



City of Sunrise, Florida
Economic and Community Enrichment Manager
Apply by June 30, 2018

The City of Sunrise is an economic powerhouse in western Broward County encompassing more than 18 square miles. As the host of Sawgrass International Corporate Park – the largest business park in South Florida – Sunrise has its own flourishing job market. Sunrise is also home to the internationally renowned Sawgrass Mills mall (the nation’s largest undercover outlet mall) and the BB&T Center (among the top 15 venues worldwide in terms of ticket sales), a 20,000-seat arena that showcases the Florida Panthers NHL hockey team as well as top entertainers and events.

The City of Sunrise was built on a foundation of business, tourism, and entertainment. It’s a diverse suburban/urban community with an estimated population of more than 93,000 – a number that’s expected to increase substantially over the next 20 years. This growth is due to Sunrise’s convenient and central location, outstanding amenities, and City leaders’ commitment to creating a thriving economy that continues to attract new businesses and upscale housing to the area.

Sunrise has become one of the leading municipalities in South Florida – a residential, business, commercial, and entertainment hub that is still growing and attracting new investment. Most recently American Express chose to locate

its new regional headquarters here. The entrepreneurial spirit that first created Sunrise Golf Village continues to serve as the City’s guide and inspiration as more companies choose Sunrise as a great place to do business.

Sunrise is uniquely positioned in the most desirable and central location in the heart of the tri-county area, as the gateway to the west coast of Florida, and just minutes from the Fort Lauderdale beach and airport. We are within one hour of three major airports and three major seaports. Major roadways – the Sawgrass Expressway, I-75, and I-595 – all intersect in Sunrise, and all have direct linkage to the Florida Turnpike and I-95. From Sunrise, you can literally get to anywhere in the state with ease. This makes us very desirable from a logistical perspective because businesses can move people and products very easily in and out of Sunrise.

The city is home to the Sawgrass Mills mall, one of the largest retail shopping centers in the country. It is the second most popular tourist destination in the state of Florida, after Disney World. It is estimated that Sawgrass Mills attracts approximately 40 million visitors a year. With diverse restaurants, arts, culture, shopping, nightlife, and entertainment for the entire family, Sunrise has it all!



The City provides a very high level of customer service to its residents in all service areas. Our Leisure Services Department offers robust programming for community participants of all ages. An estimated 20,000 people attended our 2017 4th of July celebration and approximately 3,000 people attend the monthly Tunes 'n Trucks event featuring numerous food trucks and live entertainment. The City's commitment to young families is demonstrated through our popular children's summer camp program, an active sports recreational league, and a strong commitment to open space and our parks system. The City has also strengthened its commitment to seniors through its dedicated Senior Center and a wide variety of adult programming and free bus transportation.



The City went to the voters in 2014 and asked them to approve general obligation bonds to enhance, improve, and develop parks, leisure, and recreation facilities. We have issued the first \$40 million of bonds and we plan on issuing another \$25 million in the near future. We have an incredible diversity of recreation and leisure facilities across the City that will be improved and expanded with these bond funds. We have also started the process of redeveloping our municipal campus, which will include building a new city hall. As part of this redevelopment, we will expand our civic center and senior center, create a 'great lawn' as part of our outdoor amphitheater expansion and build a family aquatic facility.

Demographics

The City of Sunrise enjoys a culturally diverse population of more than 93,000 residents and according to recent census figures, is 56.2% White, 34.3% African American with the remainder of other origins. Hispanics of all races compose an estimated 28.4% of the City's residents.



Pro-Business

The City of Sunrise takes a very active role in business development and recruitment and prides itself on creating job opportunities for its residents. There are very few communities of similar size that welcome the tens of millions of visitors that we do here in Sunrise, or that can boast the magnitude of regional assets found in our City. We take great pride in our success with attracting major corporate investment and creating job opportunities such as the new 400,000 square foot American Express regional headquarters, which houses more than 3,000 employees. The additional revenue received through enhanced economic development supports, maintains, and improves our city.



Community Improvements and Redevelopment

The City of Sunrise has initiated the development of an *East Sunrise Improvements Master Plan*. Once completed, this master plan will convey the community's long-range vision for the built environment of the eastern Sunrise neighborhoods. The purpose of the plan, and the primary catalyst for the recent addition of the *Economic and Community Enrichment Manager* position, is to stimulate investment and redevelopment in non-residential areas, to help revitalize existing neighborhoods, and to guide the appropriate use of land in order to protect the public health and safety and to promote overall quality of life in Sunrise. The study area extends from University Drive east to the eastern City limits, including both sides of University Drive, and from Oakland Park Boulevard south to Sunrise Boulevard.



East Sunrise has approximately 17,000 residents, which is almost 20% of the City's population. The community is predominantly black African-American and Caribbean (68%). The population is youthful and somewhat transient. School aged population makes up 18% of residents. Working aged adults (18 to 64) comprise 62% of the population. Seniors (aged 65+) account for only 14% and are concentrated in and around Sunrise Lakes Phase I, a large retirement community, located east of University Drive and north of NW 26 Street.

Our Master Plan is being developed with community and business engagement to ensure that the proper policies and resources are in place to meet the long-term vision and goals of the plan. Given that this is one of the City's top priorities, a website was created to highlight to our master planning and redevelopment efforts in this area and to encourage community and stakeholder engagement. www.celebratesunrise.com

This collaborative project approach involves achieving a balance between the desires of the citizens, the City, and private investors, thriving on meaningful participation and interaction, in public forums, to build consensus for a shared vision for east Sunrise.

The *East Sunrise Improvements Master Plan* is expected to be completed in the next 90 days and will identify:

- appropriate locations for commercial, residential, and mixed-use development;
- locations where the City should consider increasing density and encourage redevelopment;
- opportunities to extend and/or improve open space, recreational areas, and civic facilities;
- strategies for increasing economic development, private investment, and improving neighborhood aesthetics;
- opportunities to further improve mobility and connectivity between pedestrians, bicycles, buses, and cars;
- environmental, historic, and cultural resources that need conservation; and
- strategies for reducing congestion and improving transit.

This critically important master planning project is laser focused on the City's original neighborhoods, some of which are more than 50 years old. The City owns several vacant acres of property in this area that can be strategically leveraged for private investment. In addition, the City has also made significant infrastructure improvements over that last few years in anticipation of the Master Plan. Recent improvements include water infrastructure, development of a pocket park, and construction of a Complete Streets Project along Sunset Strip, with traffic circles and buffered bicycle lanes.



To further spur redevelopment in this area, the City has dedicated approximately \$5 million in GO Bond dollars to redesign and redevelop City Park, which is located in the heart of the east Sunrise area, to include a new amphitheater, covered basketball courts, a multipurpose field, and a family friendly splash pad. Successful redevelopment of east Sunrise will help create a more vibrant, healthy and sustainable community and improve residents' and visitors' quality of life, whether they live, work, worship, or own a business in Sunrise.

The Ideal Candidate

The City is seeking a results driven, motivated, experienced, enthusiastic, creative and dynamic leader who will serve as a strategic partner and organizational visionary to the City's leadership in its effort to move the City forward. The ideal candidate will have a proven track record of retaining, expanding, and recruiting businesses.

This position involves highly responsible administrative work in the day-to-day operation and management of the City's economic development and community redevelopment plans and functions. A primary area of focus will be coordinating the implementation of recommendations, investments, projects, programs and other activities resulting from the City's *East Sunrise Improvements Master Plan*. The incumbent will be the "quarterback" who ensures the success of these deliverables. The employee will also seek other opportunities to enrich, redevelop and market Sunrise, its neighborhoods and its commercial corridors. The employee exercises considerable initiative and independent judgment and must work closely with a wide variety of stakeholders including City officials and staff, real estate professionals, developers, local business owners, neighborhood associations, outside consultants, and City residents. The position requires an individual with high energy, enthusiasm, passion for economic development and community enrichment, and an ability to attract and retain businesses and build relationships with stakeholders. Strong negotiation and contract management skills are necessary. General direction and supervision is received from the City Manager or Assistant City Manager.



The *Economic and Community Enrichment Manager* will be a strong individual who can make her/his points but also someone who knows how and when to approach issues delicately and with discretion. In order to accomplish all these things, the ideal candidate will be articulate and have outstanding written and verbal communication skills, as well as the ability to make public presentations and address elected officials and staff at all levels of the organization.

To find out more information about some of the City's redevelopment efforts, please visit our website www.celebratesunrise.com.

Desirable Experience and Training

Graduation from an accredited college or university with a Bachelor's Degree in urban planning, economics, business, marketing, communications, real estate, public administration, or a closely related field and a minimum of five (5) years of progressively responsible experience in community redevelopment, economic development, business development, business recruitment, housing development, real estate or a closely related field. A Master's Degree is preferred.

For more detailed information regarding the position, including the knowledge, skills and abilities that the ideal candidate will possess, please visit the City's website at www.SunriseFL.gov and click on the "Employment" button at the top of the page.

Compensation

The starting salary will be between \$82,342 and \$113,510, DOQ. Benefits are excellent, including a defined benefit pension plan, generous benefit time allowances and free individual health care (with subsidized family coverage).

Florida's Sunshine Law

Under Florida law, all applications are a public record once submitted. As a practical matter the media generally does not show interest in most management level positions.

How To Apply

E-mail your resume to HR@SunriseFL.gov by June 30th. Questions should be directed to Mark Lubelski, Assistant City Manager at MLubelski@SunriseFL.gov.

Other Important Information

The City of Sunrise is an Equal Opportunity Employer and strongly encourages minorities and women to apply. It is also a drug-free workplace. A Veteran's preference will be awarded per Florida Law.