

Director of Parks & Recreation



Enhancing Livability



■ The Community

Victoria, known as the “Crossroads of South Texas”, with major highways 77, 59, 87 and the future Interstate 69 all intersecting Victoria, is located in the heart of the Golden Crescent, equidistant from Austin, Corpus Christi, Houston, and San Antonio.

With a population of 64,742 and spanning over 37.26 square miles, Victoria continues to be on the forefront of new business and technology, with a strong plastics manufacturing industry, petrochemical and industrial chemical plants, and oil and gas exploration. Major employers include Citizens Medical Center, DeTar Hospital, VISD, Invista, Dow Chemicals, Formosa Plastics, Victoria County, City of Victoria, University of Houston-Victoria, and Victoria College. Victoria has a median home value of \$223,900, with a property tax rate is \$0.4898 per \$100 of assessed value, and a median household income of \$59,347.

The history of a city or town can provide community members with a distinct sense of identity. Reverence for one’s local heritage is often retained in historic structures, relevant landscapes or geographic features, and memorials from past events or influential individuals. As is the case in Victoria, these tangible features are often embedded within a community’s park system and other public spaces including iconic De Leon Plaza located in downtown and Memorial Park, a historic green located in one of the city’s most historic neighborhoods. In 2011, Victoria was designated as a Texas Main Street City by the Texas Historical Commission and is known for its rich history, art exhibits, visual and performing arts, music entertainment and has also been certified as a film friendly community.

Victoria offers an abundance of amenities for outdoor enthusiasts from hunting, fishing, camping, educational gardens, water recreation and birding, as well as a number of tourist attractions to visit including Texas Zoo, Nave Museum, 5 Points Art Museum of Contemporary Art, Outlaw Pass, Riverside Golf Course, and the Texas Collegiate League's Victoria Generals baseball team. The city also hosts various community events each year to include annual festivals, events, and celebrations. Such as the upcoming Victoria Bicentennial in 2024 and annual recurring events like Downtown Rhythms, Bach Festival, Viva Texas Film Festival, Merry on Main, Lighted Christmas Parade, and many others.

Governance & Organization

The city operates under a Council-Manager form of government, and the City Council is composed of a Mayor and six Council members. The Mayor is elected at large, 4 are elected to single member districts, and 2 are elected to super districts for 3-year terms, not to exceed 4 consecutive terms. The City Council appoints the City Manager, City Attorney, and the Municipal Judge. The City Manager is the chief executive officer for the city and leads a city staff of approximately 654 employees and oversees an annual operating and capital fund budget of \$256M.

Visit the City's website for more general information:

<https://www.victoriatx.gov>



■ The Department

Victoria Parks & Recreation is the community hub of sport activities and outdoor enthusiasts, providing multiple recreation facilities and services to the community including sports, parks, trails, playgrounds, youth and senior programs, and public access to the Guadalupe River. The department offers year-round programming and events for all ages, creates social and competitive opportunities for sports leagues, tournaments, nature lovers, families, and anyone looking to build community and foster connections. The department strives to provide quality parks through daily maintenance and repairs while being mindful to support conservation of our natural resources.

The City of Victoria parks and recreation system is comprised of 849 acres of city parkland, via 17 parks of varying scale that serve the community. Also included are the Youth Sports Complex and the Victoria Community Center. As with most communities, Victoria's varying park types are principally classified according to their size and geographic service area. Riverside Park is one of Victoria's most prominent historic parks, and it hosts and supports many educational and recreation activities, as well as a variety of community events throughout the year. Spanning over 650 acres of woodland and bordered by four-and-a-half miles of the Guadalupe River, the park also includes 200 picnic areas, bar-b-que pits, and benches. In addition, the park contains an 18-hole golf course, 27-hole disc golf course, Riverside Stadium, Youth Soccer Complex, a duck pond, a dog park, beach volleyball, and river-based activities. Riverside Park is viewed by many as the recreational "soul" of the community.

Victoria Parks and Recreation is the City's principal provider for active and passive recreational opportunities as a facilitator and as a programmer and is committed to supplying various types of parks in order to provide a well-rounded, quality park system that serves the local and regional recreational needs.

FY 2024 New Programs/Initiatives

- » Continue implementation of the Adopted 2021 Parks Master Plan.
- » Increase access to the Guadalupe River through the Boating Access Grant.
- » Develop volunteer Campground Host program.
- » Increase safety in parks by adding cost effective solar lighting and shade canopies.
- » Develop key partnerships to diversify funding sources and provide accessible programs and community events.
- » Provide environmental resilience and stewardship through prairie restoration in Riverside Park.
- » Host successful third year of the TAAF Winter Games of Texas and second year of American Junior Golf.
- » Increase public awareness of parks and facilities.
- » Support and host Bicentennial Celebration events and programs.
- » Establish a Food Truck Court in Riverside Park.
- » Implement updated fee schedule.
- » Focus on opportunities to implement sales and marketing strategies to identify, solicit, secure, and retain sports events for the City of Victoria.
- » Develop and implement the Community Center Master Plan.
- » Implementation of Sports Facility Assessment, presented and adopted by end of 2023.
- » Develop plan of action on improvements for Neighborhood Parks.

Our Mission

The mission of the Parks and Recreation Department is to improve the quality of life for Victoria citizens by providing a comprehensive system of parks, recreation, and cultural programs that encourage health, fitness, relaxation, and cultural enrichment, as well as providing opportunities for conservation, education, and community involvement.

To learn more about the City of Victoria Parks & Recreation Department and the Adopted 2021 Parks Master Plan visit:

<https://www.victoriatx.gov/158/Parks-Recreation>

<https://www.victoriatx.gov/751/Parks-and-Recreation-Master-Plan>

The Position

The City is looking for a progressive and visionary Parks and Recreation leader to guide the team towards enhancing opportunities for the well-being of the Victoria community through recreation, tourism, and environmental stewardship. Under the direction of the Assistant City Manager, the Director of Parks and Recreation will oversee an annual budget of \$4.9 Million and 49 full-time team members that are responsible for overseeing 6 key areas: Parks Maintenance & Operations, Recreation, Riverside Golf Course, Sports Tourism, and the Community Center.

The new Director will also continue leading the department towards implementing the key department goals and objectives identified by city leadership to include developing a "Parks to Standard" investment in existing parks; rejuvenating Riverside Park - Victoria's signature park for residents and visitors; implementing the Parks & Recreation Master Plan adopted in 2021; continuing to work with Planning and Development for recommendations to Parkland improvements and dedication; expanding recreation and sports opportunities to attract tourism; and improving the marketing to Victoria residents on local entertainment/leisure, culture, and recreation opportunities.



■ Characteristics of the Ideal Candidate

This ideal candidate shall be a community-oriented and innovative leader with a proven track record of cultivating healthy communities through quality programs, dynamic public spaces, as well as urban and park design concepts. The new Director shall also have an enterprising mindset and the financial acumen to drive long-range planning, the development of key benchmarks and business metrics to serve as a guide for continuous organizational improvement, the management of capital and maintenance projects, as well as ongoing maintenance needs to address aging infrastructure and facility usage. It is preferable for candidates to have prior experience with sports facility assessments and athletic facility improvement projects.

The new Director must have strong written and verbal communication skills, along with exceptional interpersonal, analytical, and presentation skills, balanced by the ability to handle sensitive situations with diplomacy and the utmost confidentiality. Candidates must also have the demonstrated ability to establish successful public-private partnerships, as well as develop nurturing productive relationships with citizen advocates, businesses, community stakeholders and non-profit groups that are passionate about parks and recreation.

Ideal candidates shall have experience with the implementation of master plans, budget development, project management, parkland acquisition and dedication, recreation, and youth sports programming. In addition, he or she should have experience managing and maintaining golf courses, large multi-use recreation facilities, and sports complexes, as well as enhancing sports tourism.

The **Director of Parks and Recreation** shall also have these core competencies:

- » **Inspirational Leadership** – Demonstrates an enthusiastic and empowering workforce and creates an environment where ideas are fostered and nurtured; exhibits engaging and approachable behavior; listens attentively to understand the needs, intentions, and values of others.
- » **Politically Astute & Collaborative** – Has a sense of presence to successfully engage with the City Council, City Leadership, Parks Commission, corporate partners, other department directors, as well as county and state officials; has a clear understanding of the dynamics of each City department; and bridges roles and responsibilities within the department for overall success.
- » **Financial Acumen** – Manages multiple funding sources; ensures innovative revenue development strategies for sustainability; has the ability to use public funds to leverage private funds; provides the necessary financial resources to sustain and grow the organization; ensures adherence generally accepted accounting principles are continually adhered to and related to all budget and financial matters; identifies untapped resources to drive sports tourism.
- » **Forward-Thinking** – Fosters a vision and direction for department; seeks “best practices” and trends for continued growth and relevance; develops short and long-range plans, strategies, priorities, goals, and objectives, along with master planning.
- » **Results Oriented** – Improves and sustains superior business performance by focusing on the departments performance metrics; builds high-performing teams that hold themselves accountable for their performance; delegates appropriately; makes financially-sound decisions; optimizes resources and initiates efficient work processes; pursue aggressive goals and work hard/smart to achieve them; possess the ability to evaluate and improve processes and procedures to enhance services.
- » **Problem-Solving & Strategic Thinking** – Demonstrates the ability to analyze, interpret and effectively identify and solve problems; makes informed decisions, and successfully addresses complex organizational challenges; provide/implement creative solutions and provide direction by clearly and effectively setting courses of action.
- » **Employee Development** – Demonstrates the ability to recruit a progressive and diverse workforce; aligns employee strengths and positions to create a high-performing team; provides professional development opportunities for continued growth and experience to build a talent pipeline for succession planning.

■ Education & Experience

Candidates should have a bachelor's degree in Parks and Recreation, Landscape Architecture, Business Administration or Public Administration; and seven (7) years' experience in community services program management, including five (5) year's supervisory experience; or an equivalent combination of education and experience. Professional certification from National Recreation and Park Association (NRPA) is preferred.



■ Compensation and Benefits

The salary range for this position is **\$110,000 - \$130,000** and is dependent upon the qualifications and experience of the selected candidate. Relocation assistance will also be available.

Our competitive benefits package includes:

- » Medical, Dental, Vision, Employer Paid Life Insurance, virtual medicine provider, variety of voluntary benefits such as: Critical Illness, Hospital Indemnity, Voluntary Life and AD&D, Short-term/Long-term disability, Pet insurance, Prepaid Legal coverage, Identity theft protection; and accidental coverage.
- » 15 paid holidays; PTO of 216 annual hours as an executive.
- » Company cell phone/computer is provided for this position.
- » Retirement plans include:
 - TMRS (Texas Municipal Retirement System): mandatory 6% employee contribution; 2:1 match. Includes a supplement life insurance equal to the employee's average annual salary.
 - Mission Square 457 Deferred Compensation Plan: optional retirement plan that the employee decides contribution levels. The city does not contribute to this plan.
- » Other benefits:
 - Flexible work schedules
 - Wellness Reimbursement Program
 - Paid Parental Leave



■ Application Process and Recruitment Schedule

To be considered for this exceptional career opportunity, please submit your resume, cover letter, and a list of six work-related references (who will not be contacted without prior notice). This position is **Open Until Filled**. Please submit your materials to: <https://www.cpsshr.us/recruitment/2237>

For additional information about this position please contact:



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Resumes will be screened in relation to the criteria outlined in this brochure. Candidates deemed to have the most relevant qualifications will be invited to interview with the consultant, following which the most qualified candidates will be invited to interview with the City. Media checks and a comprehensive reference and background check will be performed on final candidates.

