



Surfside, Florida

(population 5,744 per 2010 Census)

The Town of Surfside is located on a barrier island between the Atlantic Ocean and the Intracoastal Waterway in northeastern Miami-Dade County. It is half a mile wide by a mile long. It is a short walk to the beach and the Intracoastal from anywhere on the island.

Surfside has worked hard to preserve its ambience and quality of life. Old and new houses are mixed together in a quiet, peaceful and relaxed neighborhood setting. From the point of view of its structure, it could be a small town anywhere in America. It has a pleasant, older downtown contiguous to residential units. On the other hand, many of its neighbors have chosen to promote development. On either side of Surfside, you will find numerous luxury high rise condominiums and hotels, some nearly 40 stories. The Town instead has limited buildings to no more than 12 stories and even

those are limited to a fraction of the overall Town. As a result, Surfside remains a charming oasis set in the midst of an urban county.

But if the island is not enough for you, nearby Fort Lauderdale and Miami, have much to offer. Both have numerous cultural venues – museums, theaters, festivals and the like. The shopping is outstanding. The internationally recognized Bal Harbour Shops – actually an upscale mall generating sales in excess of \$2300 per square foot annually is located on the Town's northern border. Of course, it is just one of many venues in the area. Homes in Surfside are relatively reasonably priced and a very nice one can be had for approximately \$400,000. Of course you can spend a great deal more. The elementary, middle and high schools are nearby and very good. Numerous institutions of higher education

(the University of Miami, Florida International, Barry University to name but a few) can be found within a relatively short drive. If you travel by air, both Miami and Fort Lauderdale International Airports are less than 30 minutes away. About the same distance away are the Port of Miami and Port Everglades where many of the major cruise lines begin and end regular multi-day journeys around the Caribbean. If you prefer night life, the world renowned venue of South Beach is just to the South and Fort Lauderdale’s Las Olas Boulevard is a little to the north. The Town is proud of its religious diversity and heritage. Notably, the largest synagogue in the southeastern United States is located in Surfside.

Surfside’s modern history began in the mid-1920s when the Tatum Brothers subdivided the land that would become Surfside. In 1929 the construction of the Surf Club began, and six years later in 1935, in an effort to fend off an attempted annexation by Miami Beach, 35 members of the Surf Club incorporated the Town. At the time the population was 50. Part of the original platting included a two block central business

district that remains today. Surfside began to take off after World War II. See Table I.

In 2004 residents approved a charter amendment to limit the building heights along the Atlantic Ocean to 12 stories on the east side of Collins Avenue (the eastern most north-south road in the Town). The goal was for the Town to retain its low rise character and “small town feeling” and that goal has been largely achieved. Even with these limitations, Surfside has become a very desirable location for high quality development. The Town’s development permitting process ensures great architecture and contribution by developers to offsite improvements to minimize any impacts.

Business and Demographics

Aside from its charming downtown which contains 28 restaurants, eight banks and a number of small retailers and service businesses, Surfside is predominantly residential and the owners tend to live in the homes. Renters, in fact occupy less than 20% of the housing units. Residents tend to work on the main land in other nearby communities. Tourists and winter residents (a.k.a., snowbirds) play a large role in the community and that is reflected in the principal taxpayers (see Table II on page3).

Surfside’s population tends to be older with a median age of 46. It also includes more people of retirement age than many places in the United States as can be seen from Table III on page 4.

While the community is almost 95% white, it is not without diversity. 47% of the community is Hispanic or Latino and according to the latest Census figures available, Surfside has the 20th highest percentage of Brazilian in terms of total population in the United States, 23rd highest percentage of Columbians and the 23% highest percentage of Cubans. A number of other languages are spoken including Spanish, Portuguese, Russian, German, Hebrew and French.

Table I: Homes Built in Surfside

Single Family Homes Built in Surfside	
Prior to 1940	176
1940-1950	431
1950-1960	934
1970-1980	195
1980-1990	536
1990-2000	564
Total	3166

*Note: While housing structures have been replaced, it is not believed that a significant number of additional, new single family homes have been constructed since 2000.

Table II: Principal Taxpayers.

Rank	Entity	Assessed Value	% of Total
1	The Surf Club	\$ 40,373,960	3.18%
2	9379 Realty Group	\$ 13,970,000	1.10%
3	Beach House	\$ 9,000,000	0.71%
4	Publix Supermarkets	\$ 8,380,000	0.66%
5	Ohio Savings Bank	\$ 5,739,360	0.45%
6	Trasactaa Lanai Development	\$ 5,695,000	0.45%
7	Collins Avenue, Investment Group	\$ 3,800,000	0.30%
8	9501 Collins Avenue, LLC	\$ 3,289,000	0.26%
9	Robert and Rita Swedroe	\$ 2,993,000	0.22%
10	Yoram and Yleana Izhak	\$ 2,614,259	0.21%

Total Principal Taxpayers	95,854,727	7.54%
All Other Taxpayers	1,174,825,574	92.46%
Total	1,270,680,301	100.00%

Source: 2010 CAFR

The Town's population is highly educated. For example, the percentage with a high school diploma is 7% higher than the U.S. average and the percentage with at least a Bachelor's degree is 41% (the U.S. average is 24%). According to the 2011 CAFR, the per capita personal income was \$37,849.

The Government

The Town Commission is comprised of a Mayor and four Commissioners. All are elected at large and at the same time. They serve two year terms. The government is modeled along the lines of the traditional council-manager plan. The elected officials are all bright, successful in their own right and very responsible financially. For example, the Town's millage rate was lower in the past year even in light of a slight decline

in the tax base, the pension plan has been fully funded for years and a new community center was funded with cash reserves.

The Town's assessed value is presently approximately \$1.2 billion which is down from the high \$1.65 billion in 2008 but a little higher than it was in 2006. While property values are not dramatically appreciating, the Town does anticipate major new construction that will help increase the total assessed value by more than 20 percent. The general fund budget for FY 2011-2012 is approximately \$10,000,000 and the total budget is \$28 million including a major capital program. The Town is currently renovating its utility infrastructure and once that is complete, the total budget should stabilize at approximately \$20 million. The Town currently has a General Fund reserve of \$4.5 million. In addition to the

Table III: Population by Age

Category	Number	Percent
Under 18	1,073	8.4 %
18-24	288	8.6 %
25-34	564	22.8 %
35-49	1,254	30.3 %
50-64	1,116	25.2 %
65 & over	1,449	4.8 %

Total	5,744	100%
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revenues most Florida cities receive from property tax, state revenue sharing and so on, Surfside is one of three cities in Florida which also collects its own bed tax (4%) and a restaurant food and beverage tax (2%). The Town has 84 full time employees and approximately 25 part time employees. For a Town of its size, Surfside is quite remarkable in that it provides all the standard services that much larger cities provide with the exception of Fire Rescue (which is provided by Miami Dade County). Residents expect a high level of service provided as efficiently as possible.

The Finance Department is composed of three employees involved primarily in accounting and financial reporting. It also oversees the interaction of the residents and businesses at the “front counter.” That staffing serves many customers daily and involves an additional four employees. The department is supported by Sunguard software. In addition to those responsibilities, the department also oversees the investments, works with the pensions, and manages the insurance. Water and sewer billing is outsourced.

The Challenges

While Surfside does not have the financial challenges many other cities do, the next Finance Director will

not be bored. Aside from overseeing the regular day-to-day operations, the individual will be expected to improve the level of cost and performance data that the Town currently produces. He/she will also beef up the long range financial plan and automate more processes. The Town would also like its finances to be more transparent to the public. Finally, part of the renovation and upgrade of the infrastructure is to fit the water meters with microwave transmitters so they can be read remotely. The transition and integration of the new system will need to be monitored closely.

The Ideal Candidate

The Town is seeking a motivated, experienced, and proactive individual who will not just focus on the day-to-day but who will look out in the future and assist the Town in planning for a better tomorrow. The director will recognize that the role of the finance department is not just to keep the books and ensure the proper procedures are followed but also to provide advice and assistance to other elements of the organization (including the Town Commission and other departments) in carrying out their duties and obligations. In other words, the individual will see the finance department as a service organization. The Town Manager encourages a team approach to problem solving and expects an extraordinary work ethic.

The Finance Director will be comfortable making presentations to high powered executives while also being able to communicate effectively with people with very diverse backgrounds. The ideal candidate will be someone who is responsible, sets high standards, and holds his/her staff accountable. The individual must have a good sense of humor, be personable, and bring out the best in his/her employees. He/she will have a thorough understanding of accounting and financial reporting as well as the preparation of financial documents such as the CAFR and annual budget.

The ideal candidate must possess at least a Bachelor degree, preferably in Administration or Finance, and a CPA is highly desired. He/she will have ten years’



experience in municipal financial operations and five years in a managerial role. Experience working with fund accounting and automated information systems is a must. Participation in professional organizations and civic activities is encouraged.

Compensation

Salary commensurate with experience and the salary range is \$85,000 to \$120,000. Benefits are very good. The Town has its own pension system.

Residency

Residency within the Town's boundaries is not required.

How to Apply

E-mail resume to RecruitFive@cb-asso.com by March 30, 2012. Questions should be directed to Colin Baenziger of Colin Baenziger & Associates at (561) 707-3537. Applicant materials sent to the firm via regular U.S. mail or facsimile will not be considered.

The Process

Applicants will be screened between March 31st and May 7th. Interviews are anticipated to be on May 17th with a selection shortly thereafter.

Other Important Information

Surfside is an equal opportunity / Drug Free Workplace employer. Under Florida law, all applications are a public record and subject to disclosure. Veteran's preference will be awarded if applicable and according to Florida Law.



COLIN BAENZIGER  ASSOCIATES
EXECUTIVE RECRUITING