

City Manager's Office

Mission Statement

To continually improve the citizens' quality of life through the provision of value-driven, quality public services and facilities that reflect the expectations of our residents and business community through these harsh economical times. The City is committed to providing a responsible environmental stewardship while retaining a high level of ethical and financial integrity.

Description of Operations

The City Manager is the Chief Executive Officer of the City and is one of three Charter Officials appointed by the City Commission to direct and manage the functions of the City. Leadership is provided by facilitating, directing, planning, coordinating and supervising the programs and services of the City. The City Manager is ultimately responsible to the City Commission and the public for all actions of the City of Sarasota.

The City Manager prepares an annual budget for the City Commission and develops policy recommendations for the City Commission's consideration. Implementation and management of all policy decisions of the City Commission is also a key responsibility. Major emphasis is placed upon the annual goal setting that the City Manager conducts with the City Commission, which drives both the budget process and staff's projects and priorities for the following year.

Administrative regulations and procedures are also developed by the City Manager on an on-going basis. The City Manager confers with department directors to resolve major policy or financial matters and must manage and motivate people in a wide variety of situations to produce a coordinated sense of direction in City government.

An equally important role of the City Manager is to establish and maintain external relationships with other governmental agencies, community organizations, business leaders, civic groups and citizens. The City Manager relies upon these established relationships to ensure a well-run government that is responsive and responsible for all the needs of the community.

Effective managerial oversight will be demonstrated by timely completion of projects and assignments, coordination of inter-departmental projects and initiatives, along with the absence of non-budgeted operational funding requests.

The City Manager continues to improve management practices by hosting a series of Bi-weekly Management Team meetings with managerial staff that creates stronger communication, emphasis on policies and procedures and improves teamwork; resulting in overall effectiveness.

The City Manager also holds each Department Head accountable for their department's budget management.

CITYWIDE PRIORITIES

PRIORITY - ECONOMIC DEVELOPMENT AND RECOVERY

Strategy

To support new growth, sustain existing enterprises, and prepare the City for economic recovery.

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Objective

- Explore opportunities to partner with local educational institutions and government agencies to locate a soundstage (motion picture and television theatrical production space) within the City, with emphasis along North Tamiami Trail or in North Sarasota.
- Explore the possibility of preparing a referendum with Sarasota County allowing for an acceptable level of Ad Valorem Tax Exemption for new and expanding businesses that meet an established set of criteria.
- Explore the possibility of hiring an economic development coordinator to be jointly funded by the City, DID, Downtown Sarasota Alliance, and the Downtown Council of the Chamber of Commerce. Identify existing efforts being made by the City and County towards economic development.
- Increase administrative interactions with the following organizations: DID, Downtown Sarasota Alliance, St. Armand's BID, Coalition of City Neighborhoods and the Downtown Council of the Chamber of Commerce.
- Review the role of the Sarasota County E.D.C. in terms of measurable outcomes for the City of Sarasota.
- Prepare materials for the Commission to determine the future of public parking; determine if public parking should be sustained by user fees or Ad Valorem Taxes.
- Work with S.C.O.P.E. to encourage location of the new Institutes for the Ages within the City of Sarasota limits.
- Develop a written process with timelines for the development of the Marion Anderson Site that include an appreciation of current market conditions and economic challenges.
- Explore possibility of creating a Technology Park near Water Tower Park to stimulate North Trail development.

PRIORITY - TRANSPORTATION AND MOBILITY

Strategy

To improve all modes of City wide mobility, including pedestrian, bicycle, vehicular and shared public transit.

Objective

- Develop a plan to review the quality of the North Trail including the medians (and the possibility of adding shade/canopy trees) and calming traffic (to enhance pedestrian and bicyclist opportunities).
- Develop and implement a financially feasible 3-5 year plan to build round-a-bouts at U.S. 41 - 10th and U.S. 41 - 14th Streets.

PRIORITY - BUDGET AND FINANCE

Strategy

To balance the City's budget with consideration given to citizen satisfaction, City adopted priorities and organizational health.

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Objective

- Determine the most effective organizational structure for the Van Wezel. All forms of organizational structure will be evaluated, including a separate 501c(3), merging with the Van Wezel foundation, a county wide entertainment authority, private/public partnership, private management or status quo.
- Explore the possibility of utilizing 'quick surveys' that provide the Commission and administration with accurate measures of the Community's attitudes on key policy issues.
- Consider the adoption of an expansive 'Rate Philosophy' that provides comprehensive direction for departmental efforts to balance budgets with regards to charging for 'personal services', increasing user fees, etc.
- Work with City and County staff to design an agreement that accounts for equitable shared costs between City and County and addresses any opportunities for cost savings and improved processes.
- Work with City and County to create and approve a contract extension for continued shared resources between City and County for the Office of Housing and Community Development.
- Review of the Florida Power and Light franchise agreement to maximize revenues and identify opportunities for strategic revisions.
- Explore the possibility of re-initiating a City wide volunteer program and hiring a volunteer coordinator to assist all City Departments in using volunteers where applicable.
- Revise compensation and benefit structures to emphasize current compensation rather than benefits and deferred compensation. Design and implement a competitive, sustainable compensation plan which reduces long term compensation liabilities. Address OPEB and Pensions through a series of Commission workshops.

PRIORITY - ENVIRONMENTAL SUSTAINABILITY

Strategy

To improve the Community understanding and implementation of sustainability measures be they natural, social or economic resources.

Objective

- Explore the possibility of partnering with FPL and/or County on a high-visibility renewable energy project.

PRIORITY - QUALITY OF LIFE

Strategy

To preserve and promote the parts of our City that makes us a unique and desirable community to live in.

Objective

- Increase activity in 5 Points Park to make it a family/community gathering place. Review opportunities for a weekly or monthly community celebration in the park.
- Develop five to ten level of service indicators that correlate with the public's perception of level of service.
- Implement key recommendations of the Police Advisory Panel adopted by Commission for improved City of Sarasota policing efforts.
- Proactively utilize the Public Information team to inform and educate the public in a manner that supports and promotes the City's vision, goals and achievements.
- Research the impact of unresolved homelessness on the vitality of Downtown, identify innovative strategies to address same issues by other municipalities, identify any possible funding opportunities and strategize solutions to issues. Include in review;
 - a. Fund or support an established 'Day Facility' for Homeless Adults.
 - b. Increase penalties for repeat offenders and consider adoption of a work program for same.
- Benchmark our City against other Florida Cities and report results to Commission.

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Cost Center Expenditures By Category

	FY 2009 Actual	FY 2010 Budget	FY 2011 Continuation	FY 2011 Issues	FY 2011 Totals
Personnel	581,743	525,347	472,697	0	472,697
Operating Expenditures	36,323	29,963	29,377	0	29,377
Capital Expenditures	1,231	0	0	0	0
Totals	619,297	555,310	502,074	0	502,074

Personnel Summary

Actual Positions	3.69	2.50	0.00	2.50
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Revenue Summary

	FY 2009 Actual	FY 2010 Budget	FY 2011 Continuation	FY 2011 Issues	FY 2011 Totals
Other Miscellaneous Revenues	47	0	0	0	0
	47	0	0	0	0