



CITY OF ENCINITAS, CALIFORNIA

PARKS, RECREATION, AND CULTURAL ARTS DIRECTOR



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The City of Encinitas, California is seeking to hire a Parks, Recreation, and Cultural Arts Director with a proven record of success to lead its highly regarded parks, recreation, and cultural arts department. The City of Encinitas seeks an experienced and engaging leader who can collaborate effectively with employees across the organization, City Council, and the public to create and execute a bold plan for the community's parks, recreation and cultural arts services and quality of life. The Director will be expected to continuously demonstrate the character, experience, interpersonal skills, and judgment to create trust, deliver results, and influence a positive culture.

The Parks, Recreation and Cultural Arts Department is responsible for a wide range of services for the City including recreational and arts centers management, recreation programs, city-wide special events, parks, art programs, beach and recreational trail maintenance, management of open space, streetscape maintenance, animal services, and oversight of the administration of the Encinitas Ranch Golf Authority. The department includes 22 full-time staff, 40 part-time seasonal staff and numerous contracted staff, programs, and services with an annual budget of over \$11 million. The Parks, Recreation and Cultural Arts Department is responsible for the maintenance and repair of 10 miles of streetscapes, 82 acres of open space, 153 acres of both developed and undeveloped parks, 45 acres of beaches, and 40 miles of trails.

The ideal candidate is an adaptive problem solver with experience developing and motivating employees in the pursuit of City goals and initiatives and responding quickly to community concerns. They are also skilled communicators and relationship builders who understand the importance of customer service, leading by example to earn the trust and respect of others, and balancing the needs of employees, department head peers, and City leaders. The successful candidate is an experienced, collaborative leader who communicates effectively, possesses solid political and business acumen, and demonstrates strong financial skills. The ideal candidate is also present, engaged, and approachable with community members, elected officials, and staff.

This recruitment is being conducted on a local, regional, and nationwide basis, encouraging applications from all individuals who meet the qualifications. All inquiries relating to the recruitment and selection process for the Parks, Recreation, Arts and Culture Director position are to be directed to the consultants listed below who are collaborating with the City of Encinitas and its designated Search Committee.

Chuck Balling, Vice-President or Joe DeLuce, Vice-President
GovHR USA
630 Dundee Road, Suite 225
Northbrook, IL 60062
TEL: 847-380-3240 Ext.130
Formal applications should be submitted to:
www.govhrjobs.com

THE COMMUNITY

Located along six miles of the Pacific coastline in northern San Diego County, the City of Encinitas offers a unique blend of old-world charm and sophistication with new-world culture. Incorporated just 35 years ago in 1986, the City of Encinitas brought together Old Encinitas, Cardiff-by-the-Sea, Leucadia, New Encinitas, and Olivenhain to create a single municipality known for its natural beauty and distinctive sense of community. From the pristine beaches, antique shops, and popular surf spots of Leucadia, Old Encinitas, and Cardiff-by-the-Sea to the shopping centers and neighborhoods of suburban New Encinitas, and the laid back, rural feel of Olivenhain there is something for every one of the City's more than 62,000 residents and visitors from around the world. Its 19.6 square miles include 90 acres of open space, 45 acres of beaches (33.74 acres of Maintained Beaches or Accesses), 20 developed parks, 40.5 miles of trails, and 152 acres of both developed and undeveloped parkland including three sports parks, one skate park, and two skate elements.

Moonlight State Beach, Swami's Beach Park, and others attract surfers from around the globe to compete in local tournaments; the gardens of the Self-Realization Fellowship Temple as well as the 18-hole championship Encinitas Ranch Golf Course offer spectacular views of the ocean; the San Elijo Lagoon Reserve features the largest coastal wetland in San Diego County, home to nearly 300 species of bird; and the famous San Diego Botanic Garden offers a tropical rainforest, desert gardens, and the largest display of bamboo in the world. Beyond the city limits, the San Diego Zoo, Wild Animal Park, and Sea World are all accessible within 35 minutes and Disneyland is about an hour away for those who prefer spending the day with a magical mouse.

Residents are also a short drive from natural wonders like the Cleveland National Forest, Joshua Tree National Park, and the Cuyamaca Rancho, Anza-Borrego Desert, and Mt. San Jacinto state parks. After a day on the beach or among the mountains, residents can shop, dine, and take in a show. Encinitas boasts two major commercial corridors: the century-old Downtown 101 coastal shopping district featuring historic architecture, quaint shops, specialty retail stores, and upscale restaurants, and the El Camino Real corridor offering a wide array of retailers, restaurants, and service offices. The community is committed to offering excellent schools and outstanding parks & recreational amenities that serve as an important factor in the quality of life for all residents.



THE CITY OF ENCINITAS

Encinitas is a general law city operating under a council-manager form of government with a mayor elected at large for two-year terms and four city council members elected within single districts for staggered, four-year terms.

In addition to setting vision and objectives for the community, the Council is responsible for adopting the annual budget, passing ordinances, approving the City's financial and capital improvements plans, appointing board and commission members, and hiring the City Manager and City Attorney. The Council also serve as board members of the San Dieguito Water District, Encinitas Housing Authority, and Encinitas Financing Authority.

The City provides a full range of services including infrastructure and sustainability, public works, development services; parks, recreation, and cultural arts; and fire, rescue, and marine safety. Rather than staffing its own police department, Encinitas maintains a contract for law enforcement with the San Diego County Sheriff's Department.



MISSION

Preserve, protect, and provide innovative services that enhance the quality of life for residents, visitors, businesses, and our communities.

OPERATING PRINCIPLES

RESPECTFUL PARTNERSHIPS — Encourage honest dialogue, diversity in thinking, and problem-solving.

IMPROVEMENT & EFFICIENCY — Streamline everything we do using best practices.

FINANCIALLY SOUND DECISION-MAKING — Achieve long-term sustainability.

DATA GATHERING & SHARING — Enhance informed decision-making.

MEASUREMENT & ACCOUNTABILITY — Ensure excellent service and the best investment of taxpayer money.

COMMUNITY OUTREACH — Seek feedback from the community.

COMMUNITY CHARACTER — Protect community character and agricultural programs.

VISION

Encinitas is five unique communities thriving as ONE great city through pursuing our vision of:

QUALITY TRANSPORTATION: Provide effective, safe, and easy transportation for all modes of movement and for all demographics.

RECREATION: Promote active lifestyles and community health by furthering access to trails, parks, beaches, and other recreational opportunities.

ECONOMIC DEVELOPMENT: Create economic opportunities through innovation, financial stability, and fiscal responsibility.

ENVIRONMENT: Be good stewards of open spaces, beaches, parks, and the natural environment.

ARTS & CULTURE: Embrace great places to showcase the City's arts and culture, history, community charm, and character.

PUBLIC SAFETY: Create a safe and secure environment for residents, visitors, and businesses throughout the City.

COMMUNITY PLANNING: Maintain safe and livable communities through well-maintained infrastructure and facilities, strong public safety, and significant environmental standards while achieving diverse and affordable housing for present and future generations.



PARKS, RECREATION & CULTURAL ARTS DEPARTMENT

The Parks, Recreation and Cultural Arts Department is responsible for a wide range of services for the City including recreation programs, city-wide special events (Holiday Parade, Spring Egg Hunt, Movies in the Park, Summer Concerts, Cyclovia), park, beach and recreational trail maintenance, management of open space, streetscape maintenance, animal services, and oversight of the administration of the Encinitas Ranch Golf Authority.

The Administrative Division is responsible for directing and supervising all divisions of the department and providing a variety of administrative services, including leases and operating agreements, contract management, grant procurement and administration, design of capital projects, budgeting, financial planning, special project management, concession management, program registration, special permits, and oversight of the administration of the Encinitas Ranch Golf Authority and animal services contracts. In addition, this division provides support for the Youth, Senior, Arts, and Parks and Recreation Commissions and administers the Encinitas Sister City Program.

The Cultural Arts Division manages the City's Civic Arts Program and Public Art Program, supports arts education, and conducts research. The Division operates and supports many visual and performing arts programs and installs and maintains more than 80 pieces of public art in Encinitas. The Cultural Arts Division works in partnership with the Commission for the Arts to conduct the vision of the City's Arts Master Plan in 7 strategic areas: Advocacy, Visual Art, Performing Arts, Public Art, Arts Education, Arts Venues, and Marketing and Audience Development.

The Parks, Beaches and Trails Division maintains and operates 20 unique community parks, three sports parks, a world-class skatepark and a 2-acre off-leash dog park. The Division is responsible for the maintenance and repair of all parks, beach, and trail facilities, including 10 miles of streetscapes, 82 acres of open space, 152 acres of both developed and undeveloped parks, 45 acres of beaches, and 40 miles of trails.

The Recreation Services Division is responsible for planning and administering recreation services for youth, teens, adults, and senior citizens. Through a variety of programming and events, the Recreation Division promotes health and wellness, learning and development, and socialization for all ages. The Recreation Division also provides a variety of recreational, educational, enrichment, and sports activities to the public; many of these operate on a fee-for-use basis to subsidize program costs. The Recreation Division administers the Encinitas Sister City program. The Recreation Division also operates the 39,000 square foot Encinitas Community and Senior Center.



CHALLENGES AND OPPORTUNITIES

- Establish a supportive work culture so employees are engaged and empowered to take the department to the next level.
- Improve internal communications and information exchange for enhanced continuity throughout the organization.
- The successful startup and unveiling of the new Pacific View Arts Center in the Summer of 2024.
- Continuous improvement of services to meet resident's expectations for high standards of parks, recreation, and cultural arts.
- Develop a long-term plan to maintain and improve the parks, facilities, and beaches.
- Develop extensive education and training programs, as well as a career development program, to develop leaders, supervisors, and employees.
- Work collaboratively with other City departments and community partners to advance the community's plan to serve people experiencing homelessness.
- Enhance communications with the community and external partners to understand the department's commitment to their expectations.
- Develop a plan to acquire Accreditation of Park and Recreation Agencies (CAPRA) through the National Recreation and Park Association.
- Further environmental sustainability, open space preservation, and natural resources management.



EDUCATION

This position requires a bachelor's degree in parks and recreation administration, public administration, business administration, or a closely related field and ten years of relevant experience. A master's degree is a plus.

COMPENSATION & BENEFITS

The salary range for this position is \$144,650 to \$235,619. Appointments within the range will be made depending on the qualifications of the selected candidate. A generous benefit and retirement package is also offered by the city, details which are available at [here](#).

HOW TO APPLY

Candidates must apply by Monday, January 29, 2024, with resume, cover letter and contact information for five work-related references to www.GovHRjobs.com to the attention of Chuck Balling, Vice President, or Joe DeLuce, Vice President, GovHR USA, 630 Dundee Road, #225, Northbrook, IL 60062. Tel: (847)309-9403.

The City of Encinitas, California is an Equal Opportunity Employer



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