



Hallandale Beach, Florida

(Population 37,100 Permanent Residents)

The City of Hallandale Beach is a hidden treasure, a vibrant and diverse community that has largely escaped the attention of Fort Lauderdale (12 miles to the north) and Miami (18 miles to the south). The location holds limitless opportunities for recreation and tourism- the Atlantic Ocean directly to the east, and two premier race tracks reside within the City: Gulf Stream Park (thoroughbred horse racing), and Mardi Gras Gaming (dog racing). Many of the world's top thoroughbreds pass through the Gulf Stream Park on their way to the Triple Crown. In addition, both venues offer casinos.

The City of Hallandale Beach is far more than racing and gaming. Several years ago, the Village at Gulfstream Park opened, a beautiful outdoor shopping and entertainment destination, which highlights a wide range of dining opportunities, entertainment venues, nightlife and high-end shopping. The schools are good and improving.

Universities dot nearby communities and include Florida International, Nova Southeastern, Barry, Florida Atlantic and the University of Miami. With the Atlantic Ocean as its eastern boundary, the Everglades 1 ½ hours to the west, and the Florida Keys 2 hours to the south, recreational opportunities abound. Sailing, boating, diving, fishing, windsurfing, and naturalist experiences are all readily available.

A wide variety of cultural and sporting opportunities are available, including the Broward Center for the Performing Arts, Fort Lauderdale Science Museum, and the International Fishing Hall of Fame. Living in Hallandale Beach means you are close to four major league sports: Miami Marlins (MLB), Miami Dolphins (NFL), Miami Heat (NBA), and the Florida Panthers (NHL). Approximately 60 golf courses are located in the county, while the highly regarded Diplomat Golf Resort and Spa is located within city limits. The

City of Hallandale Beach is also an ideal location for traveling: Miami International and Fort Lauderdale International Airports are both 15 minutes away. Finally, housing opportunities are available for every budget, extending to multi-million dollar homes on the Intracoastal Waterway. Amazingly, all of these amenities packed into a city of only 4.55 square miles.

Although The City of Hallandale Beach is surrounded by metropolitan areas, it still showcases a strong sense of community. The residents are proud of their community and passionate about protecting its identity. They recognizing change, and try to channel progress so that the City of Hallandale Beach will remain the place they want to live, work, and play.

History

Previously to the 1890's the City of Hallandale Beach was largely swampland. In the 1890s, Henry Flagler extended the Florida East Coast Railroad to Palm Beach and recruited Luther Halland to start a Swedish settlement south of the Danish settlement of Dania. With the assistance of an immigrant named Olaf Zetterlund, Halland began promoting the frost-free, subtropical climate and cheap land of Halland - later named Hallandale.

Settlement was slow, with only a dozen families in town by 1900 – seven Swedish, three English, and two African American. The first school was built in 1904 and had only ten students. The first church, Bethlehem Lutheran, was established in 1906. Originally, Hallandale was a farming community and the farmers used the beach only for occasional recreation.

Hallandale officially became a town on May 14, 1927. By that time, there were 1,500 residents, street lights, and electricity in the community. In 1947, Hallandale was reincorporated as a city, and was allowed to annex land to the east. In August of 1999, wishing to further tourism and re-create itself as a destination,



the community officially changed its name to, the City of Hallandale Beach.

Historically, the city has been a popular tourist destination and was at one time referred to (in jest) as the “southernmost Canadian city” because many tourists came from Quebec. Initially, much of the construction in the 1960s was oriented towards retirees, but the community has become much younger and now has a sizable financial district, with offices for a number of banks and brokerage houses.

Demographics and Climate

The City of Hallandale Beach has a permanent population of 37,100 which swells to 50,000 during winter. It is part of the South Florida metropolitan area: population 5.6 million. According to the 2010 Census, the City’s permanent population is as follows: 74% White, 19% Black, and 7% Asian, multiracial or other. Approximately 32% of the City’s population (all races) are of Hispanic descent. The median age at is 53. The age distribution is spread out evenly: 15% are under 18 years old, 19% between 18 and 34, 20% between 35 and 49, 21% between 50 and 64, and the remaining 25% over 65. According to the 2000 Census, 73% of the population has a high school education and 20% have a college degree. Median household annual income was \$28,300. Since 2000 it is believed the

population has become more affluent and better educated; the Census data to confirm that is not yet available.

Geography & Climate

The City of Hallandale Beach is located on South Florida’s Atlantic Coast, 12 miles south of Fort Lauderdale and 18 miles north of Miami. The land is flat, with an average elevation of six feet above sea level, and covers 4.55 square miles (.34 of which is water).

Like the rest of South Florida, The City of Hallandale Beach has a tropical monsoon climate, with humid summers and mild winters. The City has a tropical climate with an average year round temperature of 77°F. (See Table I.)

If you are not from Florida, you probably imagine many hurricanes hitting the state every year. The truth is that hurricanes do come, but not often – only three notable storms have hit the county since 1990. Further, if you are more than 50 miles from the hurricane’s center, it will not significantly affect you.

Commerce

The City of Hallandale Beach has a bright economic outlook. While many other communities have suffered dramatically in the current economic

| Table I: Climate data for Hallandale Beach, FL | | | | | | | | | | | | | |
|--|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|
| Month | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Year |
| Record High °F | 88 | 94 | 92 | 94 | 98 | 97 | 99 | 98 | 98 | 98 | 91 | 88 | 99 |
| Average High °F | 76 | 77 | 79 | 82 | 86 | 88 | 90 | 90 | 89 | 86 | 81 | 77 | 83 |
| Average Low °F | 59 | 60 | 63 | 66 | 71 | 74 | 75 | 76 | 75 | 72 | 67 | 62 | 68 |
| Record Low °F | 28 | 31 | 32 | 40 | 54 | 60 | 64 | 66 | 61 | 47 | 35 | 30 | 28 |
| Precipitation in inches | 2.9 | 2.7 | 2.8 | 3.9 | 6.3 | 10.0 | 6.7 | 6.9 | 8.3 | 6.4 | 4.6 | 2.7 | 64.2 |

Source: Weather.com

downturn, it has weathered the storm fairly well. While its taxable property values have declined by almost 30% since their high in 2007, they have now leveled off and are anticipated to grow slowly

Table II: Largest Taxpayers in Hallandale Beach

| Rank | Taxpayer | Taxable Val. |
|------|-----------------------|---------------|
| 1 | Gulfstream Park | \$160,542,294 |
| 2 | 17070 Shopping Ctr. | \$43,134,140 |
| 3 | FL Power & Light | \$28,481,494 |
| 4 | 3 Islands Residential | \$25,508,916 |
| 5 | Mardi Gras Gaming | \$25,731,150 |
| 6 | Diplomat Properties | \$22,645,030 |
| 7 | 2500 Hallendale B. | \$17,793,300 |
| 8 | 600 Hallendale LLC | \$15,500,000 |
| 9 | Murry Family Assoc. | \$13,762,713 |
| 10 | Hallendale Group | \$13,554,110 |

over the next few years. The principal tax payers are listed in Table II.

Although several planned high rise condominiums have been placed on hold, the area is still thriving with the new Village at Gulfstream Park and two racing tracks. Further, the voters have approved additional gambling in the form of slot machines for both facilities. As a result, both venues will bring in additional revenue.

Unemployment in Hallandale Beach is at 10.0%, dropping significantly since the high of 12.2% in 2010. With the expanded commerce, this downward trend will continue.

Government

Incorporated in 1927, the City of Hallandale Beach provides the following services: building

and zoning, cemetery, code enforcement, planning and development, police, parks and recreation, public works, solid and yard waste collection, water, and storm water. It also has two Safe Neighborhood Districts, a Community Redevelopment Agency, as well as contracts with private companies for minibuses services, landfill disposal, and processing wastewater.

Hallandale Beach follows the City Manager - City Commission form of government where the City Manager and City Attorney report to the City Commission. The Commission is composed of a Mayor, Vice Mayor and three Commissioners. All are elected at large and serve staggered, four year terms. The Mayor is elected by the public, while the Vice Mayor is selected from among the four Commissioners. Elections occur in November of even numbered years; The Mayor and two Commissioners will be up for re-election in 2012. The City does not have term limits and it is not uncommon for Commissioners to serve multiple terms. The Commissioners are progressive and genuinely have the best interests of the City at heart. They generally agree on the direction for the City's future, but often disagree concerning the best approach. They also generally agree that the current staff is strong and that significant changes are not necessary; however, they do hope the next City Manager will improve efficiency and responsiveness.

The City's ad valorem tax revenues grew from \$10.7 million in FY 2001 to \$25,075 in FY 2007 before declining to \$24.5 million in FY 2008 and \$23.5 million in FY 2009. They rebounded to \$24.7 million in 2010 when the millage rate was increased from 4.9818 to 5.9000. It should be noted that even at 5.9000, the millage rate is down from the 6.9870 that it was in 2001.

The City's budgets over the past few years are as follows: *(See Table III.)*

Table III: Budget and Employee Data Since FY 2007-2008

| Fiscal Year | General Fund Budget | Total Budget | Employees (FTE) |
|-------------|---------------------|----------------|-----------------|
| 2007 - 2008 | \$ 52,418,573 | \$ 96,186,263 | 471.50 |
| 2008 - 2009 | \$ 55,710,698 | \$ 102,052,961 | 466.62 |
| 2009 - 2010 | \$ 50,626,977 | \$ 50,626,977 | 450.19 |
| 2010 - 2011 | \$ 79,900,901 | \$ 79,900,901 | 455.76 |
| 2011 - 2012 | \$ 51,865,322 | \$ 51,865,322 | 448.92 |

Approximately 40% of all employees and 60% of the General Fund employees are in public safety.

The Issues

As with many other cities, particularly in Florida, some budget restraints have occurred, and will continue for the next few years. The City's organizational structure and business processes will need to be reviewed and optimized, closing any gaps in accountability. Improving its automated information systems will be part of that process. Finally, additional redevelopment would be helpful.

The Ideal Candidate

The City of Hallandale Beach is seeking a candidate who has a demonstrated record of achievement. The individual will be proactive, progressive, strong, energetic and hard working - visualizing possibilities where others see stumbling blocks. The manager will partner with the Commission to continue the City's progress towards becoming a world class city. He/she will have a high degree of integrity, honesty and value transparency. In the current media world, it will be important for the individual's conduct, both past and future, to be above reproach.

The next manager will have a wide array of skills: communication, analytical, finance, economic development, and leadership in intergovernmental relations. In communication, the city manager will be equally comfortable talking to corporate executives as day laborers. The individual will be a patient listener, acting as a sounding board for both the elected officials and the staff. She/he will be able to diplomatically tell the elected officials and residents correct information. Ideally, the next manager will have had success in building consensus among elected officials. Analytical skills, knowledge of finance and economic development are critical to leading within the City of Hallandale Beach. A strong background in labor relations and union negotiations will be important as will be considerable experience/knowledge of re-development process and negotiations. Last, the city manager will be able to delegate tasks; the staff is strong and needs a leader, not a micromanager.

Current City Manager

The current City Manager will be retiring June 29, 2012. He assumed the position in September 2010 while in the City's DROP Program; June 29th is his mandatory departure date. The City

anticipates the new City Manager will have a month's overlap with the current City Manager.

Educational Requirements

A Masters degree from an accredited college or university, with a major in administration, management or a related field, is preferred.

Experience Requirements

The ideal candidate will have a minimum of ten years of progressively more experience in public or private sector management, and at least five years as executive level manager overseeing at least 200 employees. Prior management experience in politically complex situations is required.

Compensation

The City Commission understands that high quality managers are not inexpensive, and will pay for the right person. The anticipated starting salary will be between \$120,000 and \$180,000. Fringe benefits are generous.

Residency

Residency within the city limits is strongly preferred; anyone moving from outside the area will be expected to reside in the City.

How to Apply

E-mail your resume to RecruitThree@cb-asso.com by January 31, 2012. Faxed and mailed resumes will not be considered. Questions should be directed to Colin Baenziger of Colin Baenziger & Associates at (561) 707-3537.



The Process

Formal screening of applicants will begin as the resumes arrive; finalists selected on March 12th. Interviews will be held on March 23rd and 24th, the City Manager chosen on March 26th. It is anticipated that the new City Manager will begin work between June 1st and 30th, depending on the individual's availability.

Other Important Information

The City of Hallandale Beach is an Equal Opportunity Employer and encourages women, minorities and veterans to apply. Under the Florida Public Records Act, all applications are subject to disclosure upon receipt. A veteran's preference will be awarded if applicable under Florida law.

Additional Information

For additional information about the City of Hallandale Beach, visit: <http://www.hallandalebeachfl.gov>, and <http://hallandalebeachchamber.com>

COLIN BAENZIGER  ASSOCIATES
EXECUTIVE RECRUITING