constant slow rhythm that compliments the stillness of an otherwise uninterrupted landscape.

While oil and gas production has been the key to the region's economy for decades – in fact, the County markets itself as the EnergyPlex – Hobbs is also home to the Zia Park Casino and horse racing track. The casino attracts more than 2.7

million people to the area each year. In addition visitors and residents alike enjoy the many unique, independently owned shops and services. From popular restaurant chains to Hobbs' own brand of locally owned and operated eating establishments

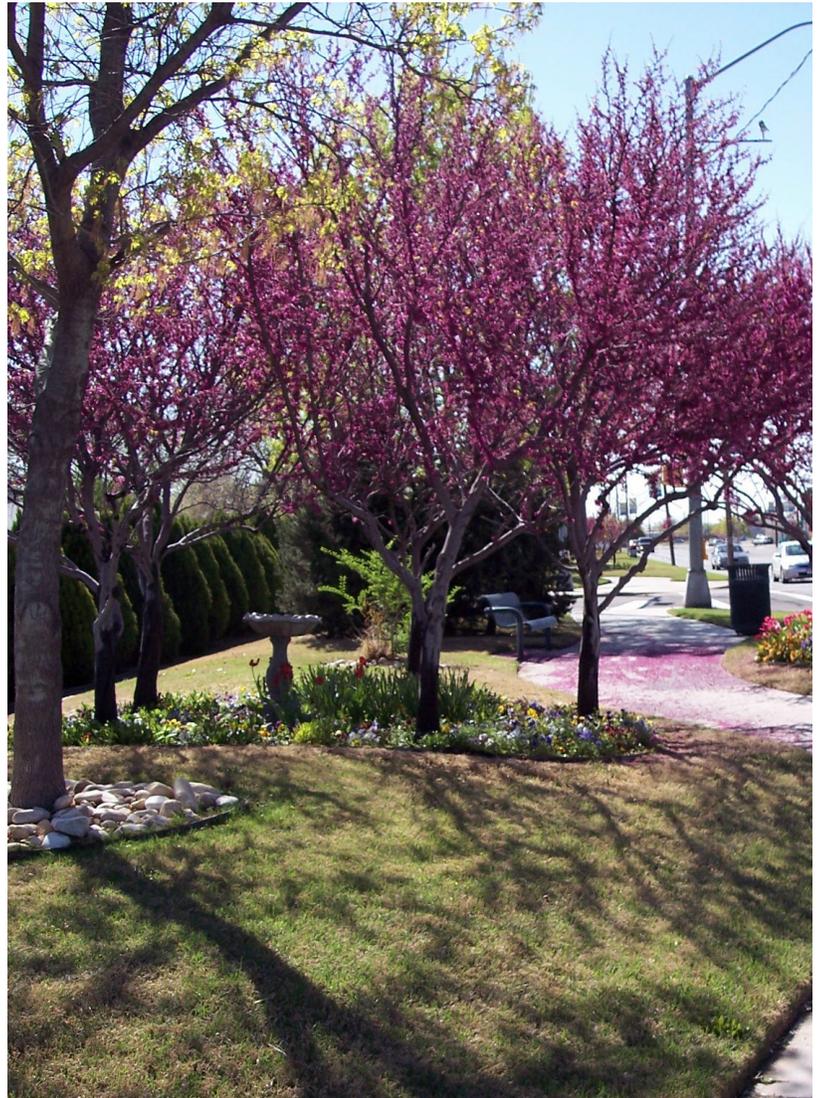
Hobbs is a great place to be for the outdoor enthusiast. Hunting (quail, dove and some sneaky deer) and fishing areas can be found nearby. A day trip to the mountains can provide skiing and more hunting and fishing. The local gun club has 1,600 members, and four-wheeling is a common pastime. Just a short drive away, caving enthusiasts and travelers can enjoy one of the most magnificent underground cave systems in the world at Carlsbad Caverns.

So what is it like to live in Hobbs? While housing is limited, the City provides a wide range of options, from small, older homes to modern homes that could be found in any metropolitan area in the country. Pricing varies, but if you are buying, you will likely be spending \$100 to \$120 per square foot.

The hardworking student can get a good education in Hobbs. The local high school offers dual enrollment programs with New Mexico Junior College, and seniors can graduate with two years of college credit under their belts. Hobbs has multiple medical options. The local hospital is Lea Regional Medical Center, a 201 bed facility. Shopping is available, though more serious shoppers often go to the region's anchor cities: Lubbock and Midland, TX. The County also offers an 8,000-square-foot events center that hosts various entertainers and events throughout the year. Finally, the County has a commercial airport that offers two flights a day to George Bush (Houston) Intercontinental Airport.

One thing that truly sets Hobbs apart is the City's commitment to improving the quality of life for its residents. For example, it recently spent \$14 million on a walking and running trail (six miles long with three restrooms). Then there is the golf course, its clubhouse and the surrounding landscaping. What's next? The City is in the early stages of partnering on a potential \$50 million multi-generational facility to be completed by 2016.

Hobbs' crowning feature is its people. They are amicable, helpful and inviting. You simply will not feel like a stranger very long. Hobbs is a retreat for



those who desire elbow room and the peaceful, wide open spaces evocative of bygone days. It is fiercely proud of its pioneer spirit and salt-of-the-earth atmosphere.

All in all, Hobbs is a wonderful community full of opportunity for those looking for new beginnings, ideal weather, friendly neighbors and affordable living.

History

As early European settlers traveled through the area on their way to exploring the new land, many found the abundant water supply a haven for cattle ranching.

It was not long after statehood came to New Mexico in 1912 that the gas and oil reserves were discovered. They soon became the economic engine for the area. Energy continues to be the City's lifeblood, and Hobbs is poised at the center of an economy that supports its reputation as the state's EnergyPlex. Oil and gas production have increased 100-fold due to modern extraction methods. Hobbs now provides over 28% of the state's total economy, trailing only Albuquerque and Santa Fe. The City's future is very bright!

Geography

Hobbs is in high desert country in the southeastern corner of New Mexico. It is approximately 3,600 feet above sea level and just 3 miles west of the Texas/New Mexico border. The anchor cities for the region are Midland, TX, (population 119,400 and 100 miles southeast) and Lubbock, TX, (population 236,000 and 110 miles northeast. Dallas is 400 miles to the east and Albuquerque is 320 miles to the northwest. The City covers 18.9 square miles and the local terrain is relatively flat.

Demographics

Per current U.S. Census Data the population of Hobbs is estimated to be 35,007, and comprises half of the population of Lea County. In 2012 it had an average household income of \$59,694. 44% of the population has gone on to receive post-high school education. 73% of the population is Caucasian, 6% African American, and 1% American Indian. The remainder is some other race or more than one race. In terms of ethnicity, Hispanics of all races compose

50% of the City's population. The median age is 31.2, which is significantly below the national median of 37.2

Climate

Hobbs' climate offers four seasons with mild variations in weather patterns. Its average mean temperature is 63 degrees, but weather ranges from very warm, dry summers to cool, crisp winter days and chilly nights. Hobbs' climate allows for year-round outdoor activities, and the Hobbs golf course and city parks are open all year. Precipitation is infrequent, with sunshine making an appearance 320 days per year. This beautiful climate creates ideal conditions for people who thrive in a mild, dry environment and relish the outdoors.

Commerce

A population increase of over 19% since 2000 makes Hobbs one of the fastest-growing small communities in the nation, according to Forbes Magazine. This rapid growth has fueled opportunities for the immediate development of retail and other business projects. The top occupations in Hobbs include construction, extraction, office and administrative support, and sales. Scientific and technical services are projected to be the fastest-growing industries in the next five years. Hobbs' top employers in 2012 are in the table below:

Employer	# of Employees
Hobbs Municipal School	936
Lea Regional Medical Center	446
City of Hobbs	438
Halliburton	438
Walmart Super Center	422
Nor-Lea Hospital	356
URENCO USA/National Enrichment Facility	356
Ferguson Construction Company	327

Source: Economic Development Corp. of Lea County 2012

Private investment in the community is strong. The Maddox Foundation in Hobbs has funded many community projects and is currently building a \$12 million Boys and Girls Club. The City has cooperated on several projects with the County and the expanding New Mexico Junior College.

The Government & Community

Hobbs operates under a Commission/Manager form of government. The Commission consists of a Mayor and six Commissioners. The Mayor is

elected at large, and the Commissioners come from six districts. All serve staggered four-year terms with elections in March of even-numbered years.

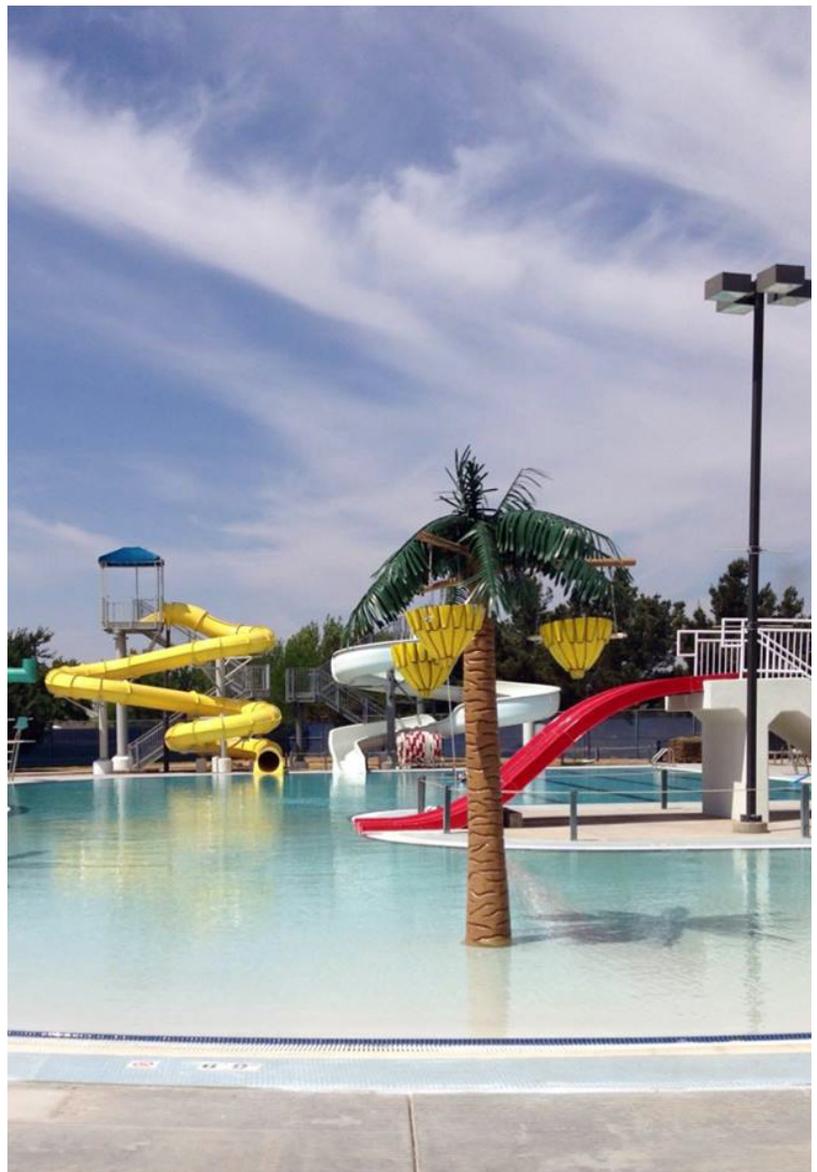
The current City Manager, J.J. Murphy, was appointed in 2012 and is responsible for the general supervision and control of the operations of the City under the policy guidance of the Commissioners. His background as a military officer and coaching management style has been geared to empower employees, which fosters innovative approaches to issues and challenges.

The Parks & Recreation Department

The Parks and Recreation Department plays a huge role in the every day life of the residents of Hobbs. With a population of 35,000 and approximately 9,000 more in the surrounding area, Hobbs does not draw the large and numerous commercial entertainment venues found in metropolitan areas. As a result, the City's leaders have asked the Parks and Recreation Department to step in and fill the void. More importantly they have allocated a significant amount of resources to the function. Right now, Parks and Recreation is the City's third largest department (behind police and fire) with approximately 90 full time employees and 150 seasonal (primarily during the summer months). The Department's 2014 budget is approximately \$20 million of which \$10 million is operating and \$10 million is capital.

The largest currently approved project is a complete renovation of the City's golf course. The property covers 105 acres and will include an 18-hole course (approximately 65 acres), a driving range, and a nine-hole executive course. \$10.2 million is being used to implement an Andy Staples design and another \$2 million was recently invested in the clubhouse. The City is also considering spending another \$2 million on landscaping outside the facility. It has also undergone a name change and is now called the Rockwind Community Links.

The City is also in the initial planning phase of the construction of a multi-purpose, multi-generational center. The goal is to create an indoor facility that will provide a wide range of activities serving all ages. It will be a place where a family can go and each of the members will be able to simultaneously pursue one of their favorite activities. The estimated cost of the facility is \$50 million, half of which will



come from City coffers and half from a private foundation. Finally, the City spends between \$2 million and \$5 million annually on upgrades to its existing park facility.

The Opportunities and Challenges

The next director will face a number of significant opportunities and challenges. The most immediate will be the Rockwind Community Links. It is a tremendous opportunity to oversee a major golf course redesign/renovation while building an operation from scratch. Due to the magnitude of the effort, the prior golf course on the site has been closed and the golf pro and clubhouse staff have moved on. So the opportunity will be to complete the renovation, hire new staff, oversee the creation of a full golf program, (including the marketing plan and budget) and then to grow the golf program in Hobbs. It is important to note that the course's maintenance staff stayed and is excellent. The City will open the new course when the grass is fully grown in which is anticipated to occur between November 2014 and March 2015.



The second opportunity is similar in that the new director will have the opportunity to participate in the design and construction of a major new multi-generational recreational facility and then bring that facility into operation. Although in the initial planning phases, it is anticipated that the project will move forward quickly. Needless to say, the required effort will be significant and much of the responsibility will fall on the new Director. Specifically, the individual will oversee the construction of a new facility, develop a budget, hire staff, oversee the development of programs for the facility and then implement the programs.

The third challenge will be the continual hiring of new staff and retention of existing staff. Hobbs' energy industry pays very well (someone with a CDL can start at \$100,000 annually) and it can be hard to attract and retain good employees.

The final challenge will be to continue to provide high quality recreational programs and activities while bringing the aforementioned facilities on-line.

The Ideal Candidate

The ideal candidate will have the following characteristics:

Leadership: The Director will provide the vision necessary to continue and expand the City's already excellent recreation programs while making the Rockwind Community Links and the multi-generation facility successful. He or she will need to use logic and creativity to develop ideas that will address the needs of a changing and progressing community.

Community Sensitivity: The Director will need to understand the desires of a potentially diverse clientele. He or she must develop programs that serve the young family as well as the highly sophisticated athlete and those with cultural interests. Furthermore, the individual must build and maintain a collaborative relationship with the various elements of Hobbs community.

Customer Service: The Director must be dedicated to outstanding customer relations and instill that attitude in the staff he or she hires. He or she must provide exceptional service and maintain effective working dynamics with coworkers and the public.

Practical Characteristics: The Director will have a Bachelor's Degree in business, parks and recreation, business administration, public administration or a closely related field. He or she will have a minimum of five (5) years' experience in a public sector management as well as considerable knowledge and experience in development, management and growing of parks and recreation programs. The individual will also be adept at overseeing significant capital projects. CPRP or CPRE Certification preferred.

Residency

The Director must live within five miles of the city limits.

Confidentiality

Under New Mexico law, applications for this position will be a public record and may be disclosed if requested. While we do not anticipate interest from the press, it is possible.

Compensation

The hiring range for the position is between \$85,000 and \$115,000 annually DOQ. Benefits are excellent.

How to Apply

Email your resume to Recruit32@cb-asso.com by April 14th. Faxed or mailed resumes will not be considered. Questions should be addressed to Colin Baenziger of Colin Baenziger & Associates at (561) 707-3537, or to Sean Baenziger at (561) 351-9350.

Schedule

Candidates will be screened beginning and interviews will likely occur in early to mid May with selection made shortly thereafter.

Other Important Information

The City of Hobbs is an Equal Opportunity Employer and strongly encourages minorities and women to apply. It is also a drug-free workplace.

COLIN BAENZIGER  ASSOCIATES
EXECUTIVE RECRUITING



Parks & Recreation Director
Hobbs, New Mexico