



CITY OF LAKELAND, FL

CITY MANAGER



EXECUTIVE RECRUITMENT

THE CITY



Lakeland, Florida with a population of 110,000, is strategically located in [Central Florida](#) between Tampa and Orlando. Lakeland is an award-winning city that has a perfect mix of a small-town community environment with the amenities of a larger city. A fast-growing city with a racially and culturally diverse population, Lakeland covers 75 square miles and is the largest city in Polk County. Lakeland has several city operations that are unique for a city its size. The city operates its electric utility a critical source of revenue for the city and the Lakeland Linder International Airport, an economic engine for the city and the region, as well as water and wastewater utilities. The city has an exceptional parks and trails system, a recently renovated 27-hole golf course, and an expansive array of recreational and cultural opportunities for residents of all ages.

Lakeland is the headquarters for Publix Super Market, the spring training location for the Detroit Tigers since 1935 and is the home for five universities including Florida's only STEM university, Florida Polytechnic. Amazon Air Cargo just launched its first flight from its new 220,000 square foot cargo facility at Lakeland Linder International Airport, and the National Oceanic and Atmospheric Administration recently relocated its Hurricane Hunters operation to the Lakeland airport as well. In March 2020, Summit Insurance broke ground on an eight story, 135,000 square foot headquarters in Lakeland's downtown, a thriving, historic business community.

Lakeland was incorporated on January 1, 1885 and experienced an economic and building boom in the 1920's that resulted in the Polk Theater, the Terrace Hotel, the Park Trammel Building and the Lake Mirror Promenade, all located on the National Register for Historic Places. Lakeland continues its interest in the history of its community, approving the addition of a History and Cultural center to its main library.

National Recognition for **LAKELAND**

**U.S. News and World Report
2019 Sixth Safest City**

ArbNet Arboretum Accreditation Level 1 Award

Bronze Bike Friendly Award

Bronze Pedestrian Friendly Award

#1 Spring Training Site in Florida

LAKELAND by the Numbers



Average Age **41**



Median Household Income
\$45,149



Median Home Value
\$150,800



Number of Households
43,786



Over **70** Neighborhood
Associations



Library System with
3 locations and
1 million items



27 playgrounds, plus miles
of trails, recreational facilities,
tennis courts, playfields and
dog parks.



265,000 Lakeland
Electric Service Area &
Population with Lakeland, FL
Addresses (approximate)

Demographics by Race

58% White

19% African American

16% Hispanic/Latino

2% Asian

The Position in Brief and the City Organization

The City operates under the Council-Manager form of government with the City Manager reporting to the Mayor and six-member City Commission. The City Commission is a mix of at large and district representation. The Mayor and City Commission work collaboratively and respectfully with one another, the community, and the city staff. The elected officials and city staff recently underwent a strategic planning session and identifying the following goals – each of which has accompanying strategies:

- **Quality of Life:** Provide quality public spaces, deliver superior municipal services and support arts, education, recreation and wellness.
- **Communication:** Develop an informed and engaged community.
- **Economic Opportunity:** Create and encourage inclusive, lasting environments that grow, attract and retain a creative, talented, educated and technically qualified workforce.
- **Fiscal Management:** Develop and effectively manage financial resources
- **Growth Management:** Ensure planning and infrastructure results in quality development and safe, attractive neighborhoods.
- **Governance Goal:** Provide for responsive and responsible governmental service.



The **City Manager** is responsible for providing collaborative, team oriented, executive leadership in the oversight of the city's extensive and complex municipal operations. The City Manager is assisted by a Deputy City Manager, and an Assistant City Manager, each of whom has several departments directly reporting to them. City Departments include the City Manager's Office, Legal, Communications, Community and Economic Development, Electric Utility, Finance, Fire, Human Resources, Information Technology, Lakeland Linder International Airport, Parks and Recreation (includes Cemeteries, Golf Course and Library Divisions), Police, Public Works, RF Funding Center (multi-purpose entertainment complex with an arena, theater and convention center), Retirement Systems, Risk Management and Purchasing and Water Utilities. [City Government](#)

The City has 2100 full time and 200 part time employees. There are collective bargaining agreements in police, fire and the utility operations. The average tenure of city employees is 17 years with 35% of the city's workforce eligible for retirement in the next few years. The City has an annual budget of \$626 million. [Lakeland 2020 Budget](#)

Lakeland Mission, Vision and Values

Mission Statement:

Lakeland – a vibrant, innovative, culturally inclusive, world-class community.

Vision Statement:

A community working together to achieve an exceptional quality of life.

Core Values

[The City of Lakeland's Core Values](#) are the guiding principles utilized by elected officials and staff of the City to carry out our duties and obligations in service to the citizens: Social Responsibility, Leadership, Integrity, Commitment to Excellent, Empowered Workforce and Diversity.



Lakeland Economic Development

Lakeland is one of Florida's fastest growing cities located on Central Florida's I-4 corridor. The City Manager must be an agile, creative, and collaborative leader in managing and strategically planning for the city's continued growth. In addition to the recent successes with Amazon Air, Summit Insurance and NOAA, the city is working closely with neighboring communities and the Polk County Commission to establish an [Research District](#) which will capitalize on the Florida Polytechnic University's continued growth and development.

The city has also developed a vision for its downtown [Envision Downtown Lakeland](#) that will draw upon the strengths of the existing RP Funding Center, a multi-purpose entertainment complex that includes a theater, convention center, and arena. This Center is home to the Florida Tropics Soccer Club and the Lakeland Magic, the Orlando Magic's affiliate in the NBA G League. Recent Downtown development includes the historic [Lake Mirror](#) area with its promenade, parks and open space, providing the crown jewel for Downtown Lakeland.

Lakeland has a history of engaging with its business community and corporate leaders, valuing public- private partnerships in development and redevelopment. Lakeland is working with partners on affordable housing projects that take advantage of the City's land bank. In 2014 the City worked with the Detroit Tigers organization on a \$40 million public private partnership to upgrade the spring training facilities making it a best in class operation and solidifying the spring training site for decades to come. In 2016, the City worked with Publix and the Detroit Tigers on a multi-million dollar deal for naming rights for the spring training facility. Lakeland is fortunate to have a generous philanthropic community which works with the City on a wide variety of projects.

One of the keys to the City's continued growth and economic development is a strategic investment in its current and future transportation infrastructure. These plans include but are not limited to developing a sustainable transportation system that is safe, multi-modal, supports emerging technologies, and addresses traffic congestion issues.



THE IDEAL CANDIDATE

Candidate “Must-Haves”

- ▶ A viable candidate must have a Bachelor’s Degree in public administration, business administration, urban planning or related field. A Master’s Degree in a relevant field is preferred. Candidates must also have at least seven years of experience in a senior executive position in a full-service city of similar or larger size and complexity to Lakeland. Experience in a city that operates an electric utility will be highly valued.
- ▶ The candidate must be a natural collaborator both inside and outside the municipal organization and within the region, facilitating discussions among competing interests, while fostering and leading an environment that values innovation, an entrepreneurial approach to problem solving, teamwork and a willingness to advocate for changes that grow and enhance a culture that reflects the City’s mission and core values.
- ▶ Excellent communication skills with a desire and passion for engaging in the community and truly make Lakeland their home valuing the formal and informal contact with community residents, businessowners and non-profit organizations.
- ▶ Experience in strategic planning, project management and complex problem solving with the ability to work effectively in a wide variety of governmental disciplines and plan for long and short term challenges the city will face. Significant fiscal management experience is critical.
- ▶ Embrace a progressive, transformational leadership and management style that emphasizes delegation with accountability, a team-oriented focus throughout the organization and ensures an environment that respects and promotes diversity and inclusion for all employees.



Key Challenges and Opportunities

- ▶ Like all cities across the country, Lakeland is dealing with the global pandemic and its impact on the City’s residents, business community and non-profit organizations. The next City Manager can expect to work closely with elected officials and city staff to address budget shortfalls and other community needs as the country works to recover from the pandemic.
- ▶ The City Manager will strategically align with elected officials and city staff on growth management opportunities facing Lakeland including business development, affordable housing, transportation issues and workforce development, seeking partnerships and opportunities to collaborate regionally and with Lakeland’s five universities.
- ▶ The City Manager will work with the elected officials and community organizations on race relations, continuing Lakeland’s efforts to recognize the history of all of its residents and cultures, while minimizing playing field gaps for all citizens. The City is currently evaluating broadband plans to eliminate digital inequities within the community.
- ▶ The City Manager will work with elected officials to finalize the strategic plan and then link the goals and strategies to operations throughout the City, ensuring effective implementation of the various projects.
- ▶ The City’s workforce is aging with nearly 35% eligible for retirement in the next few years. The City Manager must work closely with City staff to prepare for the transfer of critical knowledge and plan for succession throughout the organization, building on the city’s current in house supervisory and executive training programs. It is critical that the next City Manager embrace a recruitment and retention policy that preserves or enhances the City’s goals for diversity and inclusion at all levels of the organization.





CITY OF LAKELAND

Compensation and Benefits

The City is seeking a progressive leader who will inspire and engage the municipal organization, reach out and work with regional partners and have a true commitment to Lakeland's goals, mission and values as Lakeland moves forward in this exciting period of growth and development.

The starting salary range is \$196,000 - \$215,000 +/- DOQ. The City offers an exceptional benefit package including membership into the city's retirement system and optional deferred compensation plans.

[Employee Benefits and Pension Plans](#)

How to Apply

The recruitment for this position is being handled by GovHR USA. Candidates should apply by September 4, 2020 with resume, cover letter and contact information for five work-related references to www.GovHRjobs.com to the attention of:

Heidi Voorhees, President, GovHR USA

630 Dundee Road, #130, Northbrook, IL 60062.

Office Telephone: 847-902-4110

The City of Lakeland is an Equal Opportunity Employer.



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