

Park & Recreation Director



This is an exciting opportunity for a progressive, visionary leader to make an impact on a diverse and award-winning department within Texas' third largest city, in partnership with a Board and community that has a passion for Parks and Recreation!



Dallas
Park & Recreation

THE CITY

The vibrant spirit of Dallas, and its true Texas charm, provides an authentic experience that is world-class! As the ninth largest city in the United States and the third largest city in Texas, Dallas has over 1.3 million residents. The Dallas-Fort Worth-Arlington metropolitan area, commonly known as the Dallas Fort Worth (DFW) Metroplex has 120 cities and a population of more than 7.2 million and is the No. 1 visitor and leisure destination in Texas!



The community is proud of its diverse neighborhoods and attracts residents desiring both urban and affordable living. With many events and activities to choose from, Dallas has much to offer both tourists and area residents. The Dallas region is the home of six major sports franchises including the Dallas Cowboys (NFL); Dallas Stars (NHL); Dallas Mavericks (NBA); Dallas Wings (WNBA); FC Dallas (MLS) and the Texas Rangers (MLB). The Dallas Arts District is the largest urban arts district in the United States, and the Trinity River Corridor Project, when completed, will be more than 10 times the size of New York's Central Park.

Known for business, Dallas is home to the third largest concentration of Fortune 500 companies. The greater DFW area boasts the 5th largest economy in the country and 10th largest in the world. The City's economy is primarily based on banking, commerce, telecommunications, technology, energy, healthcare and medical research, and transportation and logistics. Supporting both business and tourism, the Dallas-Fort Worth Airport is one of the largest and busiest airports in the world.

Dallas is also one of the most ethnically diverse major cities in the United States, with residents of Hispanic or Latino (42%), African-American (24%), Asian (5%), and Caucasian (29%) descent. The Dallas metropolitan area is recognized as having the sixth-largest concentration of members of the LGBTQ community among the 50 largest U.S. cities.

DEPARTMENT OVERVIEW

Dallas Park and Recreation places a high priority on parks and is committed to serving the community, children, youth, adults, and persons with disabilities. The Department is a recipient of the National Recreation and Park Association's highest honor "Gold Medal Award" and has national accreditation by NRPA's Commission for Accreditation of Park and Recreation Agencies (CAPRA). Dallas Parks and Recreation is flourishing and is committed to keeping up the pace with unprecedented growth with the challenges of providing recreation, health and wellness opportunities that citizens want and require.

The Department's vision for the future is for a comprehensive system of parks, trails, open spaces, and recreation facilities that sustains, inspires, and invigorates. With over 29.2 million annual park visitors, Dallas Park and Recreation has one of the largest municipal parks systems in the nation with over 21,109 park land acres, which encompass 397 parks, 7 lakes, and 158 developed trail miles.

Facilities owned and operated by the Department include: 43 recreation centers, 6 golf courses, 11 community pools, 6 family aquatic centers, 17 spraygrounds, 5 tennis courts, 4 dog parks, 201 playgrounds and 256 athletic fields.

The Department has a Park Rangers program that provides the highest standards of public service to ensure park visitors have a fun and safe experience at Dallas parks, trails, and facilities. You will see them at parks, along the trails and at recreational facilities offering details about the environmental and conservation activities, park amenities and history.

The Department has formed community connections and established public-private partnerships with many nonprofits, agencies, philanthropic groups, corporations, and businesses for the management of city-owned venues and facilities, and to provide specialized programs and activities to a uniquely diverse and urban population. These include Dallas Zoo, Fair Park (National Historic Landmark), Starplex Pavilion, Dallas Arboretum and Botanical Gardens, Texas Discovery Gardens, Klyde Warren Park, Trinity River Audubon Center, Cotton Bowl, Dealey Plaza (National Historic Landmark), Cedar Ridge Nature Preserve and MoneyGram Soccer Park. Dallas Park and Recreation is also excited about a new partnership with the WellMed Charitable Foundation (WCF) to operate a Senior Activity Center providing recreation and leisure activities for Active Seniors and Adults over the age of 55.

The Dallas Park and Recreation Department's mission is to champion lifelong recreation and serve as responsible stewards of the city's parks, trails, recreation facilities, and open spaces.



THE POSITION

Dallas Park and Recreation Department is comprised of a diverse and high caliber team in the following service divisions: Park Maintenance, Planning & Facilities, Visitor Experience & Community Engagement, Partnerships and Strategic Initiatives, and Recreation Services. The Director will lead over 1,300 employees and provide oversight to an annual operating budget of \$99 million and capital funds of \$80 million, as well as a bond program that provides \$261 million for park and recreation improvements, \$50 million for projects at Fair Park, and a pledge of \$159 million in matching funds from private and other governmental agencies.

The Director will direct, plan and manage the Park and Recreation Department to include programming, construction, and operations consisting of, but not limited to, maintenance and community interfacing of a complex services delivery agency to ensure that the recreational needs of the citizens of Dallas are fulfilled. This position reports directly to the Dallas Park and Recreation Board, a fifteen-member administrative board appointed by City Council to establish and monitor policies and approve contracts.

Typical responsibilities:

- Assumes direct accountability to all citizens, Park and Recreation Board, and the City Council for all municipal parks, recreational facilities, aquatic centers and golf courses, to ensure effective operations.
- Develops and administers all internal departmental administrative directives and ensures Park Board policy is implemented and effectively administered.
- Develops strategies, establishes goals and objectives, provides long term planning, and sets priorities to ensure construction, operation and maintenance of all park and recreational facilities to meet the current and future needs to a diverse citizen population.
- Supervises and executes through all subordinate personnel actions including hiring, disciplinary action, training, performance evaluation and handling of employee grievances to ensure maximum productivity and employee development.
- Administers the departmental annual operating budget and the capital improvement budget to ensure fiscal responsibility and to ensure that operational costs remain within budgeted parameters.
- Communicates with the City Manager's Office, City Council, Park and Recreation Board, corporate and nonprofit partners, institutional and agency directors and boards, school superintendents, other department directors, as well as county and state officials to ensure coordinated strategies and effective use of resources.

- Prepares and presents bi-monthly business agendas and briefings for the Park and Recreation Board and Board Committees for consideration and possible action.
- Works closely with partnership organizations for promoting and marketing programs that mutually benefit the City, the department and its partners.
- Seeks and negotiates for private and public funding for Park and Recreation facilities and community programs.
- Regular, reliable and punctual attendance is an essential function of the job.

THE IDEAL CANDIDATE

The ideal candidate shall be a professional public administrator with a focus and vast experience in parks, recreation, and landscape architecture for large, diverse urban communities. This "big picture" thinker must be a community-minded, enterprising, passionate, and participative servant leader committed to the ideal that the Dallas Park and Recreation Department can create significant opportunities to improve the quality of life of Dallas' residents.

This ideal candidate shall be a steward of the department by cultivating healthy communities through quality programs and dynamic public spaces, urban and park design concepts, capital improvement program administration, long range planning, establishment of successful public-private partnerships and a strong commitment to developing and nurturing productive relationships with citizen advocates, businesses and organizations for the benefit of the community.

The new Director shall have these additional core competencies:

- **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.
- **Adaptable and Managing Change** – Able to adapt to ongoing challenges and capable of shifting in various directions necessary to manage changes; provides information and feedback to staff to an agile department
- **Results Oriented** – Improves and sustains superior business performance; builds high-performing teams that hold themselves and staff 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

- **Park and Recreation Expertise and Accreditation** – Managing the process for NRPA's CAPRA accreditation and ensures the overall quality of operation, management, and service to the community is compliant with the standards set forth in the requirements; continuous improvement and quality assurance of operations, policies and procedures for the department.
- **Problem-Solving and 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
- **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 and Collaborative** – Has a sense of presence to successfully engage with the Park and Recreation Board, City Council, corporate partners, institutional and agency directors and boards, school superintendents, other department directors, as well as county and state officials; develops positive, productive community partnerships and collaborations; has a clear understanding of the dynamics of each division; and bridges roles and responsibilities within the department for overall success
- **Financial Development/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; understands and can manage operations within budget constraints; identifies untapped resources
- **Talent Management** – Demonstrates the ability to foster a progressive and diverse workforce, have a good sense of the morale; attract, align, and professional develop employees; provide opportunities for continued growth and experience through succession planning.



To learn more visit: dallasparks.org

EDUCATION/EXPERIENCE

Bachelor's Degree in Park & Recreation Management, Public Administration, Business Administration, Natural Resources Management or directly related field. Master's degree preferred. At least 10 years of senior-level park and recreation and/or municipal managerial experience. Certified Parks and Recreation Professional (CPRP) or Executive (CPRE) is highly desirable. Experience with CAPRA Accreditation and Landscape Architect credentials are a plus!

COMPENSATION AND BENEFITS

Salary is commensurate with qualifications and experience of the successful candidate.

APPLICATION PROCESS AND RECRUITMENT SCHEDULE

To be considered for this exceptional career opportunity, submit your resume, cover letter, and a list of six work-related references (who will **not** be contacted without prior notice) by **Friday, January 17, 2020**. Resume should reflect years **and** months of employment, beginning/ending dates as well as size of staff and budgets you have managed. To review more information on the position, and to submit your materials visit: <https://executivesearch.cpshr.us/JobDetail?ID=597>.

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 in late January. The Board anticipates holding semi-finalist interviews in mid-February and final interviews in early March. Media checks will be performed on all screened candidates, and a comprehensive reference and background check will be performed on final candidates.

