



OUTSTANDING OPPORTUNITY TO SERVE THE CITIZENS OF

**MYRTLE BEACH,
SOUTH CAROLINA**

AS THEIR NEXT

CITY MANAGER



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 27,109 permanent residents (according to the 2010 Census) 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 and boating 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, 25 neighborhood parks and three recreation centers offering organized recreational activities. The 1.3 mile Myrtle Beach Boardwalk and Promenade, which opened in 2010, has helped lead a revitalization of Ocean Boulevard, including construction of the Sky-Wheel 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 rubberized track. Nearby Ashley Booth Field recently was converted to field turf.

The City is building the Myrtle Beach Sports Center, a 100,000 square foot indoor facility near the Myrtle Beach Convention Center. The Sports Center will accommodate eight full-court basketball games or 16 full court volleyball games at once. Completion is expected in spring 2015. The City also owns and oper-



ates 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 two Assistant City Managers, a Budget and Evaluation Office and Public Information Office, along with Departments of Human Resources, Finance, Public Works, Planning, Construction Services, Cultural and Leisure Services, Police, Fire and Convention Center.

The City's budget for fiscal year 2014-15 totals \$159.4 million and includes a three mill net property tax increase, raising the rate from 66.1 to 69.1 mills. Owner-occupied homes continue to receive a credit for a portion of the operational millage, thanks to the one percent Tourism Development Fee. The tax increase will help fund 10 additional police officer positions, including necessary equipment, along with one crew supervisor for sports tourism. The City's 864 fulltime employees received a two percent salary adjustment in July. For additional information about Myrtle Beach, please visit www.cityofmyrtlebeach.com.

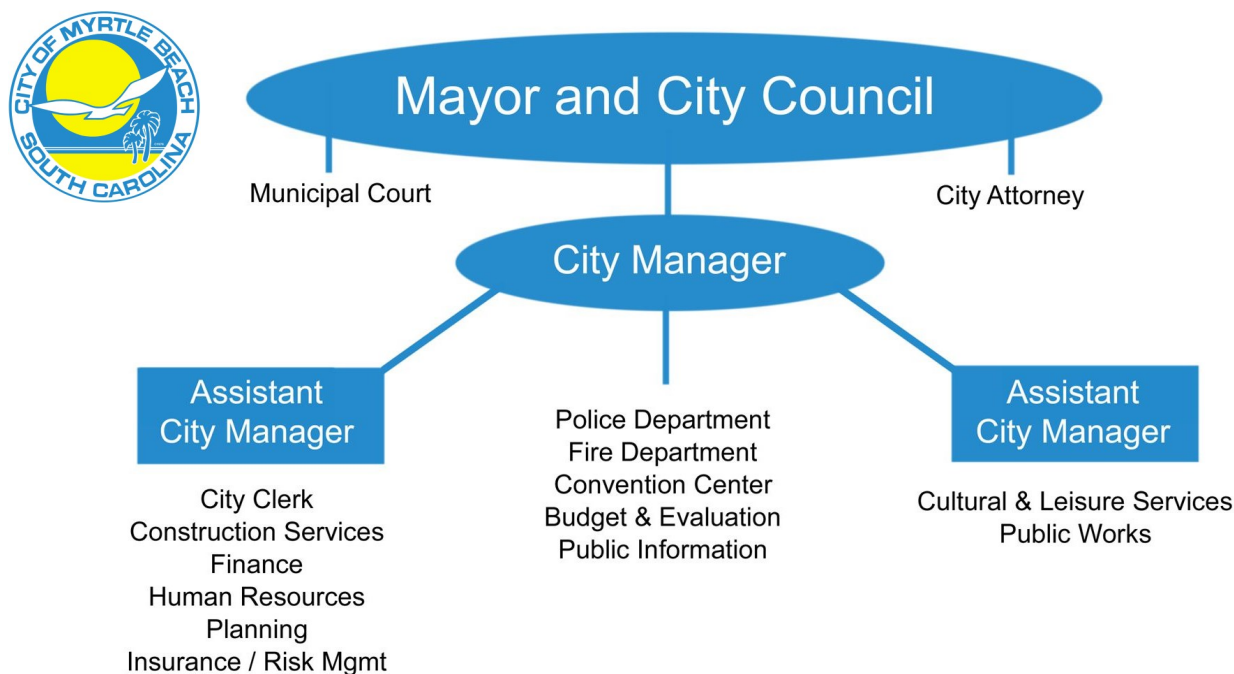


Below are the members of City Council, their occupations and the number of years each has served:

Name	Occupation	Years Served	Expiration of Current Term
John T. Rhodes, Mayor	Executive Director, Beach Ball Classic	8	January 2018
Michael Chestnut, <i>Mayor Pro Tempore</i>	Restaurateur	13	January 2016
W. Wayne Gray	Banker	12*	January 2018
Mike Lowder	Security and Private Investigations	4	January 2018
Susan Grissom Means	Management Consultant	14	January 2016
Philip N. Render, DMD	Technical College Administrator	10	January 2016
Randal G. Wallace	Commercial Realtor	12	January 2018

* Mr. Gray served a four-year term from January 1998 to January 2002.

City of Myrtle Beach Organizational Chart

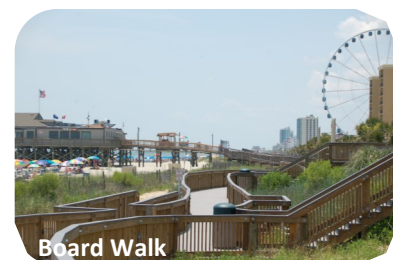




Issues and Opportunities

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.

- The most critical need facing the City is to develop and implement a plan which will prevent the lawless and dangerous activity that takes place annually on Memorial Day weekend. (3 deaths this year)
- A majority of senior managers and department heads are nearing retirement and will need to be replaced.
- Limited City resources must be managed to accommodate service demand fluctuations caused by the tourism seasonal ebb and flow.
- Several sections of the downtown area and the oceanfront are still in need of redevelopment.
- The City needs to complete the removal of storm water pipes from the beach.
- An extraordinary amount of new residential and commercial development is occurring; the leadership structure of the community will likely adjust as new residents arrive and assimilate.
- Myrtle Beach is among the top five Sports Tourism destinations in the country with world class new and expanding venues currently in various stages of development.



"First in Service" Philosophy

The City's "First in Service" philosophy states: "We believe that the employees of the City are collectively among the most talented and dedicated to be found in any workforce. Through the efforts of these employees, the City of Myrtle Beach serves the public in an outstanding manner, providing needed services efficiently and courteously. We believe that we can learn from the collective experiences of this work force to focus our efforts, provide even better service to the public, and improve the satisfaction experienced by all employees for the contributions they make."

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. Experiences with tourism-based communities, sports tourism, economic development and major event management are strong pluses.

Ideal candidates will be strong, proactive and fully experienced leaders with proven success records. 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 required.

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.

Apply by Monday, August 18, 2014, with cover letter, resume and present salary 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

