



WINTER HAVEN
The Chain of Lakes City

WELCOMES YOUR INTEREST
IN THE POSITION OF

**PARKS, RECREATION
& CULTURE DIRECTOR**

A VIBRANT COMMUNITY

Attractive Destination to Call Home

Winter Haven offers an authentic Florida lifestyle. It's a classic medium-size city that chooses to differentiate itself with an understated cool vibe. Arts and culture, playful fun, music fusion, affordable homes, a craft brewery, and local eateries are just a sampling of daily life.

Walk the brick-lined downtown streets and explore well-manicured green space with outdoor sculpture displays, great restaurants, and a 32,000-square-foot state-of-the-art Library. The expanding downtown core is home to unique shops, one-of-a-kind restaurants, the Central Park District through the center of town, and a healthy business district.

Winter Haven has a thriving and diverse business community with a foundation in small business, as well as numerous larger institutions. Industry sectors with the strongest growth include data technology and storage, healthcare, logistics distribution, hospitality, and Winter Haven's Regional Airport featuring a restaurant, retail space, hangar leasing, and other aviation amenities.

Lakes, Lakes, Lakes

More than 80,000 people choose to live in the greater Winter Haven area taking advantage of its year-round recreation, climate, and central location. The City stretches over 40 square miles, much of which takes the form of sparkling, fun-filled lakes.

Winter Haven is known as the Chain of Lakes City with two chains connecting 24 lakes. Covering nearly 30 percent of our community, about a quarter of the city's population resides adjacent to a lake, and the area is quickly becoming known as the "Inland Coast." With 50 lakes inside the City limits, 22 boat ramps, 14 public docks, and 30 waterfront parks, there are a multitude of opportunities for both residents and visitors.



Award-Winning Downtown

Downtown Winter Haven recently received the Great Place People's Choice Award, from the American Planning Association – Florida Chapter, beating out other quality destinations in Florida! Located in almost the exact geographic center of Florida, Winter Haven is the second largest city, population wise, in Polk County. More than 175 popular special events are offered annually, many of which are staged in the downtown Central Park District. A vibrant and active downtown host's live music regularly at just about every corner establishment – and outdoors nearly every Friday evening. The historic Ritz Theatre located downtown hosts live productions and special events throughout the year.



Dynamic community partners such as Main Street Winter Haven and Greater Winter Haven Chamber of Commerce offer unique festival opportunities, attracting people from all over the southeastern United States.

Gram Parsons Derry Down, an authentic Americana historic music venue in downtown Winter Haven, offers a stage for musicians, young and old, to gather and share their talents. Music lovers from hundreds of miles away are attracted to this site. Multiple arts and culture opportunities also abound in galleries, parks, and other venues throughout the City!

Education Opportunities

The Winter Haven community cares about its schools and children. Businesses and individuals alike are involved in our public education system and its goals, through advocacy, community engagement, and collaborative partnerships to assure schools are different in quality, relevance, and student performance. Winter Haven has 11 elementary schools, four middle schools, and two high schools, with options for magnet, charter, parochial and private schools.



Winter Haven is home to Polk State College (PSC), which offers more than 20,000 students per year cost-effective and affordable four-year degrees. PSC's Advanced Technology Center is home to the Corporate College and offers high-tech programs such as Engineering Technology and Supply Chain Management. By way of an established partnership, PSC also provides Public Safety and Leadership Development education and training for the City. Florida's newest university, Florida Polytechnic, located less than 30 minutes away from the City is dedicated entirely to Science, Technology, Engineering, and Mathematics (STEM).

Live, Work & Play Here

LEGOLAND Florida Resort theme park is a 150-acre family destination with more than 50 rides, shows and attractions geared for families with children ages 2 to 12, as well as ultimate LEGO fans.

Enjoy the outdoors! Fishing, baseball and softball tournaments, nature parks and trails, and water activities such as boating, skiing, fly boarding, wakeboarding, paddle boarding and kayaking are all readily available throughout the community.



Winter Haven, Florida continues to experience steady and controlled growth as it transforms into a distinctively unique City, embracing the values and needs of its residents. It sets its sights on attracting millennial families and young professionals looking for a vibrant, growing and energetic community with a "hometown" feel. Of course, no matter what the age, Winter Haven welcomes those young at heart interested in experiencing this unique lifestyle.

CITY GOVERNMENT

The City of Winter Haven operates under a Council-Manager form of Government. Five elected City Commissioners are responsible for City policy. The City Manager, who reports to the Commission, is responsible for day-to-day operations. The City has a 500+ workforce and a planned budget of \$140.5 Million for FY20/21.

PARKS, RECREATION & CULTURE

The Parks, Recreation & Culture Department is committed to building the community by providing inclusive opportunities that foster social health and wellness through innovation, professionalism, exceptional customer service, integrity, and diversity for all. The core element is to provide safe, clean places and spaces for the community.

Department Assets

The Department is responsible for a variety of services and facilities including 415 acres of developed parkland, 36 parks, 12 playgrounds, 50 miles of roadway beautification, athletic venues, two swimming pools, a splash pad, 13+ miles of trails, three active recreation centers, 30 plus rental facilities, a public library, Willowbrook Golf Course, five cemeteries, city-wide facility maintenance, cultural arts, and countless programs and special events.



Capital Improvement Commitment

The City assertively invests in quality of life infrastructure. Recent investments include the Trailhead Park Splash Pad; Winter Haven Clay Court Tennis Center with nine tennis courts and 4 pickle ball courts; Lake Maude Park; renovation of South Central Park; a 16,500 sq. ft. Skate Park scheduled to open October 2020, and the iconic 86,000 sq. ft. AdventHealth Fieldhouse & Conference Center which opened in January 2020. The AdventHealth Center has numerous meeting rooms and a 58,400 sq. ft. multi-use gymnasium that includes a fitness center, six basketball courts, 12 volleyball courts, and seating for 800.



The City also has an active park/playground renovation program. The majority of the City's Parks and playgrounds have been renovated/updated over the past 10-15 years, with a continued schedule of replacement. There is a rich history of partnering with alternative grant and other funding sources such as FRDAP, CDBG, CRA, and FDOT to leverage dollars to complete projects.

Projects Underway

Winter Haven Recreational & Cultural Center Renovation – This \$5.3 million dollar repurposing/renovation project focus is on ADA accessibility; fitness center expansion; establishing additional community meeting space; creating a branch library; expanding technology available to the community, and updating outdoor amenities to include constructing a splash pad.

Lake Elbert Trail – This 2.4 mile trail will traverse around Lake Elbert. FDOT has completed 0.6 miles of this trail, and the remaining 1.8 miles will be constructed by the City. The project is expected to cost approximately \$1.6 million, inclusive of right-of-way acquisition, design and construction. Right-of-Way Acquisition and design is expected to commence in FY 20/21 with construction starting in FY 21/22 or FY 22/23.

Martin Luther King Jr. Park Phase II – This Park is a major event venue that hosts the Cypress Gardens Water Ski Team’s Free Water Ski Shows as well as many other activities throughout the year. Park improvements to date include the Skate Park and outdoor amphitheater renovation. The Phase II project will entail constructing a new restroom/concession area and ADA accommodating viewing deck, park walkways, water ski transition areas, picnic areas, fishing and boat ramp pier, and a new Martin Luther King Jr. Educational Kiosk/Memorial. The intent is to blend these improvements in to the previous phase and the ongoing South Lake Silver Drive Complete Street Project. The \$960,000 project is partially funded through a Legislative Appropriation and FRDAP Grant.

Sertoma Park Baseball Renovation – Sertoma Park features youth baseball and football fields, and is the place Winter Haven Youth Baseball and Football call home. Formerly a County Park that dates back to the 1960’s, Sertoma has been partially updated through the years. The Baseball Complex portion of Sertoma will be the focus of the project and such will include new turf/irrigation, clay, fencing, LED lighting, backstops, netting, dugouts, and changing the dimensions on some of the fields. This project is funded at approximately \$2.3 Million.

Southeast Pocket Park Construction – This will be the first park in Southeast Winter Haven. It is being constructed on the site of the City’s new Fire Station 3. The project consists of a dog park, picnic areas, restroom, playground, parking and loop sidewalk system. The projected cost is \$700,000.



Fundamental Affiliations and Accomplishments

- Cultural Arts Advisory Committee – citizen driven community art initiatives
- Multimodal Transportation Advisory Committee – citizenry involvement with multimodal transportation projects and issues
- Theatre Winter Haven – resides at the AdventHealth Fieldhouse
- Ridge Art – housed at the AdventHealth Fieldhouse
- Age Friendly Winter Haven – member of the AARP Network of Age Friendly Communities
- Designated as a Healthy Weight Community Champion by the Florida Department of Health
- National Recreation Parks Association – member and actively seeking Department accreditation
- Parks, Recreation and Trails Master Plan Update – planned for FY 20/21
- Host Community Special Events – partner with an array of community groups
- Mid Florida Community Services, Inc. – provide up to 85 lunches a day at the Winter Haven Senior Center
- Youth Sports and Leagues – includes Winter Haven Pipeline Swim Team, Winter Haven Youth Baseball, Winter Haven Youth Football, Winter Haven Wolverines Football/Baseball/Softball & Cheer, Winter Haven Wolverines Marching Band, and Winter Haven Youth Soccer
- Polk County Tourism and Sports Marketing – collaboratively seek to attract and host events and tournaments in Winter Haven
- City Department Alliances – work cooperatively on projects and programs such as One Water; Stormwater Park Improvements; Complete Streets; Sidewalk/Trail Expansions; utility upgrades; fiber conduit expansion and natural resources, ensuring alignment with the City’s “Dig Once” policy
- Polk County Library Cooperative – service and funding support

DIRECTOR OF PARKS, RECREATION & CULTURE

The Director will be expected to perform highly responsible professional work involved with the operation and management of this progressive recreation and cultural organization. The selected candidate will be directly responsible for the oversight of parks, recreation, athletics, library, golf course, cemeteries, and city building maintenance. It is envisioned the Director will develop, manage, and advance the City’s commitment to recreation and cultural activities. This position will report directly to the City Manager and/or Assistant City Manager.

The Director will work in concert with City employees, leadership, and community stakeholders to determine desired service provisions, engage and motivate employees, and provide strong leadership within the community. The City seeks to establish equity as a shared value and operating

principle; promote diversity; foster an inclusive environment where employees and citizens feel a sense of belonging; cultivate a culture that encourages collaboration, flexibility, and fairness; and proactively seek to connect diverse ideas in different ways to achieve common goals.

The City's intent is to fill this position prior to the anticipated 2021 retirement of the incumbent Director of Parks, Recreation & Culture. This will allow for a period of direct shadowing and acclimating to the department and current operations.

QUALIFICATION

Education

Minimum education and training requirements are possession of a Bachelor's degree in Recreation & Leisure Administration, Leisure Sciences, Business Administration, Public Administration or closely related field, from an accredited college or university; a Master's degree is preferred. Certified Park and Recreation Professional or Certified Park and Recreation Executive designation is desired.

Work Experience

The ideal candidate will have at least five (5) and preferably ten (10) years of increasingly responsible experience in an Assistant Director and/or Director Level position within a similar or larger size organization.

Desired Attributes

- Wants to make a difference
- Politically sensitive and results oriented
- Sound judgment and decision-making skills
- Ability to organize multiple tasks concurrently
- Strong written and verbal communication skills
- Knowledge of managerial principles and practices
- Flexibility to work a varied schedule as required by the uniqueness of the position
- Fosters a team atmosphere with city leadership, employees, elected officials, and citizens
- Familiarity with concepts, national trends, and current issues related to the provision of recreation
- Ability to work collaboratively with others (internal and external persons) to solve problems and accomplish agreed upon objectives.

COMPENSATION

The salary range is \$77,896 to \$126,110; the starting salary is negotiable, depending on qualifications. Also offered is a comprehensive package of a full range of leave benefits, health and life insurance, and an Executive 401(a) Plan featuring day one vesting.

A satisfactory background investigation and post-offer physical examination with a drug screen is required of the chosen candidate.

HOW TO APPLY

[Click Here for Online Application](#)

Send application with cover letter and resume by November 20, 2020, to:

Human Resources City of Winter Haven
P.O. Box 2277
Winter Haven, FL 33883
humanresources@mywinterhaven.com
863-291-5650

For additional information regarding the City, visit www.mywinterhaven.com

*Enriching Lifestyle Through
Exceptional Service*