

THE CITY OF PENSACOLA, FL

SEEKS COMMITTED AND PROVEN MANAGEMENT PROFESSIONALS FOR THE
POSITION OF:

PARKS AND RECREATION DIRECTOR



About the City

Pensacola offers the best of all worlds. From history and shopping to sports, nature and attractions, and of course, BEAUTIFUL BEACHES. There's something for everyone!

The Seville Historic District is one of the oldest and most intact in all of Florida, its architecture reflecting modest structures perfectly suited to the climate. Within this small neighborhood is Old Christ Church, Florida's oldest church (1832), and St. Michael's Cemetery, deeded to Pensacola by the King of Spain in 1822.

The Pensacola Historical Museum on Zaragoza Street, has overviews of the nations whose flags flew over Pensacola.

The Wall South at Veterans Memorial Park on Bayfront Parkway is a one-half scale replica of the design in Washington, D.C. The world-class National Museum of Naval Aviation showcases the history of aviation through indoor and outdoor exhibits. The Museum features a large format film at the IMAX Theater.

Pensacola boasts many beautiful parks with fountains, play areas and often water access. Feed the ducks at Bayview Park on Bayou Texar. Public boat ramps allow for fun on the water.

Shopping is terrific at downtown Pensacola specialty shops. Stop at one of the wonderful coffee shops, cafes or eateries for lunch, or just an afternoon latte.

The downtown area showcases wonderful art galleries featuring both local and regional art, as well as traveling exhibits in the Pensacola Museum of Art. If antique shopping entices you, antique stores and flea markets pepper the area from the elegant to the eclectic.

Spend some time in Pensacola - you'll see why they say it's where thousands live the way millions wish they could.



History

Explorers first put the Pensacola area on the map 450 years ago, starting a long, rich, diverse heritage. Today, you can enjoy that multicultural legacy at many historical attractions.

Pensacola got its name from the Panzacola Indians who greeted the first Spanish explorers in 1559, when Don Tristan de Luna led 1,400 colonists to what is now Pensacola Beach. But a major hurricane sank ships, drowned livestock, and prompted them to flee. Although the Panzacola Indians are now extinct, Creek Indians live in the area and celebrate their traditions.

More conquistadores arrived in 1698. Spanish soldiers, aided by slaves, built a fort at what is now the Naval Air Station on Pensacola Bay. That settlement was unearthed in 1998 and opened to the public. A bastion and educational kiosk help you imagine life over 300 years ago.

Over the years Pensacola changed hands often - among Spain, France, England, the United States and the Confederacy. During the Civil War, Union troops held Fort Pickens and Rebels held Fort McRee.

The Navy shipyard, established in 1825, evolved into today's air station, propelling Pensacola into the forefront of naval aviation. This affiliation produced many distinguished military soldiers, sailors and aviators, including the first African-American to become a four-star general in the Air Force, Chappie



James of Pensacola, who flew 100 combat missions in Korea and Vietnam.

Quality of Life and Demographics

If you love to have fun, the Pensacola area is the place to live. The Pensacola area has a wide array of activities to suit everyone's needs.

With more than 40 miles of sugar white beaches, covered with dunes and sunshine galore, the Pensacola area is paradise. The shoreline offers residents the chance to take a swim in the Gulf of Mexico and develop a tan in the process. The coastline also offers some of the best fishing along the gulf. The Gulf of Mexico, bays and freshwater rivers are perfect for swimming, boating, fishing and more. Free access is available to all waterways, including 20 boat ramps, with public picnic, camping and swimming facilities widely available. Area beaches have been designated as some of the best in the world.

- **Indices and Averages**

- Escambia County: EASI Quality of Life Index: 161 (US Average: 100)
- ACCRA Cost of Living Index (Pensacola MSA 2003): 95.7 (US average 100.0) Source: UWF Haas Center
- Climate: Annual Average Temperature: 67.7 (Avg. Low 59/Avg. High 77)

- **Population Data:**

Escambia County	303,310
City of Pensacola	56,307
Century	1,735
Unincorporated Areas	245,268

White = 64.91%
 Black= 30.58%
 Hispanic = 2.07%
 Other = 3.9%

- Population of Pensacola MSA 2004 Estimated: 436,210
- Population ranking: 124
- Growth: 5.39%
- Growth ranking: 96
- Population of Pensacola MSA 2010 Projected: 481,030
- 139th largest metropolitan area in the country
- 96th fastest growing metropolitan area in the country
- Pensacola MSA ranked second in *Money Magazine's* Best Places to Live for 1998 (South medium-sized city).
- Pensacola area ranks 24th in the annual list of the hottest cities for manufacturing expansion and relocation by *Expansion Management Magazine*.
- Prime working age population: 221,370
- Per capita income (2004): \$26,503
- Average family household income (2004 est.): \$66,328

Income Data:

Median Household Income:

2000	\$55,693
2005	\$57,920
2010	\$60,206

Did you Know:

Pensacola High School ranked as one of "America's Best High Schools" in Newsweek magazine's list of "America's Best High Schools," reflecting the excellent level of education in the Pensacola area.



"Best Places for Business" Pensacola MSA ranked 76th, surpassing cities such as Miami, Jacksonville and Orlando in Forbes magazine's May 23rd issue listing 150 large metro areas as "Best Places for Business."

"Best Places for Doing Business in America 2005" Pensacola MSA ranked 33rd out of 274 thriving population centers in Inc. magazine's "Best Places for Doing Business in America 2005" above Tallahassee and West Palm Beach.



About the Government:

The City of Pensacola has a Council-Manager form of government. Under this form of government, the elected council sets the policies for the operation of the City government. The administrative responsibility of the City rests with the City Manager who is appointed by the Council. The Council consists of ten members. The City Council directly affects the City of Pensacola through the Key Committee Structure. Thomas Bonfield has served as the Pensacola City Manager since 1998.

The Parks and Recreation Director will report to and serve at the pleasure of the City Manager.

About the Parks and Recreation Department:

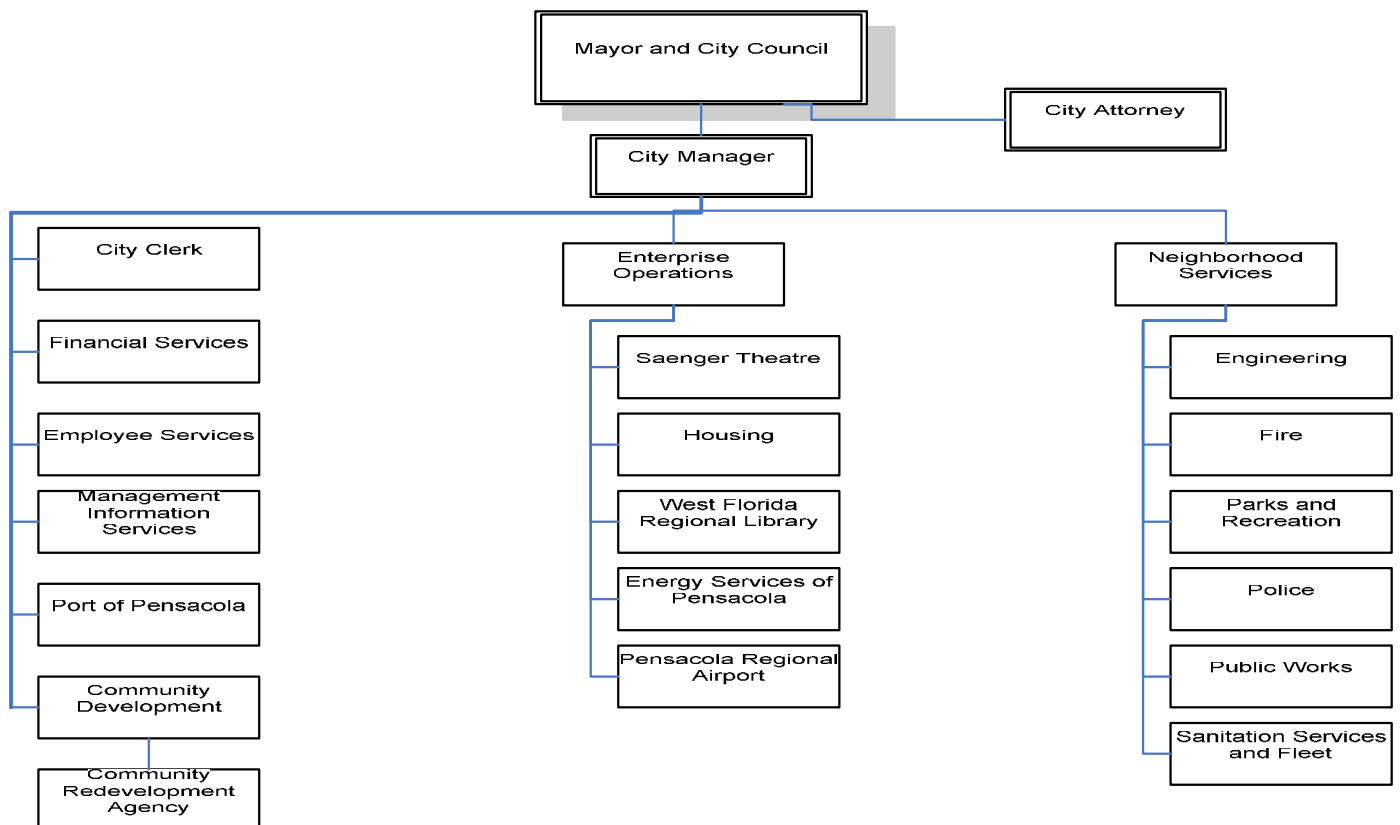
The Parks & Recreation Department serve those who live and work in the Pensacola area by providing a wide range of recreational activities as well as facilities. The Department has 99 full-time employees and 350 seasonal employees.

The Department has four major divisions: Parks, Recreation, Athletics, and Building Maintenance.

- **Parks**

The Parks activity provides maintenance for 91 facilities and park sites with over 600 acres of parkland and 2000 blocks of medians. Aesthetics of the City Parks, parkways and medians, including planting, beautification, tree maintenance, transplanting and removals, and facility

City of Pensacola Organizational Chart



maintenance of 30 small buildings are the responsibilities of this Division. This Division is also responsible for maintaining rights of ways.

- **Recreation:**

The Recreation Division offers a mixture of programs to serve the interest and needs of a varied population at the City-owned community centers and play facilities. The main focus of the professional recreation staff is to provide a service to the public in a well-organized manner and offer the leadership to develop the program.

Youth is the number one priority of the Division. Many services such as after-school programs and classes are offered.

The Division also address the growing senior adult population with programming and facilities to meet their needs.

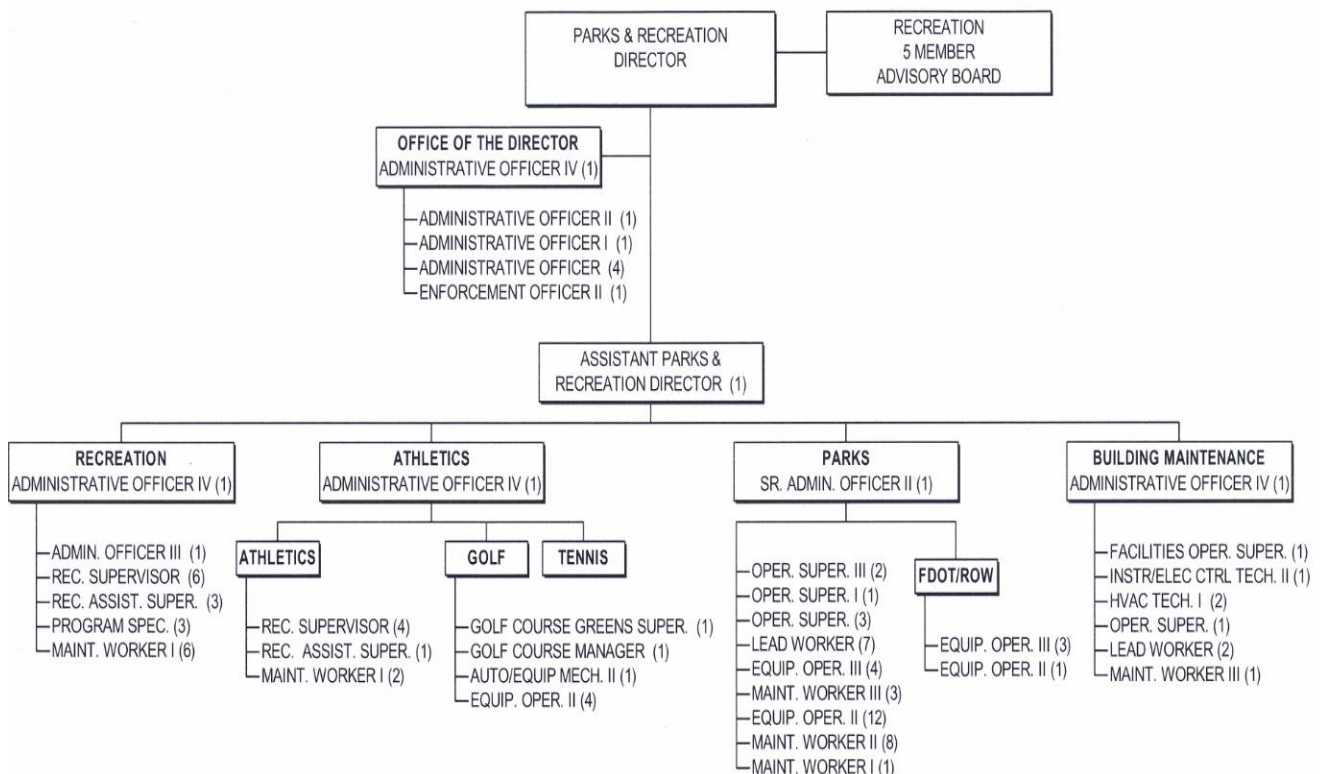
- **Athletics:**

With the help of community volunteers, the Athletics Division runs adult and youth recreational leagues to include the sports of baseball, volleyball, football, soccer and t-ball.

- **Building Maintenance:**

This Division is responsible for the City's building maintenance program including: heating, air conditioning, plumbing, painting, carpentry, window and door repair, ball field lighting, and all electrical installation and repairs. Also included is maintenance and repair of all City buildings including City Hall. There are 31 buildings that are covered by this Division.

PARKS AND RECREATION



About the position of Director of Parks and Recreation:

The Director is responsible for organizing, directing and coordinating all activities of the Parks & Recreation Department. Work includes the formulation of working policy and procedures in accordance with general policy directives of the City Manager. Supervision is exercised over professional, technical and clerical staff. Work is evaluated through accomplished results.

Essential Job Functions:

- Plans, directs, and coordinates the work of the Parks & Recreation Department.
- Prepares budget estimates and controls expenditures of departmental appropriations.
- Oversees the recreational facilities and golf and tennis programs.
- Reviews and improves the quality of diverse service activities available to the community.
- Reviews maintenance and capital improvement needs for all parks and recreational facilities.
- Visits all recreational facilities and reviews work performance of employees.
- Cooperates with the Recreation Board in implementing quality recreation programs for the various needs of the community.
- Formulates policies and procedures utilizing staff participation.
- Meets with citizens and community leaders to plan future recreational and community needs.
- Selects personnel for the Department.
- Participates in the training and development of personnel.
- Responsible for various personnel matters (i.e., disciplinary action, etc.).
- Make periodic inspections to assess operation and determine needs.
- Prepares and maintains technical and administrative operating records and reports.
- Acts as a liaison with Federal, State, local and other agencies.

Knowledge, Skills and Abilities:

- Knowledge of modern recreational organization policies, objectives, services, and equipment.
- Knowledge of administrative procedures and departmental rules and regulations.
- Knowledge of pertinent Federal, State and local laws and ordinances governing the activities of the Department.
- Knowledge of plants, shrubs, and trees indigenous to the region.
- Knowledge of modern management techniques and methods.
- Ability to supervise the work of others.
- Ability to plan, assign and evaluate the work of professional, technical and clerical subordinates.
- Ability to exercise good judgment in evaluating situations and making decisions.
- Ability to speak and write effectively.
- Ability to prepare clear, concise and comprehensive reports.
- Ability to establish and maintain effective working relationships with associates and the general public.



Department staff with "Pelican in Paradise"

Issues and Opportunities:

- Review city programs and make any necessary changes.
- Provide administrative direction for department: experience managing budget, handling personnel issues.
- Oversee the completion of 150 “hurricane projects” that are nearing completion.
- Provide strategic vision for department and see potential opportunities for growth and change.
- Manage “Pennies for Progress” capital programs that will provide \$16 –18M in improvements over the next 10 years
- Develop staff to maximize potential



Osceloa Golf Course

Pennies for Progress Budget

Athletic Facilities & Community Centers Improvements

Community-wide facility improvements on Recreation Athletic Facilities:

This will fund additional improvements of existing facilities to bring them up to current standards.

Budget	\$8,900,000
Impact on Operating Budget	\$720,000
Department	Parks & Recreation

Park Improvements

Improve playground equipment, fencing and backstops at selected neighborhood parks.

Budget:	\$2,900,000
Impact on Operating Budget	\$100,000
Department	Parks & Recreation

Advertisement:

City of Pensacola, FL Parks and Recreation Director

Full of culture, history, outdoor adventure, fine museums and attractions, and 52 miles of beaches that have remained untouched through the centuries, the City of Pensacola, FL is recruiting a Parks and Recreation Director.

The City's Parks and Recreation Department is responsible for staffing, programming and maintaining, 96 park sites encompassing 600 acres, 8 activity centers, 18 lighted athletic fields, 2 pools, 24 tennis courts, an 18 hole golf course, over 300 programs and service, 43 special events, 22 city buildings and 2,000 blocks of medians. The Director has supervision over 99 full-time employees, approximately 350 part-time and seasonal employees and manages a \$9,000,000 budget. Position requires a Bachelor's Degree in Recreation and Leisure Services or related field and seven years of related experience, five of which must have been in a senior management capacity.

The anticipated hiring salary range is \$85,000 to \$95,000 with the beginning salary negotiable, DOQs. The City of Pensacola offers an excellent benefits package.

To apply: The City is anxious to complete this search. The position will remain open until filled. Please send your resume *IMMEDIATELY* to:

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