

Director of Parks & Recreation



City of
New Braunfels



This is an outstanding opportunity for a progressive, visionary leader to join one of the fastest growing cities in the nation and top tourist destinations located in the heart of the Texas Hill Country!



The Community

New Braunfels, a community steeped in old-world German and Hispanic heritage and perfected by an unrivaled quality of life, lies deep in the heart of the Texas Hill covering areas in both Comal and Guadalupe Counties. The city's strategic location on Interstate 35 puts it almost an equal distance between San Antonio and Austin, the Texas State Capitol. Its placement, along with access to a strong education system, an affordable cost of living, a stable economic climate, and an abundance of recreational opportunities has created an environment people are flocking to enjoy. With a current population of more than 100,000 and growing, New Braunfels has been a regular name on the Census Bureau's annual 15 Fastest-Growing Large Cities for the past six years, including ranking second in 2019, 2018, and 2016.

With more than two million tourists visiting the community annually, New Braunfels is one of the most popular tourist destinations in Texas. Whether it's to come tube the Comal or the Guadalupe rivers, visit Schlitterbahn waterpark or any of the other 50 plus parks in the community, a shopping trip or wine tasting at the eclectic downtown, attending a festival, or listening to live music at the historic district of Gruene, New Braunfels provides a rich culture and an abundance of attractions for both residents and visitors to enjoy.

Residents take great pride in the community and its heritage and strive to keep New Braunfels unique, despite its tremendous growth. Residents and local businesses also give of their resources and time generously supporting the community's strong non-profit sector. That's why residents say: "In New Braunfels, ist das Leben schön!" (It's the beautiful life!)

Residential and commercial construction is flourishing with multiple developments in both sectors currently underway. The median home value in New Braunfels is \$395,000 while the estimated median household income of City residents is \$71,044.

Governance & Organization

The City of New Braunfels is a home rule city and operates under a council-manager form of government. The City Council consists of the Mayor, elected at large, and six district-elected Council members, serving staggered three-year terms. The City Manager, Robert Camareno, was appointed by the City Council in 2013 and is responsible for the day-to-day operation of all city departments.

Currently, the City of New Braunfels operates with more than 600 full-time team members and almost 200 part-time team members. The total workforce grows to nearly 1,000 in the summer months to support seasonal operations and programming. The City's total budget for FY2023 was approximately \$300 million. A significant portion of those funds represent the organization's ongoing capital investments.

For more general information about the City visit:
<https://newbraunfels.gov/>



■ The Department

New Braunfels Parks and Recreation was a 2023 finalist of the “Gold Medal Award” (3rd time!), the highest honor by National Recreation and Park Association (NRPA) and nationally accredited in 2020 by NRPA’s Commission for Accreditation of Park and Recreation Agencies (CAPRA). The department is committed to creating diverse and inclusive opportunities for all residents and visitors through innovative programs and facilities, open space preservation, and economic enhancement initiatives. These achievements demonstrate the department’s excellence in long-range planning, resource management, and progressive approaches to parks and recreation services. Development of a cost recovery model for all programs and facilities is another way the team sets goals, analyzes performance, and plans for the future.

The department provides the community over 700 acres of parkland spread across over 50 Community parks, 25 miles of hike and bike trails, an 18-hole Championship Golf Course, 15 playgrounds, 5 pools, 30 acres of black land prairie restoration, a miniature golf course, a 74,000 square foot Recreation Center with over 16,000 members, a skate park, two historic cemeteries and well known Landa Park. There’s no doubt, the parks system offers opportunities for excitement, connection, and rest. The staff strive for continual improvement and push boundaries for excellence.

New Braunfels Parks and Recreation is at the heart of not only a hundred thousand residents but millions of annual visitors. The City places a high value on enriching the lives of those who live, work, and play in New Braunfels, as well as the preservation of the natural resources that are a major economic driver in the community with more than a million tourists enjoying the two rivers and river parks each year. The department has a park ranger and lifeguard program to care for the safety of visitors, protection of our natural resources, and removal of litter to ensure the ongoing cleanliness of these amenities.

New Braunfels Parks and Recreation also manages 21 historic sites and four Lone Star Legacy Parks, Founders Oak, a 300 plus year old famous tree of Texas, three state archaeological landmarks, two historic cemeteries, an arboretum, and a piece of the historic outdoor Art Museum. Holding steadfast to preserving the culture and history of New Braunfels, the team offers unique programming to introduce new residents to local traditions. Activities like Soul Searching: Night Ramblings in the Comal Cemetery, Wein & Saengerfest and even Tamale Making Workshops provide clever ways to pass on tradition.

Over the past 20 years, the City has made major capital investments across all categories, including Parks and Recreation. The 2019 Bond specifically included the construction of a youth sports complex, which is set to break ground later in 2023.

To learn more about the Department, visit: <https://newbraunfels.gov/3286/Parks-Recreation>



The Position

The City is in search of an inspiring leader in the Parks and Recreation industry to bring their passion for the profession to a visionary organization that is all about quality-of-life opportunities! Under the direction of City Management, the Director of Parks and Recreation will oversee a \$7.3M annual budget and 280 team members, including part-time and seasonal staff, that are responsible for 5 divisions: Park Operations, Recreation, Administration, Golf, and Das Rec, the community recreation center.

The department strives to give residents and visitors alike a unique way to live happier, healthier lives while creating lifelong memories. To guide this vision, the new Director will provide the leadership, direction, and guidance to create a department that shares a common focus on providing customer service excellence to ensure citizens receive the highest quality of service. The Director will be responsible for developing and implementing Department strategies and solutions to meet City goals and objectives, interpreting concerns, defining the desired scope and results of programs and special projects, and managing the Departmental budget, expenditures, and being a steward of available resources.

This role will take a strategic approach to creating a departmental audit and assessment plan of current programs, special event offerings, department assets, resources, as well as facility operation plans to develop key benchmarks and business metrics. This plan will serve as a guide for continuous organizational improvement for developing revenue enhancement plans, identifying operational risks, determining the quality over quantity for City services, and creating an asset management and park maintenance program to balance ongoing parks maintenance issues and needs, aging infrastructure, and new facility operations.



■ Characteristics of the Ideal Candidate

The ideal candidate for the new Director of Parks & Recreation must place a high value on being an industry leader by guiding the way to be innovative and progressive, and creating a workplace that focuses on customer service excellence both internally and externally to become an “employer of choice”. Candidates must be creative thinkers with a diverse background in Parks and Recreation and have the ability to handle and prioritize multiple projects simultaneously while maintaining a calm demeanor under pressure.

The new Director must have both patience and perseverance to balance the strategic mission of the department with a “big picture” vision for what is possible. This role requires someone with emotional intelligence and leadership presence to effectively manage a diverse, high-performing staff, and with the political aptitude to anticipate and plan for issues of concern. This person should also be able to create a positive atmosphere for team members in the department, identify and tap into their true potential and develop their skills and talents for future growth opportunities. This new leader must have a heart for public service, be an advocate for the mission and values of what New Braunfels embodies and strive to provide a positive “customer experience” for all user groups in the New Braunfels community.

It is preferable for candidates to have prior experience with parkland acquisition and development, large scale park operations and maintenance, capital improvement and construction projects, recreation, and youth sports programming, as well as experience managing and maintaining golf courses and large multi-use recreation facilities and sports complexes. The ideal candidate will also have experience with NRPA’s CAPRA accreditation to ensure that the department’s overall operation, management, and service to the community is compliant with the standards set forth in the requirements and focuses on continuous improvement and quality assurance of operations, policies, and procedures.

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

- » **Visionary Leadership** – Has patience and perseverance to foster a vision and direction for the department; seeks “best practices” and trends for continued growth and relevance; develops short and long-range plans, strategies, priorities, goals, and objectives.
- » **Politically Astute and Collaborative** – Has a sense of presence to successfully engage with City leadership, elected officials, community partners, 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 Acumen** – Manages multiple funding sources; ensures innovative revenue development strategies for sustainability; successfully leverages public and private funds; provides the necessary financial resources to sustain and grow the organization; understands and can manage operations within budget constraints; identifies untapped resources.
- » **Talent Management** – Demonstrates the ability to foster a progressive and diverse workforce; has a good sense of the level of morale needed to attract, align, and professionally develop team members; provides opportunities for continued growth and experience through succession planning.
- » **Results-Oriented** – Improves and sustains superior business performance; builds high-performing teams that hold themselves and staff accountable for their performance; delegates appropriately; optimizes resources and initiates efficient work processes; pursues aggressive goals and works hard/smart to achieve them; possesses the ability to evaluate and improve processes and procedures to enhance services.
- » **Problem-Solving and Strategic Thinking** – Demonstrates the ability to analyze, interpret and effectively identify and solve problems; makes informed and financially-sound decisions, successfully addresses complex organizational challenges; provides/implements creative solutions and provides direction by clearly and effectively setting courses of action.

Education & Experience

Bachelor's degree in Parks and Recreation, Landscape Architecture, Business Administration or Public Administration; AND seven 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 City of New Braunfels is offering a competitive salary commensurate with experience and a comprehensive benefits package that not only includes such things as medical, dental, vision, retirement, but also tuition reimbursement program up to \$5,000/year, volunteer time off to give back to the community, longevity pay, paid parental leave, internal training opportunities, and vacation accrual that start at 120 hours annually, so there is no probationary time to start earning or using! Relocation assistance will also be available.

For more information on the City of New Braunfels' Benefits Package please visit:
<https://newbraunfels.gov/3288/Employment-Info>

■ 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) by **Monday, July 31st**. Please submit your materials to: <https://www.cpshr.us/recruitment/2217>

For additional information about this position please contact:

CPS HR  CONSULTING

KYLIE WILSON

Senior Executive Recruiter

Email: kwilson@cpshr.us

Website: www.cpshr.us

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.

