

# City Manager Cape Canaveral, FL

(Population: 10,200 year round, 3,000 additional residents during season)

Lying on a beautiful but fragile barrier island in the Atlantic Ocean, Cape Canaveral is a progressive, lively beachside community and an ideal place to live, work and play. It is a short drive from the Kennedy Space Center and three major universities. It is also 46 miles almost due east of Orlando International Airport, 55 miles from Orlando and 70 miles from Disneyworld. Tampa is 130 miles west, Jacksonville 160 miles north and Miami and Fort Lauderdale 200 miles to the south. The average high temperature varies from 72 degrees Fahrenheit in January to 91 in July while the average low varies from 50 in January to 73 in August.

In spite of its idyllic location and many positive attributes, Cape Canaveral is neither a tourist destination nor a business hub. At one time, a significant number of NASA contractors occupied office space in the City but, at the time, the City was anti-growth and anti-business. Now all the contractors have moved to other locations and the City recognizes it needs to be more balanced in its outlook. Overall, it is 97% built-out so redevelopment is the primary path to economic opportunity and growth. Over the past year, the City and its residents have been involved in a visioning process. As many as 200 residents met once each month to redefine their community. The result was a plan that defined approximately a dozen locations for commercial redevelopment while not materially changing the residential character of the community. The area is simply ripe for redevelopment. Orlando is moving east and Highway 528 and Interstate 95 provide ready access to the area. Port Canaveral, among the nation's top two cruise ports and top 100 busiest cargo ports, is immediately adjacent to the north. Although 7,000 to 8,000 tourists pass through the Port daily, local amenities are very limited and most go elsewhere for lodging, dining and shopping. The Port is discussing adding a conference center and hotel. The local schools are both highly rated. Cape View Elementary has been an "A" rated school since the 2003-2004 school year. Cocoa Beach Junior/Senior High School has been "A" rated since 2000-2001 and offers an excellent International Baccalaureate program. Housing ranges from the mobile homes to million dollar condominiums.

## HISTORY

After an early visit by Ponce de Leon, not a great deal happened in Cape Canaveral until a light house was completed in 1847. The first inkling of significant development did not occur until the 1920s when a group of retired journalists invested \$150,000 in property in the northern section of a barrier island in the Atlantic Ocean east of Orlando. At the time, the other inhabitants of the area were fishermen, their families, a few retirees, and descendants of Captain Mills Burnham, the original official lighthouse keeper of the Cape Canaveral light house. When the Great Depression occurred, the development plans stalled and the developers went bankrupt. After World War II one of the original investors and his son, Dickson Brossier, spent \$4,500 to recover some of the original land. In the 1950s, Dickson told the Orlando Sentinel Star, "...with \$4,500 in those days you could buy a great deal of property in [the Cape Canaveral area], which

then was but a jungle, inhabited by wild animals and mosquitoes." By 1958 the beach area had grown in population as the Space Program flourished. Residents considered annexing into Cocoa Beach but, because of its substantial debts and land taxes being collected, Cape Canaveral residents preferred to incorporate and to create a city of their own.

## **COMMUNITY DEMOGRAPHICS**

In terms of age, Cape Canaveral's population is distributed relatively evenly. Approximately 18% are under the age of 24, 30% are between 25 and 44, 29% are from 45 to 64, and 23% are over 65 or older. The median age is 46 years. The median personal income is \$35,164 and the median household income is \$50,261. About 10% of the families and the population are below the poverty line. Cape Canaveral's population is approximately 95% White, 2% Asian, 2% African American and 1% other. Overall, Hispanics constitute 4% of the population, regardless of race. One third of the property owners claim homestead exemptions (meaning one third of all owners have declared the home as their primary residence).

## **GOVERNMENT**

The City follows the Council-Manager form of government with a Mayor and four Council Members. All run at-large and serve staggered three years terms. In November, 2010 and 2011, two of the Council Members will be up for re-election and in 2012, the Mayor's race will be held. Overall the Council is progressive but frugal. Historically the elected officials have adhered to a pay-as-you-go philosophy and all of its members have the best interests of the community at heart. Although they may disagree on some issues, they are direct and honest with one another and work together fairly well. In fact, after discussion, most votes are unanimous.

Cape Canaveral is a full service city although a number of its services are provided by third parties through a contractual arrangement. For example, the Brevard County Sheriff's Office provides police services; an independent company provides fire and EMS services; another contractor provides IT; and water is provided by the City of Cocoa. Cape Canaveral provides the other governmental functions (including wastewater collection and treatment) with its own staff. By the standards of most cities, it is a lean government with less than 50 employees - 7 are in administration, 5.5 in Recreation, 6 in Building, 7 in Streets, 3 in Public Safety and 20 in Public Works. If the contract police and fire employees were included, the numbers would increase by 30.5 FTEs and 16 FTEs respectively. The primary components of the City's General Fund \$8.7 million budget are: Public Safety, \$5 million, Transportation \$1.9 million, Physical Environment (garbage collection), \$860,000; General Government, \$620,000 and almost all the remaining is in Recreation. The Sewer and Stormwater Enterprise Funds total \$3.7 million.

## **THE OPPORTUNITIES**

First and foremost, redevelopment is the key to Cape Canaveral's long-run economic well being. Fortunately, the community has recognized that fact and has undertaken the steps necessary to prepare for it. Most important is the community developed vision/plan which identifies specific areas of the City for commercial redevelopment. The City also has real opportunities to partner with Port Canaveral on redevelopment. Second, as with many cities, its utility infrastructure is aging and needs rehabilitation. Third, some significant flooding occurred during Tropical Storm Faye and the City would like to take steps to avoid (or at least mitigate) potential flooding in the future. Fourth, the administrative support systems (both automated and manual) need to be reviewed and upgraded. The elected officials are particularly interested in identifying ways to reduce expenses. They will strongly support investments in technology and systems that will pay for themselves and render long run savings to the City.

### **THE IDEAL CANDIDATE**

The City is looking for an action-oriented and progressive manager, someone who will recognize opportunities when they present themselves and seize them. He/she will be visionary yet practical, strong yet flexible, creative yet value administrative support systems, optimistic yet realistic, thoughtful but with a strong sense of urgency, respectful yet candid, people oriented yet technologically savvy, and team oriented yet able to function independently. The individual will be a valued advisor to the elected officials – not a “Yes Person,” but someone who will speak his/her mind at an appropriate time and place. The ideal candidate will have a proven track record in finance – particularly in budgeting and grants - and expense reduction. The individual will relate well to and understand the needs of the business community. Redevelopment will not be a noun but an action verb to the candidate and one that the individual has used frequently and successfully in the past. The City is ready to turn the corner. It simply needs an experienced hand at the helm. The individual will be a strategic thinker and planner. The ideal candidate will be professional in appearance and demeanor but also friendly and outgoing. He/she will interact extremely well with the public and have excellent people skills. The individual should be comfortable and capable of relating to people in all walks of life. The next manager will not spend a great deal of time behind her/his desk but be active and involved in both the residential and business communities. The ideal candidate will have a strong background in local government management and advanced business practices. The individual will not be at all comfortable with explanations that suggest it has always been done this way. Rather, he/she will question past practices and understand the application of systems (whether automated or manual) to improve processes and productivity while reducing expenses. He/she will also know and understand comprehensive plans, zoning and mixed use. Finally, the individual will value feedback and use it as a tool for improvement.

### **REQUIRED QUALIFICATIONS**

The ideal candidate will have at least five years experience as a City Manager or an Assistant City Manager and have worked in a small, progressive, coastal community. Florida experience is preferred but not mandatory. The individual is expected to have at least a bachelor's degree

in business administration, public administration, urban planning or a related field. Individuals with other particularly strong credentials will be considered.

### **RESIDENCY**

Residency in the community is not required but is strongly desired.

### **COMPENSATION**

The salary range for the City Manager is \$90,000 to \$129,000 and benefits are modest. The Council, as a body, strongly feels it should pay a starting salary of less than \$100,000.

### **THE PRIOR CITY MANAGER**

The prior City Manager began his career with Cape Canaveral in 1981 and advanced through the ranks until he was promoted to City Manager in 1992. He served in that capacity until leaving in January.

### **HOW TO APPLY**

E-mail your resume to **[Recruit22@cb-asso.com](mailto:Recruit22@cb-asso.com)** by February 26, 2010. Faxed and mailed resumes will not be considered. Questions should be directed to Colin Baenziger of Colin Baenziger & Associates at (561) 707-3537.

### **THE PROCESS**

Applicants will be screened between February 26th and March 29th. The City Council will select finalists on April 6th and finalist interviews are scheduled for April 16th and 17th. A selection of the next manager is to be made on April 20th.

### **OTHER IMPORTANT INFORMATION**

Cape Canaveral is an Equal Opportunity Employer and encourages women and minorities to apply. Under the Florida Public Records Act, all applications are subject to disclosure upon receipt. Veteran's preference will be awarded under applicable Florida law.