# CITY OF SEASIDE CALIFORNIA

## CITY MANAGER
*Apply ASAP but no later than November 1, 2024*

Situated in the heart of the Monterey Peninsula, Seaside, CA boasts a unique blend of outdoor activities, suburban tranquility, and urban convenience. Within a charming atmosphere, locals enjoy an easygoing lifestyle while having access to plenty of amenities, which include a world class golf course, enchanting restaurants, cozy coffee shops, and scenic parks. As a diverse community, it expresses itself with a rich array of cultures and perspectives, and as such, Seaside has received various recognitions and awards inclusive of being among the 50 Safest Cities in 2018. Seaside provides the perfect balance between coastal living, suburban comfort, and city features.

Truly, there is no better sight in California than at sunset on the bay. In that context, Seaside is a mecca for outdoor activities, featuring countless ways to enjoy the stunning natural landscape and the expansive Pacific Ocean. Whether you like wine tours, whale watching, hiking, or water sports, everyone in the family will find plenty of exciting things to do. Local businesses sell and rent equipment and have guides for kayaking, scuba diving, parasailing, and many other adventurous pursuits. For those who prefer land-bound activities, you can explore the local beauty of the Frog Pond Wetland Preserve. This preserve is home to many
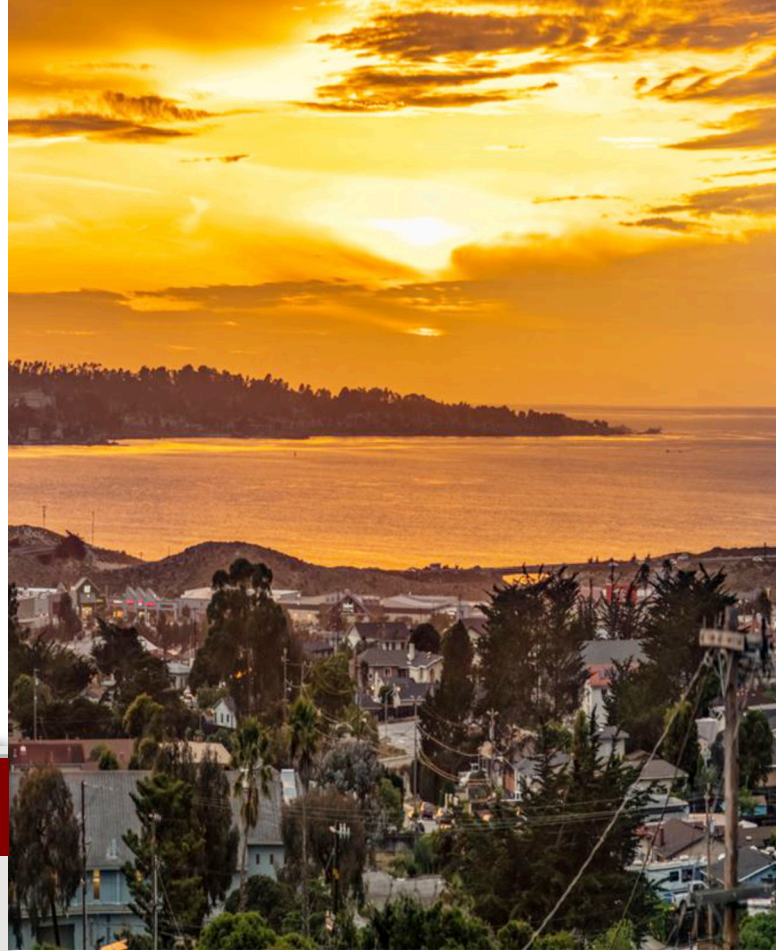
local species of plants and animals, making it a perfect activity for those of all ages and abilities.

Seaside is pleased to announce that among its 36-hole golf course, the Bayonet and the Blackhorse, groundbreaking will soon take place to develop The Grand Hyatt Seaside Resort Hotel. The site will consist of an eight-level, 307,200-square-foot single building that will include 330 guest rooms, and a conference center with meeting rooms. This development will bring more visitors to this beach community and increase the overall attraction of the golf courses.

Downtown Seaside is lively and eclectic, and is bursting with shopping areas, bustling businesses, and year-round cultural events. Dining options are plentiful with standout restaurants like The Butter House and Rocky's Café, both known for their excellent service and high-quality food. The Laguna Seca Mazda Raceway is a favorite venue, hosting auto and motorcycle racing that bring racing fans together from around the state.

Residents enjoy vibrant music performances, and art festivals. The City enjoys its annual "Oaxaca by the Sea" cultural celebration, celebrating its "Sister City," Oaxaca de Juarez, Mexico. Here you will find cultural dances, music, and food. The free "Blues in the Park" summer concert series at Laguna Grande Park is a local favorite, contributing to the rich artistic landscape of Seaside. Artistry is also highly valued in Seaside. The Walter Lee Avery Art Gallery, found in City Hall, displays creations that local artists have poured hours into. Also, the Seaside Certified Farmers' Market runs year-round where locals can pick from fresh produce and homemade goods.

Seaside is also near Big Sur, California. The Big Sur coastline is 90 miles of natural beauty. It's a drive every nature-loving visitor to California should experience. With towering coastal redwoods, pristine coves and beaches, epic hiking trails, bubbling creeks and rivers, waterfalls, and a lighthouse. At Point Lobos State Natural Reserve, residents in the Seaside area can picnic, photograph local wildlife, scuba dive, and study nature. This area of California is known for its wine, and in Carmel Valley, local wineries, offers tastings of their creations.

The City's local parks are perfect for outdoor enjoyment and residents take advantage of the area's gorgeous features and sought-after climate. Parks feature open spaces, playgrounds, picnic facilities, trails, and courts for basketball and tennis. Seaside offers many programs for youth where children can cheer, dance, play tennis and basketball, and a plethora of other sports. For adults, the City offers softball leagues, martial arts, dance, water aerobics, basketball, and flag football. The City's commitment to offering diverse recreational activities ensures that people of all ages can stay active, engaged, and connected.

Right next door is Monterey, CA, where visitors can explore the Monterey Bay Aquarium, famous for its oceanfront location, world-class exhibits, and over 80,000 plants and animals. The Old Fisherman's Wharf is another must-see, offering fresh local seafood, and beautiful views of the Bay. For a taste of history, Cannery Row, once a hub for sardine fishing, now features local shops and restaurants, creating a perfect blend of culture and charm.

Seaside's real estate market offers a variety of housing options. These options include small family homes, condominiums, and large new builds, making it appealing to a range of buyers. The average home value in Seaside is $784,542. Seaside is a competitive market for both new homeowners and those looking to invest in high-value property. The diverse housing options provide opportunities for all lifestyles.

The City in incorporated into the Monterey Peninsula Unified School District (MPUSD), with eight of the district's eighteen schools within its borders. These include elementary, middle, and high schools. In addition, Seaside is home to the International School of Monterey, a non-profit public charter school that offers a globally focused education for K-8 students. This broad selection of schools provides families with a variety of educational options.

Higher education opportunities abound in the City, where you will find several prominent institutions, including California State University, Monterey Bay (CSUMB) and the Monterey College of Law. These institutions offer a wide range of programs at all levels, contributing to Seaside's reputation as an educational hub for the area. Additionally, Seaside is connected with the Monterey Peninsula College, the Defense Language Institute, and the Monterey Institute of International Studies.

Rest assured; your family will be safe in Seaside. The crime rate is 29% lower than the national average, making it an extremely safe community. This is especially true in terms of property crime, which is 37% lower than the national rate.

Traveling outside of Seaside is a simple affair. Direct access to California Route 156 and Highways 1, 101, and 68 are available. For air travel, you will find the Monterey Regional Airport (2 miles), The San Jose International Airport (72 miles), the San Francisco International Airport (104 miles), and the Oakland International Airport (104 miles). For sea travel, the Monterey Harbor offers easy access to boating and marine adventures.

With a combination of natural beauty, good schools, low crime, and welcoming neighbors, the City of Seaside is a slice of paradise, and really has some of the best features that families look for when choosing a good community to raise children. This coastal, college community has nearly endless potential and big possibilities. Don't miss this opportunity to make Seaside your home. We invite you to apply today to be our next City Manager.

HISTORY

Seaside's origins trace back to its early days as part of the City of Monterey. Its history began in 1887 when Dr. John Roberts, a visionary from New York, moved to California and bought 160 acres from the David Jacks Corporation. He bought the land as an extension of the Hotel Del Monte in Monterey. He divided this land into 1,000 lots, which he marketed as vacation properties. This development laid the foundation for what would eventually become the city of Seaside.

In 1910, Roberts also played a crucial role in advocating for the establishment of Fort Ord in Seaside. He did this by lobbying President Theodore Roosevelt. This strategic move led to the creation of a significant military base that housed over 20,000 infantry and civilian workers. Fort Ord quickly gained popularity due to its favorable location near the beach and the ideal California weather. Over time, it became a prominent Army post.

Fort Ord remained a vital military installation until its closure in 1994. Following its closure, the land has been repurposed by various government and non-profit organizations. Efforts have focused on development and preservation, ensuring that the former military base contributes to the community, preserving its historical significance while also supporting modern needs.

DEMOGRAPHICS

Table 1: Seaside Demographics

| Distribution by Race | | Distribution by Age | |
|---|---|---|---|
| White | 34.6% | 0 to 14 | 18.2% |
| Black | 5.5% | 15 to 24 | 16.9% |
| Asian | 9.7% | 25 to 44 | 28.8% |
| Native American | 2% | 45 to 64 | 22.2% |
| Some Other / Two or More Races | 48.2% | 65 to 84 | 11.4% |
| Total | 100.0% | Over 85 | 2.3% |
| Hispanic (all races) | 47.9% | Estimated Population: 32,366 | |

| Educational Achievements (25 & Over) and Other Statistics | |
|---|---|
| High School or Higher | 80.7% |
| Bachelor's Degree or Higher | 23.3% |
| Median Age—Seaside, CA | 34 |
| Median Age—U.S. | 37.8 |
| Median Household Income—Seaside, CA | $80,239 |
| Median Household Income—U.S. | $79,560 |
| Poverty Rate | 13% |

Source: U.S. Census Bureau

CLIMATE

Seaside enjoys a pleasant Mediterranean climate, shaped by the cool ocean currents and winds from the northern Pacific Coast. This climate is characterized by mild temperatures throughout the year, with January being the coldest month, averaging a daily high of 59.9°F. The warmest month is September when temperatures reach a comfortable daily high of 72°F.

The area experiences an average annual rainfall of 20 inches (51 centimeters). 90.3% of the rainfall occurs between November and April. This seasonal rainfall pattern contributes to the region's lush landscapes and supports its temperate environment, making Seaside an inviting place year-round.

Table 2: Principal Employers, Seaside, California

| Employer | Industry | Employees |
|---|---|---|
| U.S. Defense Department | Military | 1,300 |
| California State University Monterey Bay | Education | 1,000 |
| Monterey Peninsula Unified School District | Education | 200 |
| Seaside Auto Center, and related auto services | Auto sales and service | 200 |
| City of Seaside | Government | 150 |
| Embassy Suites | Lodging/Visitor Services | 150 |
| California Department of Motor Vehicles | Government | 100 |
| Home Depot | Retail | 100 |
| Holiday Inn Express | Lodging/Visitor services | 40 |

Source: Seaside, CA 2023 CAFR
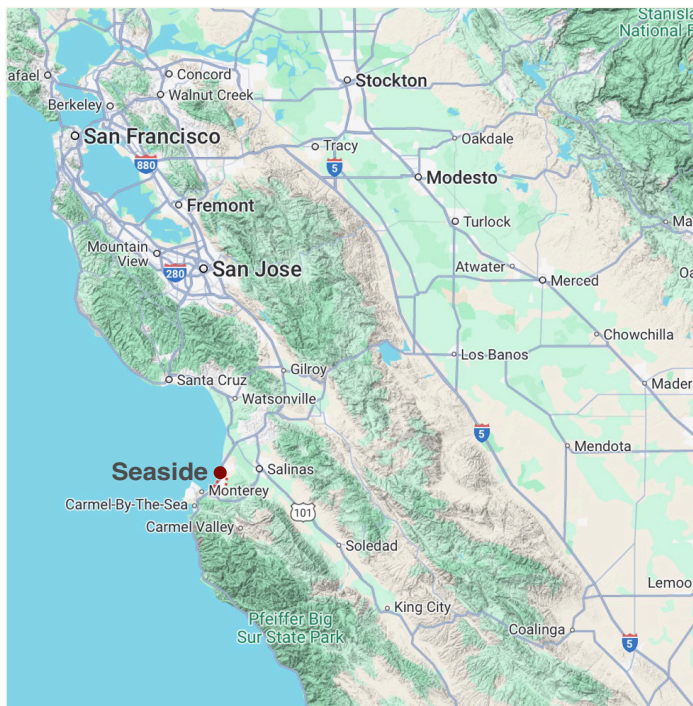


Figure 1: Location of Seaside, CA

## GEOGRAPHY

Seaside covers an area of 9.06 square miles, with 8.92 square miles being land and 0.14 square miles as water. Located in Monterey County, the city benefits from its picturesque coastal setting, including the scenic expanse of Monterey Bay to its east. This proximity to the bay enhances Seaside's natural beauty and provides stunning ocean views and recreational opportunities.

## COMMERCE

Seaside has a thriving and continually growing economy. The City's commercial base is diverse and supports a range of sectors. The U.S. Defense Department and California State University, Monterey Bay are major contributors. There are multiple industries that play key parts of the economic makeup of Seaside. This ensures that even when one industry struggles, there is not a local crisis. See Table 2 for more information on Seaside employers.

## THE GOVERNMENT

The City of Seaside is a general law city and operates under a Council/Manager form of government. The City Council is comprised of five members, including the Mayor, who are elected at large to serve staggered, four-year terms, while the Mayor serves a two-year term. The next election for the Mayor and two Councilmembers will be November 5, 2024. The City Council directs policy and strategic visioning for the community, and appoints the City Manager and the City Attorney. The Mayor and Council Members all have the best interests of the City at heart. Even though they may disagree on an issue, they are not uncivil towards each other.

The City of Seaside is a full-service city and is organized into 12 major departments: the City Manager's Office, City Clerk, Planning, Housing & Economic Development, Building & Code Enforcement, Human Resources & Risk Management, Finance, Police, Fire, Public Works & Engineering, Information Technology, and Recreation. The City has approximately 172 full-time employees. The unions in the area are LiUNA/SCEA, which represent the Seaside City Employees' Association. The Fiscal Year 2024/2025 budget is $89.8 million.

The City Manager's Office leads and coordinates City operations, provides administrative direction, enforces City ordinances, and develops short and long-term City plans. The City Manager's Office ensures that policy direction by the City Council is fully implemented and is responsible for assuring that City programs and services are efficiently and effectively provided to the Seaside community. The City Manager's Office is also responsible for fostering a strong positive image and

promoting public awareness of City activities, programs, and services, and the City Manager serves as the Chief Staff Liaison to other governmental and non-governmental agencies.

The City Manager reports to and receives direction from the City Council. While upholding the ethics of public administration and professional city management, it is expected that the City Manager will implement the City Council's policies, goals, and objectives, manage the City's day-to-day operations, offer guidance, present recommendations, and possess the courage, trust, leadership and experience to represent the organization.

THE CHALLENGES AND OPPORTUNITIES

Seaside is the kind of place where both challenges and opportunities are abundant. The first challenge, similar to the vast majority of cities across the country, is securing adequate financial resources to meet organizational and community needs. Finding alternative revenue sources and applying for grants are options to be pursued, as is ensuring the organization is functioning as efficiently as possible.

Second, even though Seaside sits on the Monterey Bay, the City can be overlooked by visitors and tourists vacationing in Monterrey or Carmel-by-the-sea. By all rights, Seaside is a coastal community and certainly has the charm and character of a beachfront community; it just doesn't have the recognition that surrounding cities have. The question to ask is, "How do we capitalize on the tourist industry to bring more bring more tourists into Seaside?"

Third, by the numbers, California ranks the second highest in the nation for mortgage payments and rent costs in the U.S. Needless to say, the cost of living in Seaside is a reflection of the state as a whole. The city is making strides in providing more affordable housing, but more efforts and fresh ideas will need to be utilized to make housing more economical.

FIGURE 2: SEASIDE ORGANIZATIONAL CHART



City of Seaside
**Organizational Chart**
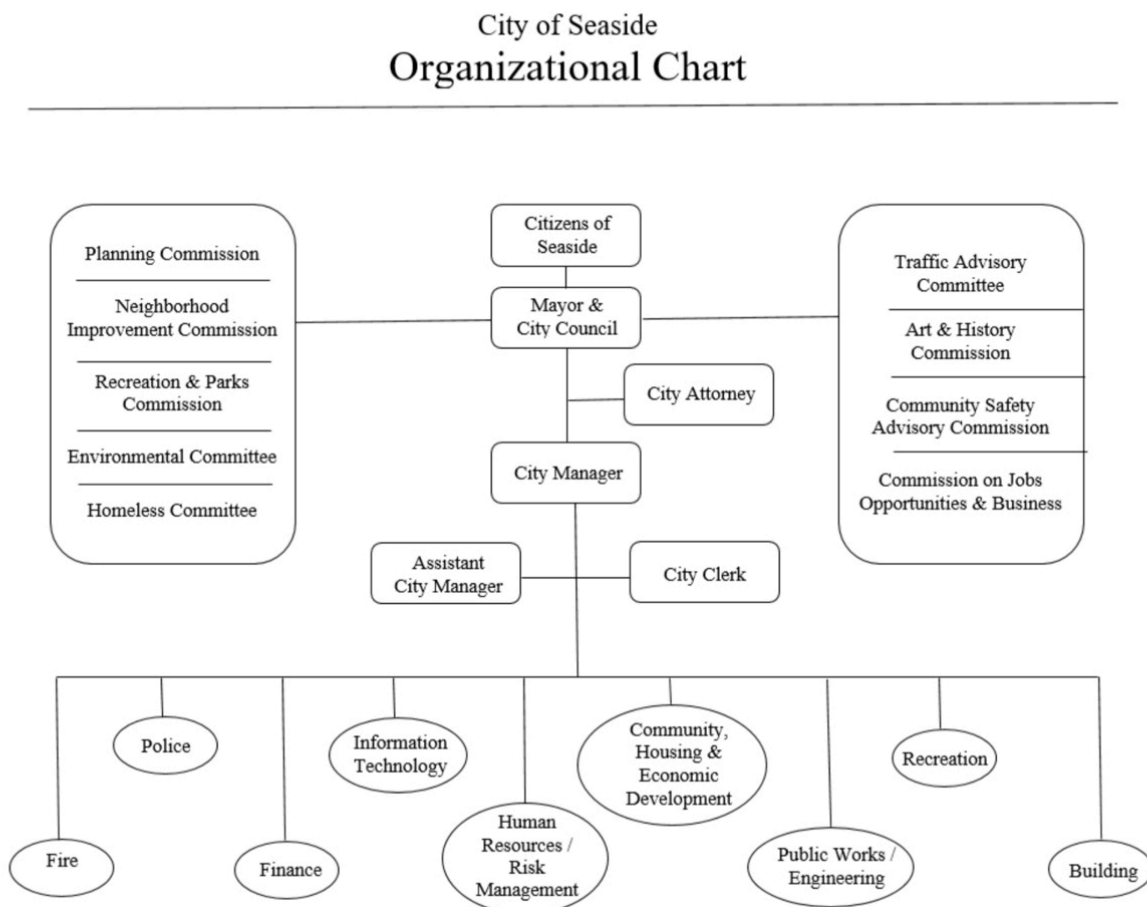
Additionally, the City is facing a high turnover rate with staff. There are a number of reasons attributing to this circumstance including housing costs, wages, and inconsistent leadership. Actions will need to be made to maintain a consistent level of staffing.

Fourth, water rights. The Seaside Basin, which is part of the water supply that serves the greater Monterey Peninsula via California American Water (which has the rights to pump a certain amount of water every year from the aquifer), has long been overdrafted. These water resources are purposefully constrained by organizations and individuals to limit growth. This is on ongoing issue that will need to be monitored closely.

Finally, as both a challenge and an opportunity, is Seaside's exceptional diversity. Diversity is central to the community's identity and a source of rightful community pride. Communication across multiple languages and cultural perspectives, requires a dedication of effort that is atypical to many cities, including Seaside.

Looking on the brighter side of things, the City is currently working on several economic development projects, and the Council is specifically looking forward to the first phase of the proposed Campus Town project with the construction and operation of 1,485 housing units on 122 acres. This is the first major housing project the City has seen in years, and is intended to provide housing for a variety of residents.

Other issues exist that the City cannot resolve by itself, but need attention and will require assistance from other communities, the county, the state and/or the federal government. These issues include homelessness, land and water rights, and rising sea levels.

THE IDEAL CANDIDATE

The City Council is seeking an achievement-oriented leader and manager. They want someone to work with them as a partner and trusted advisor - someone who will be honest and tell them what they need to hear, not what they want to hear. The Council seeks a candidate who embrace the diversity of the Seaside community and are open to different perspectives. The best candidate will be professional and inspire confidence. They will work effectively with the City Council to provide feedback, guidance, and recommendations on critical policy issues facing the community. This individual will introduce fresh, innovative ideas while taking the time to understand the history of Seaside.

The ideal candidate will be approachable, receptive, open-minded, progressive, honest and transparent. The Manager will also be organized, intelligent, forward thinking, friendly, dynamic, cheerfully persistent, high-energy, extremely positive and very proactive (but not aggressive or abrasive). The individual will have a "can do" attitude and be visionary yet practical. The best candidate will think strategically and be able to look over the horizon to anticipate problems and fix them before they become issues. They will not be comfortable sitting behind a desk and giving instructions. Rather, the Manager will be in the community and the City's offices, talking to people, listening, and learning. A sense of humor will be important as will a calm bedside manner.

Having strong communications skills will be critical. Seaside is a diverse community economically, culturally, and ethnically and it is important that the next manager be comfortable speaking with people from all walks of life—from a Fortune 500 executive to a neighbor sitting at the kitchen table. The key will be to make people feel their concerns are being heard and attended to. The Manager will need to be able to balance competing points of view, find common interests, and bring people to consensus. Residents are vocal and involved..

In coordination with the City Council, the new City Manager will set the tone and vision for the City. The Manager will expect to be kept informed and will hold the staff accountable. The individual will encourage creativity. The Manager will realize not every great idea will be successful. The ideal candidate will be a mentor and encourage staff development, and recognize that diverse opinions and spirited discussions make programs better. Building teams and promoting teamwork will be important. Good judgment in hiring will be critical as will the realization that fun should be part of the workplace.

Customer service, along with integrity and transparency, will be core values for the Manager. Seaside expects the Manager to be someone who leads by example and encourages the staff to find ways to get to "yes." Residents deserve to be treated fairly and an effort made to solve their problems. If a solution is not possible, a proper explanation of why should be given.

The ideal candidate will be a critical thinker who is always asking if there is a better way to conduct business and address problems. Seaside has limited resources, and the Council wants someone who will ensure its money is well spent. The next Manager will be an experienced local government professional with a proven track record of successful fiscal management and implementation of economic development strategies.

Accomplishments in intergovernmental relations will be important as the City frequently interacts with the County and other nearby local governments as well as state and federal agencies. Experience in a coastal community, college towns, grants, and public/private partnerships are all pluses. California experience is desirable but not mandatory. The position requires a minimum of a bachelor's degree in business administration, public administration, public policy or related field, and seven to ten years of increasingly responsible management experience in City government. While not required, a master's degree is highly desirable.

The Council hopes the selected candidate will recognize Seaside as an incredible opportunity and view the position as a destination, not a steppingstone on their career path.

COMPENSATION

The salary range of the City Manager is $285,000 to $300,000. Final salary will commensurate with experience, education, skills, and background. Benefits are excellent. Some benefits include retirement through the California Public Employees' Retirement System (CalPERS), vacation, sick leave, holidays, management and administrative leave, and vehicle allowance, just to name a few.

THE MOST RECENT CITY MANAGER

The previous City Manager was released from his contract in June 2024.

RESIDENCY

The selected candidate is not required to live within City limits; however, they should live close enough to be part of the community, attend community events, and be available for emergencies.

## HOW TO APPLY

E-mail your cover letter and resume to Recruit24@cb-asso.com by November 1st. Questions should be directed to Scott Krim at (801) 628-8364 or Steve Sorrell at (513) 317-0678.

## INTERNAL CANDIDATES

We do not anticipate any internal candidates.

## CONFIDENTIALITY

Under the California Public Records Act, once an application is submitted, it is deemed a public record; however, contact information is typically redacted.

## THE PROCESS

Applications will be screened between October 11th and December 9th. Finalists will be selected on December 19th. A reception and interviews will be held on January 9th and 10th. A selection will be made shortly thereafter.

## OTHER IMPORTANT INFORMATION

The City of Seaside, CA is an Equal Opportunity Employer and encourages women, minorities, and veterans to apply.

## ADDITIONAL INFORMATION

For additional information about the city, visit:

www.ci.seaside.ca.us
www.seasidechamber.com
www.ci.seaside.ca.us/406/Visitors