



DIRECTOR OF DEVELOPMENT SERVICES

CITY OF NEW SMYRNA BEACH, FLORIDA

About the Position

The City of New Smyrna Beach, Florida is seeking a highly-skilled development professional to manage their Planning, Engineering, Building and Code Enforcement team of 38, including planners, engineers, inspectors, technicians, plans examiners, and administrative staff.

The Ideal Candidate

- ◆ *Customer-driven, Team-Builder*
- ◆ *Effective Personnel & Project Manager*
- ◆ *Experienced within a dynamic environment*
- ◆ *Technically-skilled, Experienced in Planning, Development and Inspection Services*

"Top Ten best beach towns in Florida"

SmartTraveler.com, 2014



OPEN UNTIL SEPTEMBER 19TH



HISTORY

10,000 years before the arrival of the Europeans, Native Americans inhabited the area on a nomadic basis and later by settling in villages. The area was mostly composed of mounds, which in early 20th Century were used to build roads. Locally, **Ponce Inlet** is named after Spanish explorer, **Ponce De Leon** who claimed “**La Florida**” for Spain in 1513 as he searched for the fabled **Fountain of Youth**.



Europeans Arrival in Florida

In 1768 Scottish physician, Dr. Andrew Turnbull – friend of the governor of **British East Florida**, James Grant – established **the first European colony** in Florida. Dr. Turnbull had married the daughter of a Greek merchant from the **Ottoman (Turkish) city of Smyrna**, and named the settlement in honor of his wife’s birthplace ‘new’ Smyrna.



Old Fort Park with Masonic Lodge

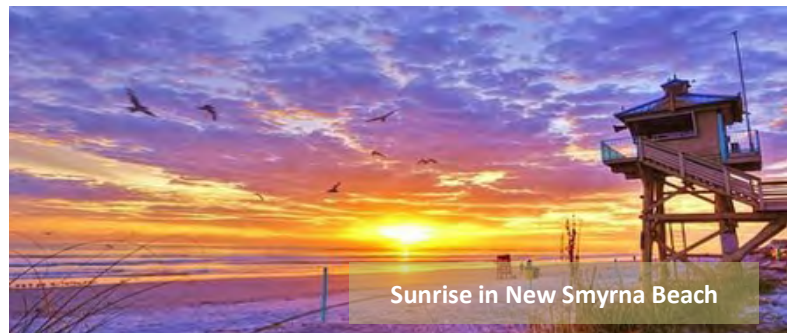
The growing interests that New Smyrna was bringing in the hemp, sugarcane and indigo markets attracted Dr. Tunrball’s investments to allow more than a thousand European immigrants from the Spanish and

the Ottoman Empires to migrate to this new land and work in his plantations – it is interesting to note that New Smyrna and St. Augustine, FL, are the first North American cities to have hosted **Greek Orthodox** followers. This is the first ever recounted attempt to settle so many people at one time in North America.

The colony remained mostly unpopulated for the entire 19th Century due to the **Seminole Wars** and partly to the Civil War. After the Civil War, the population of New Smyrna rose again, and in 1887, the City’s first charter was created with 150 residents.

Investments made by **Henry Flagler** (namesake of Flagler Avenue) paved the arrival of the railway in 1892. During the years of the **Belle Époque** (*Europe’s Golden Age 1870-1880*), New Smyrna became a new tourist attraction and a commercial route for the fishing industry. During Prohibition, the City and its river islands became popular production sites of moonshine stills and rum runners’ hideouts.

In 1947, after being annexed by seaside community of **Coronado Beach**, New Smyrna became... **New Smyrna Beach!**



Sunrise in New Smyrna Beach

Today, the City of **27,843 residents** is a thriving tourist center and artist community with many natural preserve areas for fishing and eco-tourism. Among 16 cities in **Volusia County**, the City leads in retail sales per capita. With recent capital reinvestments, Economic Development Plan, 5-year Capital Improvements Program, an active regional Economic Development Authority, regional economic summits, and Tax Abatement Program, New Smyrna Beach is a

“Great Place to Live and Work”

GEOGRAPHY

New Smyrna Beach is located on the east-central Atlantic coast of Florida, south of Daytona Beach, north of Cape Canaveral / Kennedy Space Center and east of Orlando.

The incorporated area of the city is approximately 41.5 square miles with 27,843 estimated residents.

Driving Times *Daytona Beach (10 min)* *Cape Canaveral (45 min)*
Orlando / Disney World (45 min) *Jacksonville (90 min)*
West Palm Beach (3 hrd) *Miami (3.5 hrs)* *Atlanta, GA (6.5 hrs)*
Charlotte, NC (7 hrs) *New Orleans, LA (9.5 hrs)*

COMMERCE

New Smyrna Beach’s main industries are tourism and fishing. Internationally, it is recognized for its surfing locations and art communities. Other important business profiles vary from hospitality, retail and services to construction and manufacturing.

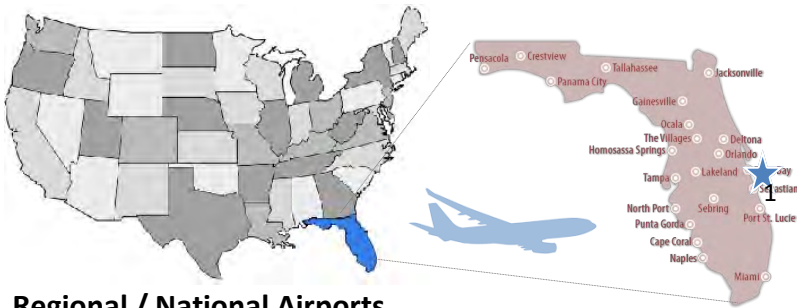
The city’s multicultural way of living attracts thousands of College students and people looking for jobs from all cultural backgrounds. The unemployment rate is 3.7%.

Most importantly, the City has a number of incentives to help businesses grow: i.e. property tax exemptions and on-site “City Ready” staff reviews to expedite permitting.

Top 10 Employers located in Volusia County

Rank	Company Name	Employment
1	Volusia County School District	9,003
2	Advent Health Daytona Beach	5,510
3	Halifax Health	3,197
4	Volusia Co. Board of County Commissioners	1,405
5	Daytona State College	1,252
6	Florida Health Care Plans	877
7	Sykes Communication	800
8	International Speedway Corporation	760
9	Boston Whaler	750
10	Medtronic	525

Sources: [zipppia.com](#) & [Bizjournals](#)

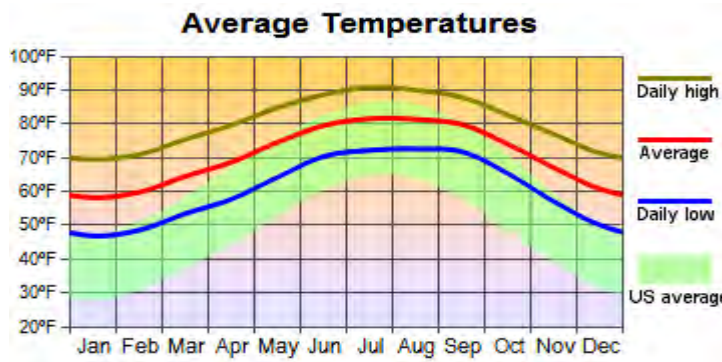


Regional / National Airports

- ◇ **Daytona Beach International Airport (DAB)** is 30 minutes from the City center and is served by *American and Delta*.
- ◇ **Orlando International Airport (MCO)** is located 60 minutes west of NSB and is served by *American, Alaska, Air Canada, British Airways, Delta, Emirates, Frontier, KLM, Lufthansa, Southwest, Spirit, United, and Virgin* with 135 domestic and international destinations.
- ◇ **Top destinations:** *Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Detroit, Newark, Philadelphia, and major cities in Europe, West Indies, Central and South America.*

CLIMATE

Like the rest of Florida north of Lake Okeechobee, New Smyrna Beach has a typical *humid subtropical* climate with 50 inches of rain per year over average 143 days annually. High temperatures between July / August average 88°F - with humidity, and a winter low average of 53°F in January. Florida is prone to occasional hurricanes and thunderstorms - generally between June to the end of September.



DEMOGRAPHICS

Population. The current estimated population of New Smyrna Beach is 27,843. The largest segment of the resident population is between the ages of 65-74 (20%) of NSB's residents. Median age in NSB is 55 years.

Language. The principal language spoken is English. Spanish is well known and is taught at school.

Ethnicity. Ethnicity in NSB is 88.7% White, 5.6% Black, 3% Hispanic, 1.6% Asian.

Median Income. The median household income in NSB is \$57,043. Florida's median household income of \$55,660.

Education. Among people aged 25 and older, 41.5% obtained a College or higher degree, 51.3% obtained a High School Diploma, 7.2% did not finish High School.

Cost of Living and Property. NSB's cost of living index is 106.6. Florida's is 102.8 and US is 100. In 2021, the median home price is \$459,000 – an increase of 30% since last 2020. Rents range from \$1,400, to \$4,000 per month.

2018 Population by Age

Age Group	Percent
<5	3.59%
5-17	8.93%
18-24	3.8%
25-34	8.76%
35-44	9.6%
45-54	12.26%
55-64	18.53%
65-74	20.02%
75+	19.18%

(source: [statisticalatlas.com](https://www.statisticalatlas.com))

CITY GOVERNANCE

Form of Government / Governing Body

The City of New Smyrna Beach operates a **Commission - Manager** form of Government. The City Commission is directly selected by popular vote. The Commission is composed of the Mayor and four (4) 'zone' Commissioners, one of which serves as Vice-Mayor. The Mayor serves a two (2)-year term and Commissioners each serve four (4)-year terms. The City Commission has legislative, policy making and vision developing powers. [Commissioner bios are here.](#)

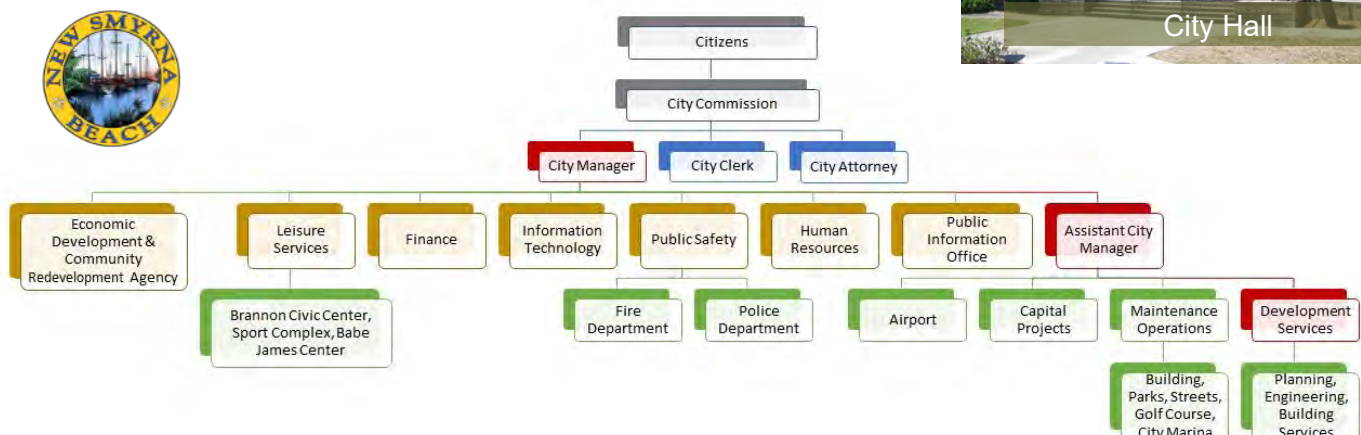
The Commission appoints a **City Manager** who works as an advisor to the City Commission, oversees the administration of day-to-day municipal operations and the implementation of public policy. The Commission also appoints a City Clerk and City Attorney.



Mayor & City Commission



City Hall



City Management

New Smyrna Beach is a ‘full-service’ city, with the exception of Water and Wastewater services which are outsourced to non-city entities. **City Manager, Khalid Resheidat** and **Assistant City Manager, Brian Fields** manage the City’s \$140,000,000 in assets and liabilities, a FY2021 General Fund Budget of \$32,000,000, and 292 employees.

Mr. Resheidat has served the residents of NSB for nearly 30 years. Before his appointment as City Manager in 2019, he served as the Assistant City Manager for 10 years, and previously served as Public Works Director and City Engineer.

Mr. Fields, a former Development Services Director and City Engineer, has served NSB for 3 years, 2 as Assistant City Manager over Development Services.

The **Management Team** is responsible for 7 departments. Years of service are provided below.

***City Manager** 30 years with the City

- ◇ ****Economic Development RDA 1 year***
- ◇ ***Leisure Services Director 7 years***
(Civic Center, Sports Complex)
- ◇ ****Finance Director 1 year***
- ◇ ****IT Director 2 years***
- ◇ ***Public Safety***
 - ◇ ***Fire Chief 23 years; Police Chief 6 years***
- ◇ ****Human Resources Director 1 years***
- ◇ ***Public Information Officer 3 years***

***Assistant City Manager 3 years with the City**

- ◇ Airport Manager 36 years
- ◇ Capital Projects Manager 7 years
- ◇ Maintenance Operations Mgr. 7 years

* appointment within the last 2 years.

[2021 Budget & 5-year CIP \(link\)](#)



THE DEVELOPMENT SERVICES
DEPARTMENT

Service Levels

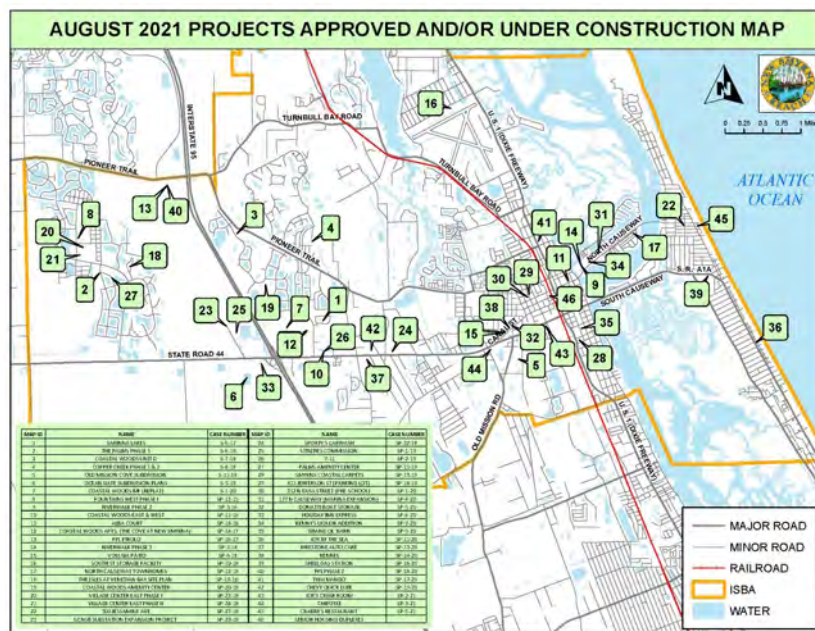
The Development Services Department is a full-service development office which issued nearly 3,500 permits in 9 months between the months of October 2020 and July 2021.

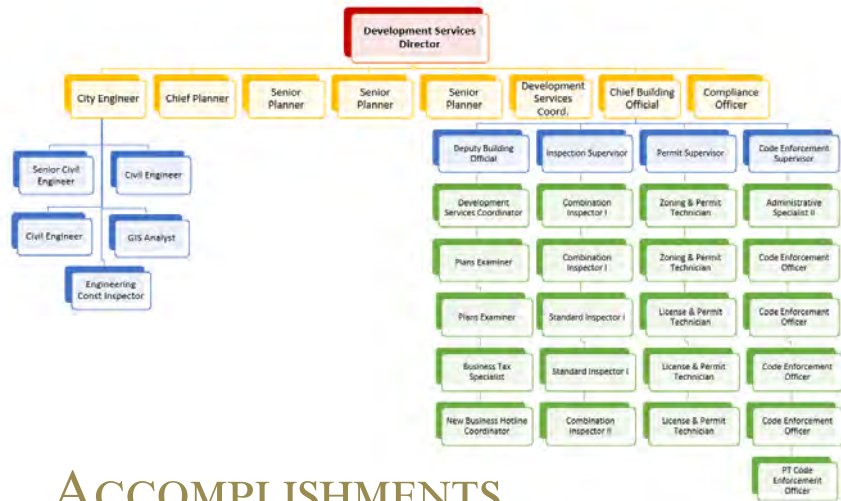
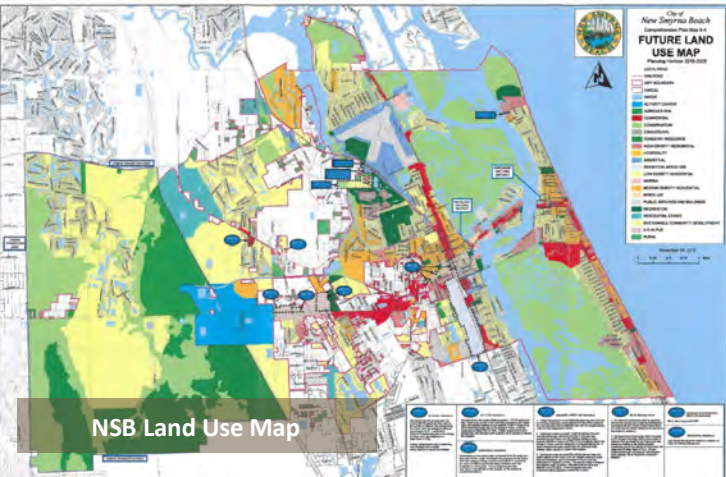
Permit types and totals:

- *Antennas (4), Commercial (159), Residential (1,599), Demolitions (24), Docks / Seawalls (24), Electrical (207), Fire (28), Gas (78), Pools (120), Mechanical (802), Plumbing (118), Signs (44), Solar (34), Special Events (12), Trees (126)*

Total Valuation: \$83,231,328

Total Fees collected: \$1,491,852





ABOUT THE POSITION

The new Director of Development Services will be responsible for managing a Department staffed by 38 professionals dedicated to providing high-quality Planning, Engineering, Building and Code Enforcement services.

[View the complete Job Description here.](#)

STRUCTURE & STAFFING

The new Director will be supported by 4 senior staff: **City Engineer, Chief Building Official, Chief Planner and a new Compliance Officer.**

- ◇ **City Engineer, 19 years** Leads 5 employees including *Senior Civil Engineer, 2 Civil Engineers, an Engineering Construction Inspector, and GIS Analyst.*
- ◇ **Chief Planner, 9 years** leads a team of 3 *Senior Planners and Planner 1* who conduct Comprehensive and Long-range Planning, provides essential zoning and code-related information to developers, architects and the general public, while supporting the Planning & Zoning Board.
- ◇ **Chief Building Official, 2 years** is responsible for the coordination of all development activity in NSB with a team of 25 Plans Examiners, Inspectors, Tax Specialists, Code Enforcement Officers, Zoning / Licensing / Permitting Technicians, Customer Service and Administrative support.

ACCOMPLISHMENTS

With recent capital reinvestments, updated 5-year Capital Improvements Program, a new Economic Development Authority, Economic Development Plan, regional economic forums and summits, and Tax Abatement Program, New Smyrna Beach is 'Open for Business'.

- ◇ **Citywide Success**
 - ◇ \$12,516,314 in capital reinvestments (*airport, bridges, roads, flood control, marina and other facilities*)
 - ◇ \$3,000,000 Development Services Building (*new*)
 - ◇ Completing the 2020 Economic Development Plan
 - ◇ City's 5-year Capital Improvements Program
 - ◇ Updating of the City's Strategic Action Plan
- ◇ **Development Success (Oct '20 to Jul '21):**
 - ◇ Reduced average permit time from 6 weeks to 3 weeks
 - ◇ New IVR System, Selectron facilitating inspections
 - ◇ New **EnerGov** permitting / inspection software
 - ◇ ICC Certification for all Permit Technicians
 - ◇ \$175,000,000 new construction tax value (FY2020)
 - ◇ 3,000+ permits involving 3 million square feet
 - ◇ \$83,000,000 investment value
 - ◇ \$1,500,000 in fees collected
 - ◇ 1,599 Residential Building permits
 - ◇ \$57,000,000 total investments
 - ◇ 5 Residential Docks and Seawalls Permits of more than \$1, 000,000 in investment value, \$11,000 in fees
 - ◇ \$837,000 invested in solar panels with only \$2k of fees

- >> [Interactive Business Map](#)
- >> [2020 Economic Development Plan](#)
- >> [2021 Budget & 5-year Capital Improvements Plan](#)
- >> [NSB Comprehensive Plan](#)



New \$3,000,000 Development Services Building

OPPORTUNITIES, CHALLENGES & PRIORITIES

New Smyrna Beach residents and businesses expect good governance, transparency and quality service delivery. The Development Services Department is 'at the heart' of City services. Expected opportunities and challenges include:

- ◇ **Accountability; Personnel Management**
Managing 38 employees will require highly-effective personnel management and leadership skills to maintain clarity, accountability and efficiency. Succession Planning, recruitment and retention of development staff and will be very important.
- ◇ **Business Processes & High-level Service Quality**
Maintaining the Department's high-level of quality and responsiveness, examining and improving internal tools, systems, processes, planning, policies and procedures.
- ◇ **Customer Service / Public Interaction**
Customer service is a priority. Interaction with builders, architects, and home-owners is a constant.
- ◇ **Increasing Industrial & Commercial Development**
Relieving some tax burden on residential property-owners is a development priority of the City.
- ◇ **Post-Pandemic Technology**
Transitioning to a new building and permitting software system, improving on-line services, and developing plans for operating in a post-pandemic environment.

QUALIFICATIONS

The Ideal Candidate

Growth is positive and steady. A highly-effective Development professional with the technical, social and interpersonal skills to lead this highly visible and valuable department will have the desired education, skills, and experience which includes:

Education & Experience

- ◇ Five (5) or more years of progressively responsible work in a supervisory or management capacity.
- ◇ Master's Degree in Public Administration, Urban Planning, Business Administration, Project Management, or related fields from an accredited college or university.
- ◇ Experience as a Planning Director, Development Services Director, or closely-related position at a comparable agency is desirable.
- ◇ Candidates with equivalent private sector experience are encouraged to apply.

Certifications & Licenses

- ◇ A valid Florida Driver's License (post-employment).
- ◇ Clean background check of criminal, civil, financial, employment and education history (pre-appointment).

PAST DIRECTORS

3 Directors in the past 10 years. Past Director promoted to Assistant City Manager. The new Director will benefit from the ability to work with the former Director.

REGIONAL & LOCAL AMENITIES

Sunrise at City Marina

New Smyrna Beach is commonly associated to its surfing and outdoor attractions. **National Geographic Magazine** named NSB in its 'Top 20 best beach towns in the USA'. No wonder we are **the Fun Coast of Florida**. Yet, NSB is a major attraction for Art, Wine and Sports lovers.

- ◆ Explore 20+ local historic sites like **Sugar Mill Ruins, Old Fort Park, Museum of History & Eldora State House.**
- ◆ Develop your artistic abilities with local art experts at the **Artists Workshop, Inc., Arts on Douglas, the Hub on Canal, Clay Gallery** and more.
- ◆ Visit and shop **Historic Canal Street** and **Flagler Avenues** 20+ boutique and specialty shops.
- ◆ Dine at the **Garlic Restaurant & Blu Bar, Norwoods Treehouse, Riverpark Terrace, and Yellow Dog Eats.**
- ◆ Enjoy a family promenade at the **City Marina, Merritt Island National Refuge**, or the many beaches of NSB.
- ◆ Take up new outdoor hobbies such as **diving, golfing, sailing** and end your day with drinks at **The Breakers, Clancy's Cantina** or the **Third Wave Café & Wine Bar.**
- ◆ Have an adventure-filled weekend at **Disney World, SeaWorld** and **Harry Potter's Diagon Alley.**
- ◆ Visit **Historic Daytona International Speedway, Cape Canaveral** and the **Kennedy Space Center.**
- ◆ Sports trips to see **NBA, MLB, NFL** and **MLS** teams such as: Orlando Magic (NBA), Miami Heat (NBA), Miami Dolphins & Tampa Bay Buccaneers (NFL), Miami Marlins (MLB), or Minor League **Daytona Tortugas.**

New Smyrna Beach has more than enough to satisfy your entire family.



Kennedy Space Center



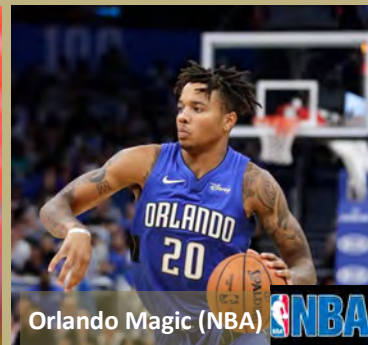
Walt Disney World



Miami Marlins (MLB)



Miami Dolphins (NFL)



Orlando Magic (NBA)



Daytona Speedway

The Fun Coast of Florida!

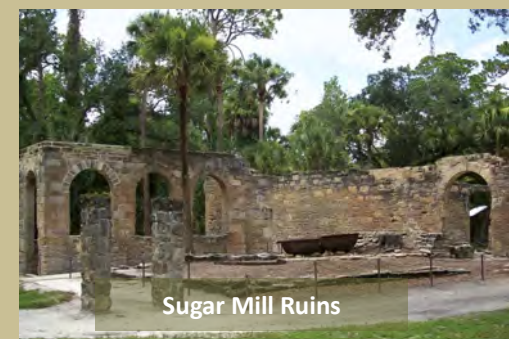
REGIONAL & LOCAL AMENITIES



Morning Paddle boarding

NASA / Kennedy Space Center
Universal Studios Florida & Sea World
NASCAR—Daytona International Speedway
Orlando Magic/Miami Heat/Dolphins/Marlins/Panthers
Merritt Island National Wildlife Refuge & Cape Canaveral

Old Fort Park & Sugar Mill Ruins
Summer Concert Series at Riverside Park
Museum of History & Eldora State House
Canal Street Historic District & Historic Flagler Avenue
~ Gallery Walk, Sip & Stroll, Summer Concert Series, Classic Car Show ~



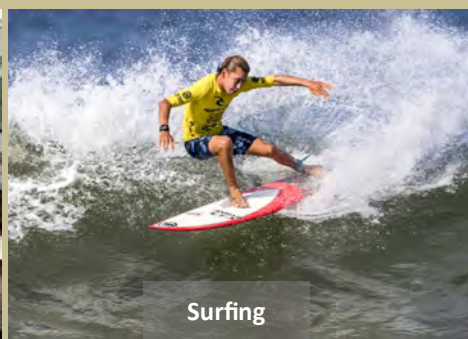
Sugar Mill Ruins



Merritt Island National Wildlife Refuge



Historic Canal Street annual Classic Car Show



Surfing



Clay Gallery



Clancy's Cantina



Third Wave Café & Wine Bar



Riverpark Terrace



Salary & Benefits

NSB offers a *regionally-competitive* annual salary of **\$98,000 to \$135,000**. Relocation and professional dues are negotiable. Benefits include:

- » Medical (100%), Dental (100%), Vision
- » Retirement (8%) + Deferred Compensation
- » Life Insurance AD&D
- » Flex Spending Account
- » Paid time off (192 hours + 13 holidays)!

[View the complete Job Description here.](#)

[2021 General Employee Benefits Handbook](#) (link)

[Directors Benefits 2021](#) (link)

Equal Opportunity NSB is an Equal Opportunity Employer. Persons of all ethnicities, genders, veterans, and persons with disabilities are encouraged to apply.

Confidentiality All submittals are public record.

Residency within the City is not required, but living within 15 minutes of the City is highly encouraged.

This recruitment actively managed by:



www.MUNICIPALSOLUTIONS.org

HOW TO APPLY

RESUME & LETTER OF INTEREST TO...

DevSvcsDirNSB@municipalsolutions.org

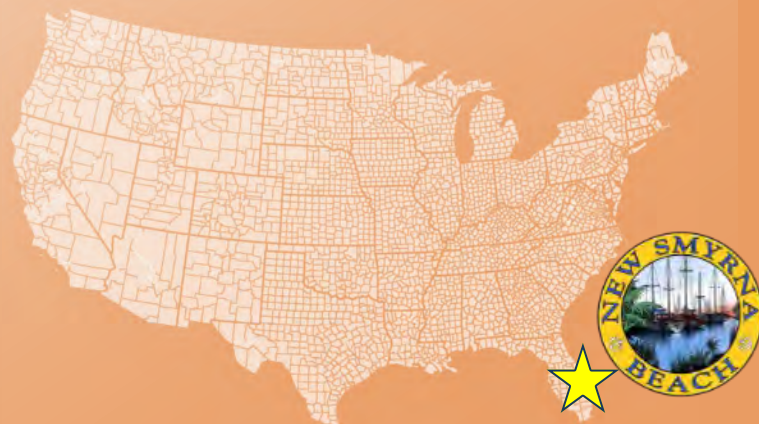
TIMELINE & SELECTION

Sept 19: Deadline to Express interest

Sept 21-Oct 17: Screening & Evaluation

Oct 18: Finalists Selected

Oct 25/26 or 28/29: Interviews, Director selected



OPEN UNTIL SEPTEMBER 19TH