

The City of Myrtle Beach, South Carolina

Invites your interest in the position of

CITY MANAGER



LIFE IN MYRTLE BEACH

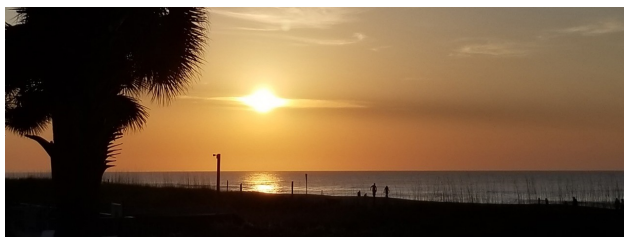
Introduction

Slavin Management Consultants has been retained by the City of Myrtle Beach, South Carolina to assist in the recruitment, hiring, and orientation of a new City Manager. This profile has been developed after consultation with the City Council. The Council is unified in its objective to hire a highly-qualified professional based on the interpersonal and professional qualities and skills desired for the position.

The Community

Myrtle Beach is a well-known destination for vacationers from around the country, Canada and abroad. The City's 33,908 permanent residents (according to the 2010 Census 2018 Update) and millions of visitors enjoy wide beaches, warm weather and an incredible range of entertainment, recreation, nightlife, golf, shopping and dining, with more than 300 hotels and accommodation properties and nearly 500 restaurants inside the city limits.

The name "Myrtle Beach" comes from the Wax Myrtle, an abundant local shrub, and was chosen in a naming contest in 1900. A young town, Myrtle Beach was incorporated in 1938 and became a city in 1957 when the permanent population first topped 5,000.



The City celebrated its 75th anniversary in 2013. Today, the City of Myrtle Beach is a full-service resort at the heart of the Grand Strand, a 60-mile stretch of natural beauty on South Carolina's northeastern coast.

Myrtle Beach's population swells to several hundred thousand during the summer months, while spring and fall are also busy with events and festivals. Recreational opportunities abound, with golf topping the list. The former Myrtle Beach Air Force Base has been transformed into the Market Common District, complete with an urban town center, a 100-plus acre Grand Park and recreation facilities. Much of the City's new residential construction is occurring in this area.

Myrtle Beach has 10 miles of beachfront, 37 city parks and four recreation centers offering organized recreational activities. The 1.3 mile Myrtle Beach Boardwalk and Promenade has helped lead a revitalization of Ocean Boulevard including construction of the SkyWheel and reconstruction of the Second Avenue Pier House Restaurant.

Myrtle Beach's playing fields and sports tourism facilities host thousands of teams annually. The City offers seven full-sized multipurpose fields and two youth fields, all in field turf, at the Grand Park Athletic Complex. Together with the school system, the City shares ownership of Doug Shaw Memorial Stadium, which features a field turf playing field and a state-of-the-art synthetic track. Nearby Ashley Booth Field recently was converted to field turf.

The Myrtle Beach Sports Center is a 100,000 square foot indoor facility near the Myrtle Beach Convention Center. The Sports Center can accommodate eight full-court basketball games or 16 full court volleyball games at once. The City also owns and operates the Myrtle Beach Convention Center and shares ownership of the Class A Myrtle Beach Pelicans' baseball stadium on a 70-30 basis with Horry County.

The City has more than 35 miles of paved bicycle paths and bike lanes running alongside major traffic arteries. At the Market Common District and along Ocean Boulevard, multi-purpose paths and bicycle lanes provide for alternative modes of transportation. The East Coast Greenway also runs through Myrtle Beach, mainly along Grissom Parkway, Harrelson Boulevard and US 17 South.

THE ORGANIZATION

In 1973, Myrtle Beach voters adopted the Council-Manager form of government by an overwhelming four-to-one margin. City Council is the legislative body and determines the policies and direction of municipal government. Council is composed of six members and a mayor who serves as the presiding officer. Council and the Mayor are non-partisan and are elected at-large to staggered, four-year terms.

City Council appoints the City Manager to serve as chief executive officer of the municipal corporation. The Manager administers the daily operations of the City through executive staff members and department heads. Currently, the City Manager is assisted by a Deputy City Manager, an Assistant City Manager, a CFO/Director of Administration and a Public Information Officer along with the Departments of Fire, Police, Planning and Zoning, Business and Support Development, Construction Services, and Convention Center. The departments also participate in a number of "horizontal teams" to collaborate on projects and issues that transcend departmental lines.

The City's budget for fiscal year 2020-21 totals \$193.7. For FY 2020, the City's budget reflected 968 authorized fulltime positions. For additional information about Myrtle Beach, please visit www.cityofmyrtlebeach.com.

MYRTLE BEACH CITY COUNCIL	
Brenda Bethune	Mayor
Michael Chestnut	Council Member
John Krajc	Council Member
Clyde H. "Mike" Lowder	Council Member
Phillip N. Render, DMD	Council Member
Gregg Smith	Council Member
Jackie Hatley	Mayor Pro-tem



OUR VISION

FIRST IN SERVICE

The employees of the City of Myrtle Beach are a diverse group of individuals who blend their unique talents to create the most effective, elite team of public servants in South Carolina.

OUR STRATEGIC INITIATIVES

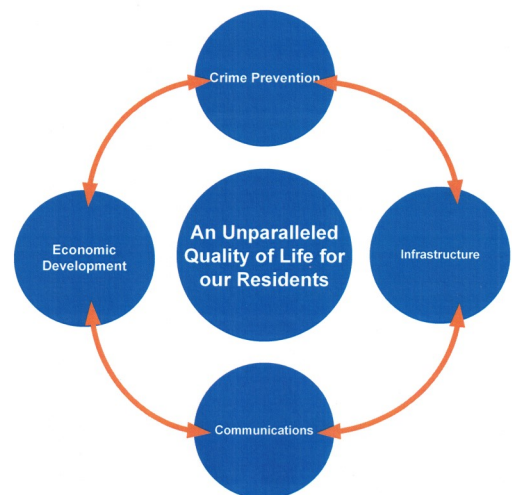
Create an unparalleled quality of life for our residents through:

Crime Prevention

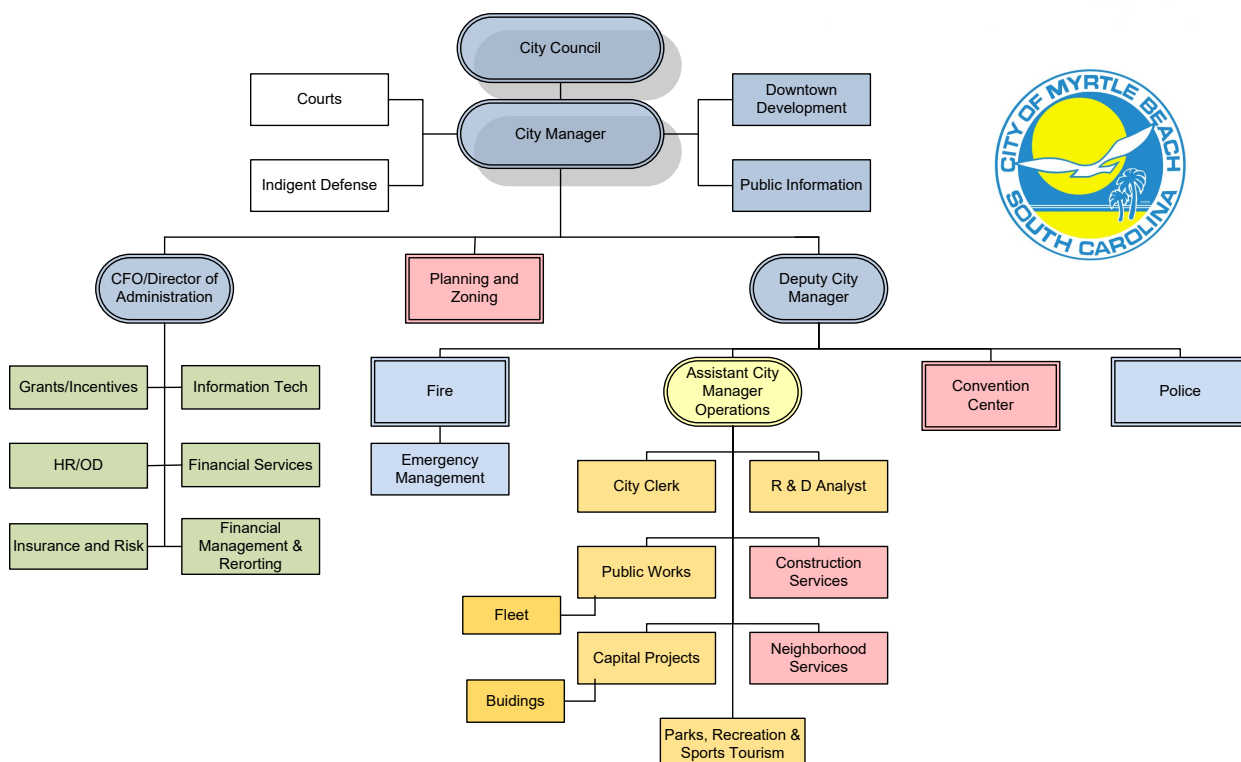
Infrastructure

Communications

Economic Development



City of Myrtle Beach, South Carolina
Organizational Chart



ISSUES AND OPPORTUNITIES

The Mayor and City Council members believe that the current City Manager has built an excellent organization comprised of top-notch staff and that the City is functioning at a high level. Having said that, the Council sees no value in resting on laurels and is looking for a new City Manager who will assertively seek opportunities to further improve the effectiveness and efficiency of the government.

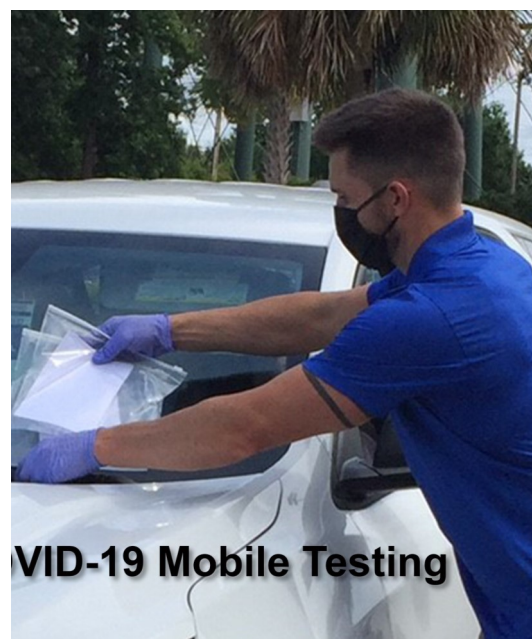
- Funding for and implementation of the Myrtle Beach Downtown Master Plan—Revitalization of Downtown Myrtle Beach—goal is to create a more urban setting targeted at encouraging an attractive and vibrant live/work/play atmosphere.
- A substantial portion of the community's workforce lives inland and/or outside of the City's boundaries but are essential to the viability of the City creating a need to partner with the development community to spur and provide workforce housing
- Develop financing strategy(s) to meet significant infrastructure needs including water and sewer line replacement and beach re nourishment without raising taxes.
- The City is currently in year 4 of a Council adopted plan to increase Police staffing by 10 officers or support staff per year.
- Economic diversification— need to both attract new businesses to the City as well as to make Myrtle Beach a more year-round tourism destination.



QUALIFICATIONS AND QUALITIES

Minimum qualifications are a bachelor's degree (Master's degree preferred) in public administration or a related field and successful experience at either the CEO or full assistant CEO level gained in a local government with characteristics similar to Myrtle Beach. Relevant executive experience in the private sector would be a "plus".

Myrtle Beach's next City Manager will have a comprehensive understanding and full appreciation for the council/manager form of government and honor its intrinsic role distinctions. He or she will have comprehensive knowledge, skills and abilities in municipal finance and budgeting. Excellent interpersonal skills are also required. Must be prepared to "hit the ground running" and move the City forward with minimal back-stepping.





Ideal candidates will be strong, proactive and fully experienced leaders with proven success records. Successful experience in the following areas is especially valuable: economic development, downtown and community revitalization, event planning, public safety, infrastructure planning and improvement, budgeting and long-term capital planning, innovative problem-solving techniques to resolve specific issues or concerns, and effective customer service.

- *Desired Leadership and Interpersonal Characteristics include:*
- A strong, charismatic leader, a team builder, and manager with excellent communication skills, public speaking ability and excellent "people" skills.
- Able to develop and nurture both community and business relationships and to establish contractual public-private partnerships. Must understand how the private sector works. Willing to spend significant time outside of the City Hall to nurture community and business relationships.
- Able to adjust services to meet the individual needs of various and widely diverse neighborhoods, including a sizeable retirement community.
- Open, transparent, and able to communicate with and keep all members of Council informed with the same information on a regular basis. Will provide regular updates to Council as prescribed.
- Able to effectively handle social media attacks.
- Ability to and desire to foster and actively participate in regional economic development with surrounding cities and counties, in order to attract new types of businesses such as tech, manufacturing, suppliers and warehousing and to create a more year-round tourist economy.
- Has a "heart and passion" for staff including a commitment to: 1) the effective recruitment and proper utilization of "bright" staff members and not simply "yes" people, 2) the efficient deployment of different staffing levels to accommodate seasonal tourism fluctuations, 3) the effective delegation and staff empowerment, 4) assuming the "face of the City" role with City employees, and 5) properly supporting staff by encouraging and appreciating their input and treating them with compassion, dignity and respect.
- Understands redevelopment financing (creative financing techniques such as TIF, incentives, innovation and economic zones, etc.) and how to be a good partner to spur private investment and redevelopment projects and programs and knows how to work with the Council to understand and get excited about the "possibilities".

Myrtle Beach Awards & Accolades Include:

- America's Best Small Cities, #9 (2018) - *Resonance Consultancy*
- 23rd Consecutive Tree City U.S.A Award (2019)
- GFOA Certificate of Achievement for Excellence in Financial Reporting for 31 consecutive years
- Best Places People Are Moving To (2018) - *US News & World Report*
- Top Destination Areas For Retirees #10 (2018) - *Where To Retire*
- Most Bikeable Coastal Cities (2018) - *Brooklyn Bicycle Co.*
- Greenest City in South Carolina (2018) - *Insurify*
- Best Southern Dog Parks, Barc Park (2018) - *Southern Living*
- South Carolina Recreation and Parks Association Excellence Award (2017)
- The Athletic Department of the Year by the South Carolina Recreation and Parks Association (2019)
- Fire Department Accreditation By The United States Lifesaving Association (2018)
- Most Affordable Beach Towns In America #6 (2018) - *Coastal Living*
- Best Family Summer Vacations #8 (2018) - *Us News & World Report*
- 20 Best Vacations For Teens & Parents Alike (2018) - *Tripadvisor*
- Myrtle Beach Was Named One Of The Top 20 Best Vacations The Entire Family Will Enjoy.
- 25 Best Beaches In The United States (2018) - *Travel Pulse*
- Best South Carolina Beaches (2018) - *USA Today*
- USA Today Readers' Choice Named Myrtle Beach As One Of The Top Two Beaches In South Carolina.
- 10 Best East Coast Beaches (2018) - *Travel Channel*

COMPENSATION AND APPLICATION

A competitive starting salary and excellent benefits are negotiable depending upon qualifications and experience. City residency is required subsequent to appointment. Additional information regarding the position can be found at the consultant's website: www.slavinweb.com and on the City's website at www.cityofmyrtlebeach.com.

The position will remain open until filled. A first review of resumes is scheduled for September 15, 2020. Please email a detailed resume with cover letter and compensation expectations to:



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In compliance with South Carolina open records laws, the names of the top three finalists must be made public prior to the extension of an employment offer.

AN EQUAL OPPORTUNITY RECRUITER/EMPLOYER