

MIAMI BEACH



CITY OF MIAMI BEACH, FLORIDA **ECONOMIC DEVELOPMENT DIRECTOR**

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ABOUT THE COMMUNITY

With white, sandy beaches, turquoise waters and an iconic cultural scene, Miami Beach has a rich history stemming back to the turn of the 20th century, evolving over the years into a major convention destination and international resort area. With a population of 80,000 and an average daily population closer to 200,000, Miami Beach remains a destination for millions of visitors to its world-famous shores each year. Its evolution from a retirement community to a diverse, multi-cultural community where the average age is 40 reflects its transformation to a younger, higher income, working community.

Miami Beach is a cosmopolitan, tropical island city whose residents are as diverse as its visitors. The City boasts over seven miles of beaches and an [uninterrupted Beachwalk](#) from one end of the City to the other, a first-class convention center, roughly 21,000 hotel rooms, 2 public golf courses, 44 parks, 2 tennis centers, art and culture, dining and nightlife, world-class shopping, and even an ice rink, all within approximately 7 square miles. With single and multi-family housing stock and Class A office, the City is also committed to expanding housing inventory and preserving its historic buildings and culture.

As a trend-setting arts and entertainment mecca, and a shopping and cultural wonder situated between Biscayne Bay and the blue waters of the Atlantic Ocean, Miami Beach is enjoyed by visitors, world travelers, celebrities, the workforce and locals alike. The City is home to museums and art galleries, and numerous cultural organizations such as the New World Symphony and the Miami City Ballet. Walking the streets and esplanades of Miami Beach provides a world of artistic treasures. International art, boat and car shows, and wine and food festivals make their home here every year while corridors such as Lincoln Road, Española Way, Ocean Drive, and Collins Avenue provide a wide variety of boutiques, popular retailers and restaurants.

The city benefits from being part of a global transportation gateway with connections to world-class infrastructure, such as two nearby international airports, and PortMiami, known worldwide as the Cruise Capital of the World. Miami Beach is also a significant driver of foreign investment, which brings jobs, diversity and strong real estate values. Miami Beach is also seeing an influx of businesses, entrepreneurs and talent from New York, California, Chicago and other urban centers with strong technology and financial services hubs.

SNAPSHOT: MIAMI BEACH DEMOGRAPHICS

- Hispanic – **60.3%**
- Black – **22.4%**
- White – **16.3%**
- Asian – **0.8%**
- Other – **0.1%**
- American Indian – **0.1%**

INTERESTING FACTS ABOUT MIAMI BEACH

- Approximately **80,000** residents (about half are foreign-born)
- Welcomes **10.9** million overnight visitors annually
- Approximately **60 miles** of waterways
- Average annual temperature of **75.2° F**



CITY GOVERNMENT

Incorporated in 1915, the City of Miami Beach operates under a Commission/City Manager form of government. The City Commission consists of the Mayor and six Commissioners who serve as the policy-making body of the City. The Mayor and Commission are elected on a citywide, nonpartisan basis, and they appoint the City Manager, City Attorney, City Clerk, and Inspector General. All other department heads are appointed by the City Manager with the consent of the City Commission. The City Manager is responsible for implementing Commission policies and decisions, providing executive level leadership, vision, and guidance to the organization, and for the daily operations of the City.

The City of Miami Beach is a full-service government providing a broad range of services to its residents and annual visitors, from public safety and planning to housing and utilities. Its [FY2024 annual budget](#) is \$829 million, with a General Fund operating budget of \$428 million. Miami Beach residents are highly engaged and connected with their local government, with over 40 separate boards and advisory committees providing input to departments and the elected body.

2022 MIAMI BEACH ECONOMIC SNAPSHOT

94.8% Retail Occupancy Rate

9.9% Office Vacancy Rate

6,287 Business Tax License Renewals issued

\$20.8 Billion in Visitor Spending

ABOUT THE DEPARTMENT

The Economic Development Department is responsible for supporting the City's robust economy through strategies and initiatives that stimulate balanced growth. With a staff of 9 FTEs including the Director and a FY 2024 operating budget of \$2.35 million, the department strives to connect businesses, the community, people and jobs, business assistance and resources, corridor development/redevelopment, and real estate as it helps to create a diverse economy for Miami Beach's dynamic and resilient community.

BUSINESS RETENTION AND ATTRACTION –

Developing and leading economic development initiatives that support the retention and attraction of businesses through a variety of strategies. The Department provides business support services, resources and investments and conducts small business outreach and advocacy. Staff facilitate interactions between private property owners, and the City's various regulatory departments. In addition, staff provides data resources, market research and other information to businesses to support their retention and expansion goals. Marketing and branding efforts also promote the City of Miami Beach's attributes as a business destination.

COMMUNITY REVITALIZATION – Supports the City's resilient initiatives through holistically identifying strategies and projects that help grow Miami Beach's talent pool and businesses, promoting housing opportunity, and supporting the growth of the City's live-work-play environment. In addition, the Department encourages private investment and partnerships while fostering a positive cohesive relationship with the businesses, residents, and visitors.



The Economic Development Department also provides general oversight for redevelopment areas in Miami Beach, including the Miami Beach Redevelopment Agency (RDA) and the North Beach Community Redevelopment Agency (NBCRA). The Department also assists in overseeing the management agreement for the Miami Beach Convention Center campus to ensure it is aligned with the City's operational plan, as well as best practices for securing booking opportunities that produce significant hotel revenue, and financial and community benefits. In addition to the North Beach CRA Advisory Committee, the 41 Street Committee, and various business improvement districts, the Department serves as liaison to the Convention Center Advisory Board (CCAB) to promote alignment between the Miami Beach Convention Center operations and community and resident needs. The newly renovated, world-class venue represents a critical economic engine for the City and region supporting a wide range of small to large businesses through direct and indirect economic impact. The Department also provides administrative leadership for the management of the City's partnership with the Greater Miami Convention and Visitors Bureau with a focus on Convention Center sales and hotel bookings.



KEY RESPONSIBILITIES

- Develop, implement and administer economic strategies, programs, plans and policies to facilitate impactful economic development in the community.
- Develop alliances with key business sectors and aid in attracting and retaining value-added business through marketing, specialized services and incentives.
- Support small businesses and entrepreneurs, through technical assistance, access to capital, and services to navigate regulatory processes.
- Assist developers, corporations and investors in locating commercial space/sites, conducting tours and providing information.
- Create and implement marketing strategies and campaigns that appeal to business leaders and the workforce.
- Assist with contract administration and deliverables of agreements related to the management of the Miami Beach Convention Center and campus, and the City's partnership with the Greater Miami and Miami Beach Convention and Visitors Bureau.
- Provide oversight for the City's two community redevelopment agencies (Miami Beach Redevelopment Agency and North Beach Community Redevelopment Agency).
- Lead planning efforts for commercial corridors and redevelopment areas to promote economic growth, job creation, affordable and workforce housing opportunities, infrastructure and mobility.
- Evaluate, recommend and negotiate public-private partnerships and joint development project agreements which maximize use of City assets, further City priorities and goals, and are in the best interest of the City.
- Conduct a variety of research on local resources, needs and opportunities.
- Represent the City in the private sector and with the Miami Beach Chamber of Commerce, Miami-Dade Beacon Council, and other professional economic and business development organizations.
- Click here for entire Economic Development Director [Job Description](#).

THE POSITION

The Economic Development Director manages and oversees the professional administrative work planning, organizing, implementing, and directing the activities of the City's Economic Development Department. This highly visible, hands-on professional role is responsible for managing impactful business relationships and promoting effective initiatives to enhance the City's economic development efforts. Supervising a team of professionals, the Director works to facilitate equitable economic opportunity by building a diverse, vibrant economy; catalyzing job creation, private investment, and revenue generation; supporting existing businesses; promoting the attraction and creation of new businesses; and facilitating real estate and joint development and community redevelopment in the City of Miami Beach.



THE IDEAL CANDIDATE

- **Open, honest, collaborative, and transparent**
Possess a high level of emotional intelligence with the ability to effectively engage others with diverse personalities in a tactful, mature, and flexible manner to build trust, transparency, and productive relationships.
- **Professional demeanor** – Maintains a poised and professional demeanor and is adept at fostering productive relationships with team members, external developers, and contractors. Capable of enforcing regulations and safety protocols while offering clear explanations and communicating the significance of compliance.
- **Skilled in identifying and implementing best practice solutions** – Expert at anticipating needs and proposing unique, creative, and out of the box solution(s) to new or ongoing operational issues.
- **Safety first mindset** – In Miami Beach, navigating the intricate building codes and procedures necessitates teamwork among various departments, developers, and construction crews to prioritize safety. Balancing this with the pressure for speed can be challenging, but upholding the project's integrity and safety remains the foremost objective.
- **Proactive, solution and results oriented** – One who can partner with stakeholders to achieve goals.
- **Departmental leader, manager, and mentor** – Capable of motivating, collaborating with, and guiding a large team to define and execute a vision for the department. Cultivates strong relationships within the team to foster commitment and collaboratively identifies opportunities for enhancing service delivery.
- **Comfortable working in a fast-pasted environment** – Tackles and resolves unique and recurring challenges across numerous high-profile projects simultaneously, demonstrating agility in adapting to shifting circumstances or pivoting direction as required.
- **Welcoming and inclusive in a diverse cultural and economic environment** – Has the ability to assimilate into a culturally diverse setting while demonstrating flexibility and responsiveness. Miami Beach includes resident owners and investors (roughly half of whom have relocated from different countries worldwide) along with nearly 11 million annual visitors. This diversity presents a nuanced challenge in accommodating varied needs and preferences related to government services and development endeavors.
- **Sets and achieves high expectations** (for self and the department) and can handle high demands and frequent unique situations.
- **Well-honed, active listening skills** – Ability to troubleshoot issues and develop multiple options for consideration.
- **Build and maintain trust** – Possess high ethical and moral character with the ability to build and maintain trusting relationships with team members at all levels and the community.
- **Metrics and data focus** – Ensure leadership has the data it needs to make informed decisions regarding priorities, budget issues, staffing matters and other operational issues.
- **Part of the City's Economic Development ecosystem** – Demonstrates an understanding of the role of Building Services in Miami Beach's economic development strategy and goals and manages the department's functions in support of those goals.



OTHER DESIRED PROFESSIONAL CHARACTERISTICS

- Strategic thinker and solution-orientated – One who can cooperatively partner with all internal and external stakeholders to achieve goals, with an eye toward long-term impacts and a strategic vision.
- Comfortable working in a fast-pasted environment – Tackles and resolves unique and recurring challenges across many projects simultaneously, demonstrating agility in adapting to shifting circumstances or pivoting direction as required.
- Excellent oral and written communications and expert presentation skills
- Open, honest, collaborative, and transparent – Possess advanced emotional intelligence with the ability to effectively engage others with diverse personalities in a tactful, mature, and flexible manner to build trust, transparency, and productive relationships.
- Strategic navigator in a challenging political environment – without being political. Understands protocols, chain of command, and how to deal with leaders and elected officials in sensitive situations.
- Professional demeanor – Maintains a poised and professional demeanor and is adept at fostering productive relationships with team members, developers, business representatives, professional organizations and others.
- Skilled in assessing and identifying solutions – Expert at anticipating needs and proposing unique, creative, and out-of-the-box solution(s).
- Departmental leader, manager, and mentor – Capable of cultivating strong relationships within the team that lead to a high performing department capable of getting projects and initiatives over the finish line.
- Welcoming and inclusive in a diverse cultural and economic environment – Has the ability to assimilate into a culturally diverse setting while demonstrating flexibility and responsiveness.
- Excellent analytical skills – Adept at analyzing complex economic development opportunities and proposals, identifying and quantifying impact, elevating issues, and proposing solutions. Skilled at performing due diligence with careful detail resulting in well prepared presentations and analyses.
- Well-honed, active listening skills – Ability to troubleshoot issues and develop multiple options for consideration.
- Build and maintain trust – Possess high ethical and moral character with the ability to build and maintain trusting relationships with team members at all levels and the community.





KEY OPPORTUNITIES AND CHALLENGES

- Few opportunities will showcase your executive acumen and ability to handle a variety of distinctive duties better than working for a prestigious organization like Miami Beach – the envy of other municipalities and organizations. You'll engage with top-tier corporations, entrepreneurs, event venues, visionaries, thought-leaders, builders, and iconic landmarks.
- Engage in innovative marketing initiatives for one of the world's most desirable destinations, offering a chance to significantly impact the economic prosperity of the City and its surroundings.
- Promptly initiate collaboration with your team to assess the status of current projects, making necessary adjustments to timelines or approaches to ensure successful completion.
- Join a comprehensive economic development network spanning the entire City, united by common objectives and principles, collaborating across departments and disciplines to achieve ambitious targets that bolster businesses, residents, and municipal operations.
- Your expertise in development and revitalization efforts will be instrumental in navigating intricate business transactions and representing the City in negotiations for economic development and redevelopment contracts.
- In this key position, you'll work with a unified leadership team that extends across the entire city, nurturing mutual assistance, focusing on strategic goals, and collaboratively striving for results to improve the community.
- With the recent arrival of a new Mayor and three (3) new commissioners, the Miami Beach leadership is undergoing a transitional phase. You will have the opportunity to introduce fresh perspectives and contribute to identifying and pursuing new opportunities, showcasing your leadership, adaptability, and creativity.



MINIMUM REQUIREMENTS

- Bachelor's degree in Business Administration, Public Administration, Real Estate, Economics, Economic Development, Finance, Urban Planning or a related field. Master's degree preferred.
- Seven (7) years of progressively responsible experience relevant to the major duties/essential functions of the position, including two (2) years in a supervisory/ managerial capacity. Public sector experience is preferred.
- Desired credentials: International Economic Development Council (IEDC) Certified Economic Developer (CEcD); National Development Council (NDC) Economic Development Finance Professional; Florida Redevelopment Association (FRA) Redevelopment Administrator; and/or any credential or certification relevant to the required job duties.



BEACH PATROL
HEADQUARTERS



COMPENSATION AND BENEFITS

The City of Miami Beach offers competitive total compensation that includes a comprehensive benefits package with medical, dental and vision insurance (eligible on 1st month after 30 days of full-time employment); health savings and flexible spending accounts; paid time off, wellness incentives; paid parental leave; voluntary contribution to 457 retirement plan; paid time off; and more. Employees do not pay Social Security taxes. Visit the [City of Miami's Employee Benefits At-A-Glance](#) for more information.

The City also has its own defined benefit pension plan with a 2.5% annual multiplier and 5-year vesting schedule. The plan offers a maximum benefit of up to 80% of your highest five-year average salary. The salary range for this position is \$144,100 - \$259,000 and the expected hiring range is \$170,000 - \$230,000, depending on qualifications. Relocation assistance is available to the selected candidate

The City of Miami Beach is an Equal Opportunity Employer.

HOW TO APPLY

First review of applications will occur on April 22, 2024; position open until filled. Candidates must apply electronically with resume, cover letter and contact information for five professional references and veterans' preference documentation, if applicable (*) at www.GovHRJobs.com. Resident preference is awarded according to City policy. For questions or more information contact GovHR / MGT Executive Vice President Mary Jacobs at (520) 249-3290 or Senior Vice President Joan Walko at (410) 499-9586.

(*) *Veterans' Preference is awarded in accordance with Florida State Statute 295.07.*

GOVERNMENT IN THE SUNSHINE

Information contained in the [Florida Sunshine Law](#) assists the public and governmental agencies in understanding the requirements and exemptions to Florida's open government laws. The Attorney General's Office compiles a comprehensive guide known as the Government-in-the-Sunshine manual. Candidates are advised to be aware that all aspects of this recruitment are open to public records requests throughout the process.