



RECRUITMENT BROCHURE CITY MANAGER



**SERVING OUR
COMMUNITY WITH P.R.I.D.E.!**

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ABOUT THE CITY OF COCOA

Rich in history and culture, the City of Cocoa is one of the oldest cities along the Indian River. Originally founded by fishermen with some of the first families arriving around 1860, the City of Cocoa was finally incorporated in 1895. Cocoa is a diverse and active community of invention, courage, and adaptation that played a pivotal role in the Civil Rights movement. Cocoa's history sets an important context for its pursuit of sustainability and resiliency.

Today, the City of Cocoa is ideally located in Central Brevard County on the banks of the Indian River Lagoon. It is accessible by Interstate 95, State Roads 528, 520 and 524 and within minutes of Port Canaveral, Kennedy Space Center, and beautiful beaches. The City is just a short drive to Orlando International Airport and area attractions. Historic Cocoa Village is a thriving downtown with special events taking place nearly every weekend.

Cocoa is a regional water provider that supplies just over 22 million gallons of water a day to over 80,000 customers throughout the Space Coast region including Kennedy Space Center, Port Canaveral and Patrick Air Force Base. This regional system has been supplying customers for over 50 years.

The City is also home to all levels of top education, from elementary through graduate degrees all within the same community. Schools such as Eastern Florida State College and the University of Central Florida offer classes in Cocoa. Also located in Cocoa is the Florida Solar Energy Center, which is the state's foremost expertise on renewable energy.

The City has recreational amenities and attractions including a number of parks and community centers as well as the Brevard Museum of History and Natural Science and a planetarium. Cocoa sits on the Indian River Lagoon which provides ample opportunity for fishing, boating, and kayaking in a nature wonderland. It is cited as the most biologically diverse estuary system in the Continental United States due to its nexus point of temperate and subtropical zones.



Cocoa is a diverse and unique community with a current population of 19,328. With an aggressive focus on economic development, the City's population has increased by 17.8% since the early 2000's. The diverse make-up of the community consists of 62.5% white, 29.4% black, 15.7% Hispanic and .9% Asian population.

Location, history and the potential for growth within the community are just a few aspects that set Cocoa apart as a community. Cocoa is truly unique and innovative in planning for the future. Council has set forth a vision and a plan to continue to move the community forward through decisive and calculated strategic planning.

OUR MISSION

The mission of the City of Cocoa is to enrich the quality of life for our unique and diverse community by delivering services that are:

- + Professional
- + Responsive
- + Innovative
- + Dedicated
- + Exceptional

SERVING OUR COMMUNITY WITH P.R.I.D.E!

VISION STATEMENT

Cocoa is a diverse community that is rich in history and offers many unique experiences. The City of Cocoa has a lot to offer to the Space Coast community, for businesses, residents and tourists alike.

We envision Cocoa as a community where: All residents have the opportunity to participate in community decisions; A vibrant, diversified economic environment is promoted; Proactive, responsive, efficient and accountable municipal services are provided for all residents and businesses; Quality education is promoted; A safe community is maintained.





STRATEGIC PLANNING

STRATEGIC ISSUES

- + **CRIME** How will the City reduce crime against persons and property as well as manage the perception that crime and Cocoa are interchangeable?
- + **IMAGE** How will the City improve its image, physically and emotionally?
- + **PUBLIC SAFETY** How will the City ensure that public safety resources are strategically allocated to provide the most effective and efficient delivery of those services for all residents?
- + **COMMUNITY DEVELOPMENT** (Redevelopment of the City's Core) How will the City raise the quality of life for all residents, especially those underserved and disad-vantaged?
- + **ECONOMIC DEVELOPMENT** How will the City increase its economic position within the Space Coast region to be more competitive in attracting private capital investment, business and jobs?
- + **FINANCIAL STABILITY** How will the City develop a financially sustainable revenue base and control expenses to support and deliver high quality municipal services?
- + **EMPLOYEES** How will the City work to retain a qualified workforce and in addition, prepare itself for the retirement of long-tenured employees, especially in organizationally critical positions?

OPPORTUNITIES/ CHALLENGES

- + **LOCATION** The City of Cocoa is centrally located in Brevard County and on the east coast of Florida. We are also centrally located between four major highways including I-95, SR 520, SR 528 and SR 524.
- + **DYNAMIC DOWNTOWN BUSINESS DISTRICT** Historic Cocoa Village is a quaint downtown business district with a number of restaurants, historic features and great shopping, all on the banks of the Indian River.
- + **RAIL SYSTEM** The City has opportunities with the expansion of the passenger rail system and the potential building of a station within City limits.
- + **UTILITY SYSTEM** The City of Cocoa is one of the largest regional water utility providers in the area. Opportuni- ties are underway for expansion of the current system.
- + **POLICE CHIEF RECRUITMENT** The current Chief of Police will be retiring in December and the City will be embarking on a Police Chief recruitment process. With crime being one of the pirority strategic issues for the community, this will be an important recruitment process for the City of Cocoa and the incoming City Manager.
- + **RECREATIONAL AMENITIES** The City has recreational amenities and attractions including a number of parks and community centers and is set to embark on a parks master plan study.

IDEAL CANDIDATE

The City of Cocoa is seeking a motivated, experienced and visionary strategic leader to be its next City Manager. The successful candidate must be able to foster effective Council relations, have strong administrative skills, maintain positive community and intergovernmental relations, and support economic development and revitalization.

It will be important for the next City Manager to establish and maintain trust, integrity and transparency to foster positive and productive relationships with City Council, the community, stakeholders, and staff. A responsive and approachable manager who can promote collaboration and communication amongst staff is ideal. The City Manager will communicate with Council directly and frankly while at the same time seeking direction from elected representatives.

The next Cocoa City Manager must possess good judgement and effective decision-making skills and be someone who can treat others with respect and dignity. Council is seeking a candidate who is fiscally responsible with municipal finance skills and who possesses a knowledge of human resources, public works, public safety, and economic development.

Experience working effectively with elected officials and community stakeholders is a must. Also, a candidate that has experience working with diverse communities with a rich historic background is preferable.

The selected candidate should possess 3-5 years of demonstrated relevant municipal or county management experience. A Bachelor's Degree is required but Master's degree is preferred from an accredited college or university with a focus in public administration, management or related field. Cocoa City Council expects the successful candidate to be a member in good standing or eligible for membership with the International City/County Management Association.



KNOWLEDGE AND ABILITIES

- + Integrity and good judgement
- + Working knowledge of finance, budgeting and funding Coastal and disaster experience a plus
- + Knowledge of Public Utilities
- + Understanding of land use and zoning principles
- + Effective Communicator
- + Record of being a proactive problem solver that thinks outside of the box
- + Collaborative approach and team builder
- + Demonstrated knowledge and experience with Economic Development
- + Demonstrated knowledge and experience with infrastructure
- + Results oriented with a commitment to excellence
- + A strong leader and good manager who knows the difference between the two
- + Ability to build a good team and empower them
- + Have an open-door policy where employees and residents have a sense of belonging
- + Community Involvement
- + Maintain unity and continue bringing the community together

RESIDENCY

The selected candidate will be required to live within the city limits of the City of Cocoa within sixty (60) days of appointment as City Manager and remain a resident throughout his tenure per the City Charter.

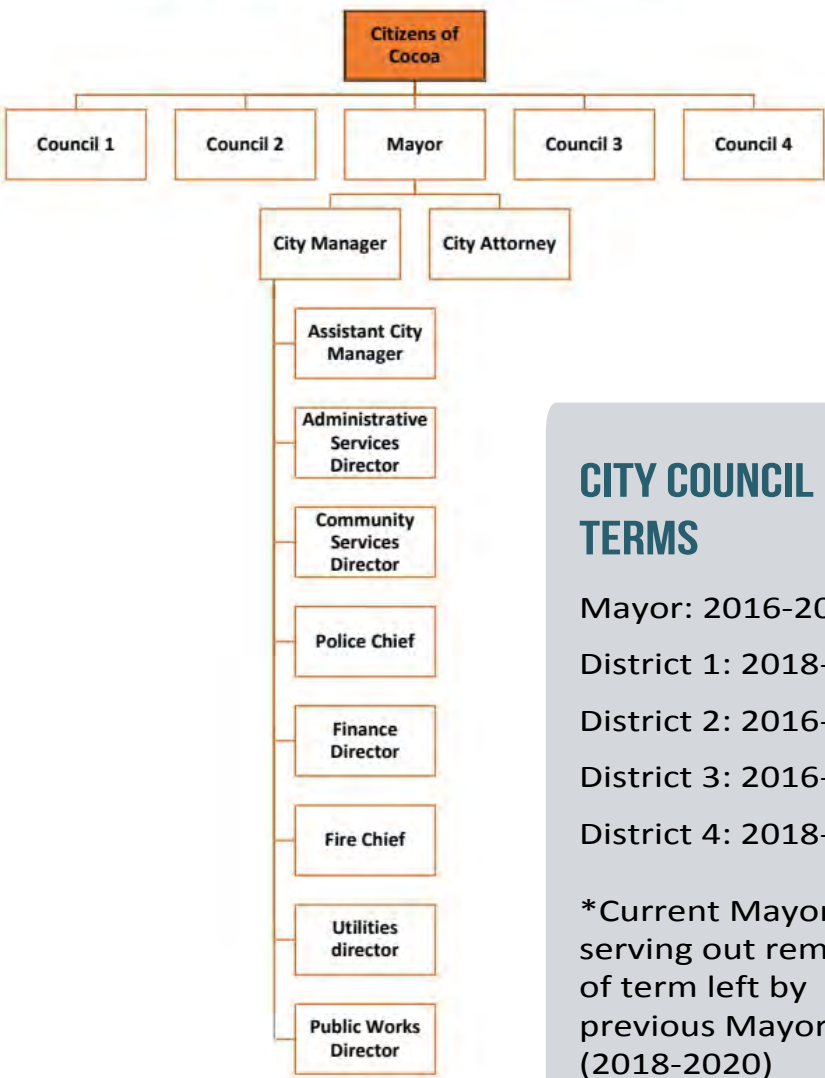


ORGANIZATIONAL CHART

Cocoa operates under a Council-Manager form of government where the City Manager, who along with staff, implements policies set by Council, serves as the Chief Executive and the City Council, who makes policy decisions, serves as the Board of Directors for the City with the Mayor as the Chairman. The Mayor is elected at large and the four council members are elected by each of their districts.

The City currently operates with a \$40 million general fund budget and a total budget of \$153 million including the Water/Sewer and Utility funds. There are currently 440 full-time and 14 part-time employees that provide full municipal services to its residents including Police, Fire, Public Works, Utilities, Administrative Services, Finance, and Community Services.

City of Cocoa Organizational Chart



CITY COUNCIL TERMS

Mayor: 2016-2020*

District 1: 2018-2022

District 2: 2016-2020

District 3: 2016-2020

District 4: 2018-2022

*Current Mayor serving out remainder of term left by previous Mayor (2018-2020)

**STRATEGIC PLAN,
CHARTER, BUDGET
DOCUMENTS, ETC. MAY
BE ACCESSED ONLINE AT
WWW.COCO AFL.ORG.**

COMPENSATION & BENEFITS

- + Hiring salary will be competitive and depend on qualifications and experience with the starting salary anticipated to be approximately \$155,000 per year
- + 100% Medical, Dental, Vision Insurance for employee and 50% for dependents
- + City Health Clinic
- + Florida Retirement System (FRS) - Senior Management Class
- + Voluntary 457 Deferred Compensation Program
- + Long Term Disability Plan
- + Generous Leave Program

TENTATIVE SCHEDULE

- + Position posted: Friday, May 15, 2020
- + Letter of interest and resume should be sent to DHiggin@att.net
- + Position closing date: June 12, 2020 at 5pm EST
- + Finalist interviews: Anticipated week of July 13, 2020
- + Anticipated selection date: Early August 2020

Resumes are subject to the provisions of Florida Public Records Statutes. The City of Cocoa is an Equal Opportunity Employer. The City of Cocoa does not discriminate on the basis of race, color, religion, creed, sex, age, marital status, national origin, political ideas, or disability in employment or in the provision of services.



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