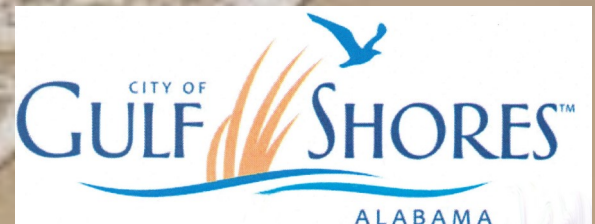


GULF SHORES, ALABAMA
IS SEEKING CANDIDATES TO SERVE AS

City Administrator

A UNIQUE OPPORTUNITY

Gulf Shores officials have made strides to ensure the City's continuing prosperity with "*Vision 2025 for Sustainability*," an award winning process that identifies key areas for smart growth. As Gulf Shores continues to thrive, one can be sure that it will be the ideal spot for vacation as well as relocation for generations to come.



Visit Gulf Shores on the web at <http://www.gulfshoresal.gov>



GULF SHORES, ALABAMA

Gulf Shores is located in Baldwin County on Alabama's booming Gulf Coast. This City of 33.2 square miles is an Alabama "Community of Excellence" award winner. The City is an extraordinarily attractive Gulf Coast community with a fast-growing resident population of more than 16,000. It hosts more than five million tourists annually. The Mayor and City Council are committed to meeting and exceeding the needs and expectations of City Residents, visitors and businesses with their commitment to preserve the City's family friendly, small town, safe atmosphere and beautiful natural surroundings, while providing the infrastructure and amenities necessary to support a sustainable, vibrant economy.

Families have called the City of Gulf Shores a favorite vacation spot for generations. Now, many visitors are becoming residents and are adding to the prosperity of this once-sleepy little beach town.

Gulf Shores is a place where people feel right at home. Residents and guests together can sway to music at the out-door summer concert series, catch a play at the community theater,

hit links on world-class golf courses, or go back in time at Fort Morgan, built in 1832.

GULF SHORES MUNICIPAL GOVERNMENT

The City of Gulf Shores, Alabama was incorporated on February 5, 1957. It is a strong mayor/council government which functions much like a mayor/council/administrator government.

The Mayor, with the approval of Council, appoints a City Administrator to oversee and manage municipal operations.

The City Council consists of five members. The Mayor and all Council members are elected at large to 4-year concurrent terms. This politically stable community has many long-tenured elected officials and frequent uncontested elections.

(Continued on page 3)

(Continued from page 2)



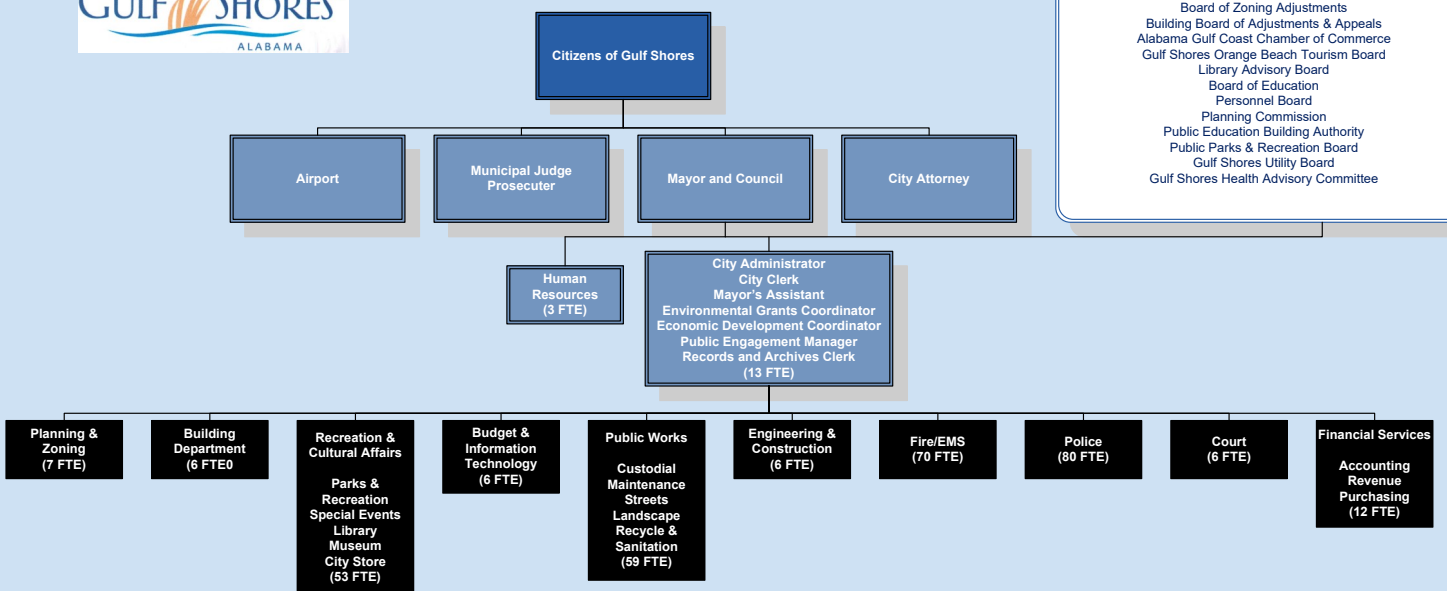
Gulf Shores Mayor and City Council	
Mayor Robert Craft	At Large
Joe Garris	Place One
Gary Sinak	Place Two
Phillip Harris	Place Three
Jason Dyken	Place Four
Steve Jones	Place Five

THE CITY ADMINISTRATOR

The City Administrator is responsible to the Mayor and Council to oversee and manage the following functions: Economic Development, Finance, Human Resources, Recreation and Cultural Affairs, Engineering, Public Works, Planning and Zoning, Building, Police, Fire/EMS,, and Court. With a General Fund budget of \$65.7M and 324 full-time and 77 part time City employees, Gulf Shores functions like a city of 20,000. Sixty percent of the City's revenue is from sales and lodging taxes. The City's current reserves are in excess of the 70% target.

City of Gulf Shores, Alabama

Organizational Chart



(Continued on page 6)

GULF SHORES VISION 2025 FOR SUSTAINABILITY

Introduction

The citizens and City of Gulf Shores are resilient and have prevailed through the adversity of an oil spill, hurricanes, and a severely unstable global economy. The central issue now is how to sustain our quality of life and natural ecology as Gulf Shores navigates growth at a prosperous pace while improving its reputation as a desirable destination to live, visit, retire and invest.

Despite overall satisfaction among citizens and visitors, there were growing concerns around key trends in the City of Gulf Shores and in 2014 the City Council adopted a plan for action with its Vision 2025 plan for sustainability. These include the economic reliance on tourism concentrated around the beach, traffic congestion, a lack of public gathering spaces, visual appeal in commercial buildings and community design, a deficiency in sense of place, and an absence of planned preservation for our natural surroundings and quality of life.

The Small Town, Big Beach Vision 2025 for Sustainability was created to focus the future of Gulf Shores, addressing these concerns, and providing a set of recommended strategies based on the community's core values.

Core Values

The City intends to prioritize allocation of its resources based on these core values.

- * We protect and enhance the quality of life for our residents, visitors, and retirees.
- * We protect and preserve our unique natural resources.
- * We honor the family centric-and safety-oriented tradition.
- * We maintain a relaxed, no-hassle environment.
- * We support a clear culture of Southern hospitality.
- * We enhance the sense of place.
- * We embed sustainability into the fabric of the community.
- * We promote economic prosperity in a business-friendly atmosphere.
- * We boost competition in the marketplace unaccepting of the status quo.
- * We commit to excellence and the highest quality standards.



MISSION STATEMENT

The City of Gulf Shores is committed to meeting and exceeding the needs and expectations of our residents, visitors, and businesses. We are committed to preserving our City's family-friendly, small-town, safe atmosphere and beautiful natural surroundings, while providing the infrastructure and amenities necessary to support a sustainable, vibrant economy.

VISION 2025

In the year 2025, the City of Gulf Shores will be the most desirable small-town destination community in the South in which to live, visit, retire and invest. This will be due to its enduring, wholesome, low-key, and pleasurable lifestyle amidst its restorative and vibrant natural surroundings and thriving economy.

KEY STRATEGIES AND PRIORITIES

In order to prioritize actions for implementation, we present the following key strategies.

ENVIRONMENTAL STEWARDSHIP

- * The responsible use and protection of the natural environment through conservation and sustainable practices will preserve Gulf Shores' balance with nature.
- * Environmental education should be expanded in our community to promote responsible stewardship of natural resources and steps to live more sustainably.

WELL-ORGANIZED INFRASTRUCTURE

- * The design of new roadways, air services and waterways as well as the enhancement of existing transportation routes are essential.
- * Architecture of utilities including water, fiber, electricity, sewage and other public services are imperative.

ECONOMIC, GEOGRAPHIC, AND SEASONAL DIVERSIFICATION

- * Foster a long-term relationship between ecology, technology, and economy, promoting the equitable sharing of resources and reducing conflicts.
- * Because the tourism-related sector is so dominant, things we do that help or hurt this sector will have a far greater effect on our economy than what happens in other sectors.
- * Additionally, becoming less beach-dependent and investing in infrastructure that encourages the long-term growth of other business sectors will help diversify and stabilize the overall economy.

SUSTAINABILITY

- * Infrastructures that promote a natural balance, preserve biodiversity, and protect our valued natural resources are solutions that benefit the land and community now and for future generations.
- * Health and wellness of a community correlate to the health of a community's economy.
- * Standards of excellence in service to meet and exceed the needs of the community and its safety must be upheld.

PROSPERITY

- * Strategies should take into account impacts across all business sectors and strive to strengthen the relationship between small town and big beach.
- * To protect the quality of life for all residents and the high-value experience for our visitors, hospitality, retirement, and businesses independent of these sectors must be able to prosper.
- * Thoughtful investment in our community will attract more investment.

LEADING EDGE HEALTHCARE

- * Enhanced healthcare services contribute to the well-being and safety of the community and contribute to the economy.

PROGRESSIVE EDUCATION

- * Quality education is a critical necessity for any prosperous community to attract educated professionals as well as feed our economy from within with targeted and nationally recognized programs and facilities.

COMMUNITY PLANNING

- * New development and revitalization of buildings and infrastructure will enhance sense of place and quality of life.
- * Ongoing and consistent enforcement of zoning and building codes and regulations will protect the health, safety and welfare of our residents and businesses.
- * Infrastructure and transportation improvements will focus on creating bike-and pedestrian-friendly corridors as well as public green spaces.

POSITION QUALIFICATIONS

Requirements include the equivalent of a Master's degree in public administration, business administration or related field of study and 10 years experience as a local government manager, assistant local government manager or senior manager in a local government with similar demographics, values, aspirations, and revenue base comparable to Gulf Shores or any combination of education, training and experience which provides the required knowledge, skills and abilities to perform the essential functions of the job.

Preferred Attributes

Management and Leadership Experience

- Experience with a community comparable to Gulf Shores with similar demographics, values, aspirations, revenue base and issues.
- Experienced local government executive with a solid record of accomplishment.
- Experience with growth, economic development, natural disasters remediation, environmental, and community quality of life issues.
- Demonstrated achievement including innovation.

Management and Leadership Style

- Speaks his/her mind— not a “yes” person.
- Excellent negotiator with strong problem-solving skills including a willingness to compromise when appropriate.
- Proactive and a strategic thinker and planner who understands economics and competing priorities.
- Creates a bond of teammanship among the Mayor and City Council members, the City Administrator, and senior staff which penetrates the entire organization fostering a strong sense of organizational cohesiveness and commitment to the community. Fiscally responsible with taxpayer resources.

Management and Leadership Skills

- Superb project management skills.
- Keen ability to see strengths and weaknesses in subordinates.
- A strong leader who sets clear goals, delegates effectively and holds staff accountable to achieve their goals.
- Skillful advocate for Gulf Shores with the ability to work effectively and productively with the County, other governments, citizens, businesses, and other stakeholders.
- Technically skilled to manage in a dynamic, complex, and growing community.
- Strong advocate for open government with a service orientation and highly responsive to citizen/customer needs and concerns.

Management and Leadership Abilities

- To prioritize strategically.
- To earn respect from both the resident and business interests and be able to encourage diverse interests toward mutually acceptable decisions.
- To balance the often-competing needs/priorities of the community. To make a long-term commitment to the City.
- To be politically astute and sensitive without being politically influenced or motivated.
- To stay focused on the long-range goals while remaining abreast of critical operational details.



COMPENSATION AND BENEFITS

The Mayor and City Council expect to pay a competitive salary to the person hired depending on his/her qualifications. A total compensation package which compares favorably with that provided by other comparable urban jurisdictions is envisioned. The City will pay reasonable relocation expenses.

TO APPLY

The recruitment will remain open until the position is filled. The first review of applications is scheduled for July 24, 2023. Please submit a letter of interest and detailed résumé, and current salary to:

Bob Slavin, President or Dave Krings, SMC Midwest Regional Manager

SLAVIN MANAGEMENT CONSULTANTS

3040 Holcomb Bridge Road, Suite A-1

Norcross, Georgia 30071

Phone: (770) 449-4656

Fax: (770) 416-0848

Dave Krings: (513)200-4222

e-mail: slavin@bellsouth.net

www.slavinweb.com

Electronic submissions are preferred



For additional information about this position, contact Robert E. Slavin or David Krings at Slavin Management Consultants by phone at (770) 449-4656 or by email at slavin@bellsouth.net.

Why Live in Gulf Shores

- Hometown feel with resort element
- Small town atmosphere
- People know each other
- Family environment
- A place kids will return to
- Low crime rate, safety
- Variety of recreation (fishing, golf, etc.,)
- Schools
- Lower tax than elsewhere
- Business opportunities

The Region

Baldwin County is located in the southeast corner of the state, bordered by the Gulf of Mexico, Mobile Bay, Florida, and adjoining counties in Alabama. It is one of the largest counties in land area east of the Mississippi River, home to a growing population of more than 230,000 residents, and is one of the fastest growing counties in Alabama.

AN EQUAL OPPORTUNITY RECRUITER/EMPLOYER