

# VOLUSIA COUNTY, FLORIDA

Seeks qualified candidates for the position of:

## Civic Center Director

### About Volusia County

#### History

Volusia County was established in 1854 and became the 30th county in the state of



Florida. The County's historic places reveal a rich and exciting past. The remnants of massive shell heaps along the Atlantic coast and the St. Johns River tell of numerous bountiful harvests by native peoples for more than 40 centuries.

At the turn of the 20th century, Volusia experienced a roller-coaster sequence of booms and busts -- the more prosperous times evidenced by the historic architecture of the County's cities and towns. Today many of these historic places are open as attractions to the public or are visible from public right-of-ways.

#### Location and Topography

Volusia County is situated on the east coast of Central Florida. The 47 miles of Atlantic Ocean beaches are a world class playground, with Beach front cities including Daytona Beach, Ormond Beach and New Smyrna Beach. Volusia County is about an hour's drive north of Disney World and the Kennedy Space Center. It's also within a few hours drive of other major Florida communities.

#### Cities

Volusia County is seated in DeLand. There are sixteen cities of various sizes and demographics in the County. They are:

Daytona Beach; Daytona Beach Shores; DeBary; Deltona; Edgewater; Holly Hill; Lake Helen; New Smyrna Beach; Oak Hill; Orange City; Ormond Beach; Pierson; Ponce Inlet; Port Orange and South Daytona. The population of the unincorporated County is 115,000. The total 2006 County population was 470,770. The County's 2010 projected population is about 515,000.

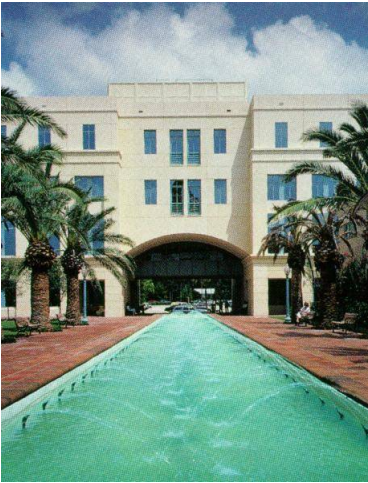


### Volusia County Council Mission Statement

To nourish good citizenship by promoting democratic values and earning public trust; to respond effectively to citizens' needs for health, safety and general welfare; to allocate limited public resources fairly and efficiently; to provide leadership and high quality service by consistently communicating with the citizens about their needs and aspirations.

# VOLUSIA COUNTY, FLORIDA

## About the Organization



Thomas C. Kelly Administration Center

Volusia County is a Charter County under Florida law. The Florida Constitution provides for "Home Rule" county charter government when approved by the voters in a referendum election. Under the home rule charter, the organization and authority of county government is decided by the local citizens rather than being dependent on the legislature in Tallahassee. The people decide by local referendum election what county government organization will be most responsive to their needs. Charter government enables the County to adopt laws without the need for prior authorization by the State Legislature.

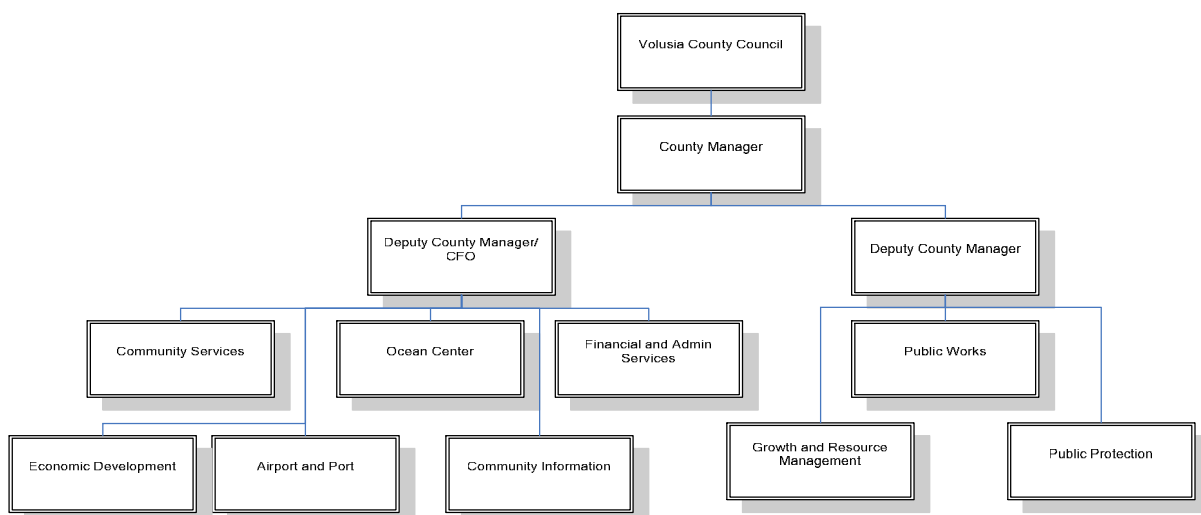
The Volusia County Charter provides for a Council/Manager form of government. Laws and policies are made by the 7-member County Council. All management and administrative duties are carried out by the County Manager who, along with the County Attorney, is appointed by and serves at the pleasure of the County Council.

Five council members are elected by district and one is elected at-large to staggered 4-year terms. The Chair is elected at large to a 4-year term. The Sheriff, Elections Supervisor and Property Appraiser are also elected officers of the County.

The County Manager appoints all other non-elected officers and manages and evaluates their work. This includes a wide variety of services organized into these functional groups: Airport and Port Services, Financial and Administrative Services, Community Services, Convention Center, Economic Development, Growth and Resource Management, Internal Auditing, Public Works, and Public Protection. The current County budget is about \$580M and there are about 3,100 County employees. Fire and Sheriff employees are unionized. Volusia County is known for its well-managed and highly stable government.

Demand for services continues to grow with the County's rising population. Despite the pressures of growth and the increasing need for services, the County budget and major tax rates have increased modestly.

## Volusia County Government



## CIVIC CENTER DIRECTOR

### About the Ocean Center

It's on the doorstep of the Atlantic Ocean. It's in the heart of the "new" Daytona Beach. It's a multi-use facility that hosts conventions, tradeshows, concerts, banquets, family entertainment shows and sporting events. It's the Ocean Center, open for business with 200,000 square feet of interior meeting space.

The 164,000-square-foot expansion of the Ocean Center, which has doubled the facility's size, is nearing completion. The \$76 million construction project will elevate the facility to one of the largest in Florida, and in the second tier of convention facilities throughout the world.

Two years ago, the Ocean Center expansion was in jeopardy due to construction crews in high demand, spread thin by a hot real estate market. So, in a strategic move to cut costs and increase efficiency, the Volusia County Council directed staff to take over management of the construction project, assigning day-to-day oversight to its owner representative, OCORP Inc. This has helped to keep costs under control and has protected the contingency fund.

Revenues have kept pace with expenses even with \$76 million in new debt. The one-penny increase in the bed tax, the 2-percent resort tax and operating revenues have contributed to the Ocean Center's profitable status, something that is welcome news to the Volusia County Council as it grapples with budget shortages on many fronts. County Chair Frank Bruno enlisted community support for a penny increase in the tourist bed tax to fund the expansion project.

A \$3 million grant from a voter-approved program will allow for a grand entrance that will enhance tourism throughout Volusia. The grant will be used to create a Cultural Information Center (CIC) that will be an enhancement of 51,635 square feet of lobby space with gathering areas, restrooms and concession facilities. It will display works from the "Arts in Public Places" program and have dedicated areas for permanent and visiting art works and

cultural displays from all areas of Volusia County. The grand entrance also will include a new façade and entrance along N. Atlantic Avenue.

The CIC will have a staffed desk to provide Countywide cultural attractions information to beachside and Ocean Center event attendees.

#### *Did you know?*

- The Ocean Center expansion is a \$76 million endeavor, the largest construction project in Volusia County Government history.
- 672 parking spaces will be added to complement the 1,393 parking spaces in the Ocean Center garage.
- The temporary certificate of occupancy for the expansion project has been issued (September 2008).
- The total value of the Ocean Center infrastructure will be \$156 million after the expansion.
- The Ocean Center construction project has utilized 67,000 square feet of glass and metal wall panels, 60 million pounds of concrete, 3 miles of irrigation pipe, and 3.1 million pounds of structural steel

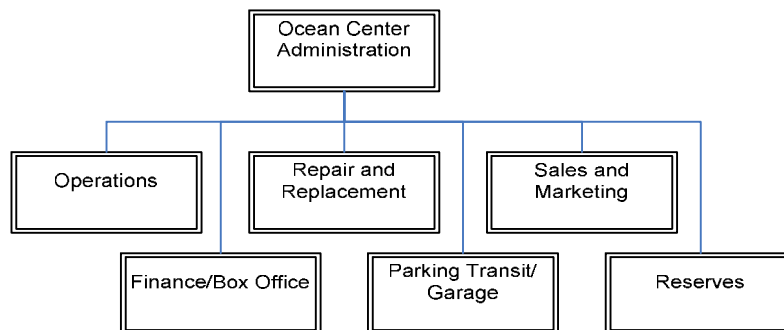


Volusia County ocean Center

## Issues, Opportunities and Challenges

- Must be able to work with government administration and within government structure. Make Ocean Center part of County government. Be part of team.
- Be part of marketing team by interacting with community and community businesses and organizations.
- Develop marketing strategies for newly expanded Center.
- Must be able to lead staff and direct activities.
- Must be able to develop relationships locally and throughout the state.
- Bring upbeat, positive, approachable and flexible personality to position.
- Ability to say "no" in a diplomatic manner.
- Maintain Ocean Center's good reputation with community.

## Department Structure



## How to Apply

Please submit your resume and cover letter with current salary to:

Robert E. Slavin, President  
 SLAVIN MANAGEMENT CONSULTANTS  
 3040 Holcomb Bridge Road, Suite A-1  
 Norcross, Georgia 30071  
 Phone: (770) 449-4656  
 Fax: (770) 416-0848  
 E-mail: [slavin@bellsouth.net](mailto:slavin@bellsouth.net)  
 Web site: [www.slavinweb.com](http://www.slavinweb.com)

Note: Under Florida Law, resumes are public documents and will be provided to the media

upon request. Please call prior to submitting your resume if confidentiality is important to you.

**Minimum Requirements:** The minimum requirements include a Bachelor's degree in Business, Public Administration, Marketing, Public Relations, Communications or related field, and five (5) years of progressively responsible work experience in the administration and promotional management of a civic/convention center.

The position is considered open until filled.