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DAVID MULLER

NEW ORLEANS CITY PARK

CHIEF EXECUTIVE OFFICER

Recruitment Services Provided by Ralph Andersen & Associates

The Opportunity

The New Orleans City Park Improvement Association Board of Commissioners is recruiting nationally for its next leader of its historic, magical, and unique 1,300-acre outdoor oasis serving New Orleanians since 1854, making it one of the nation's oldest urban parks. Ideal candidates for the position of Chief Executive Officer (CEO) will have a proven track record of proactive, hands-on, participative management experience and possess excellent fund raising, project management, interpersonal, problem solving, communication, leadership, and financial management skills. The ideal candidate will have an entrepreneurial spirit and the ability to lead the update process and flawless execution of an ambitious strategic master plan. This is an exciting professional career opportunity to take over the helm to further improve the City Park and build on its solid reputation as a truly "world-class" destination.

The City of New Orleans

New Orleans is one of the United States' most culturally rich and historically significant cities, so much so that the New York Times recently declared it the #1 place to visit in the world in 2018. From its oldest French and Spanish colonial neighborhood, the French Quarter, to the live music pouring out of Frenchmen Street clubs on any given night, to Mardi Gras, Jazz Fest, and every festival in between, New Orleans is beloved for its cultural assets, annual traditions, and distinct sense of place. Not to mention its world-renowned, James Beard Award-winning food scene.

New Orleans, however, is more than just an internationally renowned visitor destination. Its home to the largest metropolitan population in Louisiana – and between Houston and Jacksonville – with 1.25 million residents and is considered one of the fastest growing "traditional" cities, according to the U.S. Census.

Offering a host of family-friendly neighborhoods, with city events, services, and amenities that help families to prosper – such as robust youth sports and arts programming and a city-wide charter school system, featuring several letter grade A schools – New Orleans is invested in its future citizens. Indeed, New Orleans is a true "brain center," comprising seven universities, three HBCUs, two medical schools, two law schools, a dental school, a public health school, and four community and technical colleges, including the largest in the state.

New Orleans boasts dozens of music venues, theaters, and nationally renowned museums, including the National World War II Museum, the New Orleans Museum of Art, the Ogden Museum of Southern Art, the Louisiana Children's Museum, and the Contemporary Arts Center. Locals are equally die-hard fans of the Super Bowl-winning Saints NFL football and the Pelicans NBA basketball teams. The Jesters (National Premier Soccer League), Tulane Green Wave, and the LSU Tigers are all nearby too.

Additionally, numerous recreational opportunities abound throughout the region, thanks to the city's beautiful Audubon and City Park; the plethora of water-based activities on both sides of Lake Pontchartrain; popular biking trails, such as the urban Lafitte Greenway and the suburban St. Tammany Trace; and the close proximity to several national parks, fishing hot spots, and wildlife preserves.

There truly is something for everyone, and every lifestyle, in New Orleans. It's one of the South's best kept secrets.

The Position

The Chief Executive Officer is an at-will position that will report to the City Park Board of Commissioners and will be responsible for a highly capable staff of approximately 119 full-time and variety of temporary and part-time employees with a 2019-2020 operating budget of approximately \$22 million and a projected 2020 CIP budget of approximately \$310,000. This senior level executive will be politically savvy, results-driven, with well-grounded ethical decision-making skills, superior interpersonal and communication skills, and outstanding strategic "big picture" thinking. The CEO sets the vision and is responsible for the development and execution of strategic goals and objectives, resulting in the effective and efficient operations of the City Park organization.

The successful candidate will work closely with the City Park Board of Commissioners, Friends of City Park, State of Louisiana, Botanical Garden Foundation, City of New Orleans staff, and other key stakeholders for the efficient management of City Park. As the City Park Improvement Association is a state agency, the next CEO will be an unclassified state employee.

Typical duties and responsibilities of the position include:

- Establishes current and long-range goals, objectives, plans, and policies;

- ☛ Carries out the implementation of the Master Plan and Strategic Plan as approved by the Board of Commissioners;
- ☛ Promulgates all rules and regulations for the governance and operation of the Park;
- ☛ Employs all full-time and part-time employees as the Park's appointing authority;
- ☛ Oversees the business affairs of the Park, including fundraising;
- ☛ Perform other related duties as required and assigned by the Board of Commissioners.



In summary, provide dynamic leadership and vision in order to manage people and constructive change while continuing to mentor, coach, and provide staff development.

The Ideal Candidate

The successful candidate must have a hands-on, proactive approach to continue developing the City Park's reputation as a world class attraction while moving the City Park to new levels. The ideal candidate will have a "can-do" attitude with a highly collaborative management style; superior people skills; and excellent presentation, public speaking, and overall communication abilities. The new CEO must have proficient fund-raising experience and be someone who can quickly establish and maintain positive, collaborative relationships. The CEO is expected to have business acumen, be politically savvy as well as a strategic and innovative thinker on the cutting edge of current trends in the parks and recreation field.



Additionally, the new CEO must be recognized as having the ability to provide the City Park with the following:

- ☛ The ability to provide "commanding leadership" that will inspire, motivate, and empower key staff as well as both internal and external stakeholders to achieve established goals;
- ☛ The ability to build consensus and provide a positive example to all City Park key stakeholders including employees, volunteers, visitors, and the general public;
- ☛ The ability to continually review, communicate, reinforce, and implement the mission and values of the City Park;
- ☛ Maintain the overall financial integrity of the City Park by monitoring associated operating revenues and expenses, contributions, capital expenditures, and other related financial matters;
- ☛ Represent the City Park in public and private fundraising activities; support the stewardship of loyal donors and cultivation of new donor relationships;
- ☛ Represent the City Park to the general public and other professional organizations such as the National Recreation and Park Association (NRPA);
- ☛ Direct the planning of new and ongoing capital improvement projects on-time and on-budget and in accordance with the future development of an updated City Park Master Plan; and





☞ Actively participate in local civic and community activities and other various social events in support of the City Park.

The CEO will have a broad and varied professional background that demonstrates a proven track record of success with overseeing complex and diverse day-to-day activities. In summary, the ideal candidate will be a collaborative leader with keen judgment and unquestioned integrity in his or her commitment to leading staff, maintaining accountability fairly and consistently, and fulfilling a full range of responsibilities for the position.

The Qualifications

Experience: The CEO will have eight years of progressively responsible leadership experience, including five years in a senior executive management capacity, preferably including experience leading a complex state organization, business or enterprise experience; or any combination of education and experience that provides equivalent knowledge, skills, and abilities.

Education: A Bachelor's degree from an accredited college or university with major course work in public or business administration, park and recreation management; or a closely related field. A Master's degree in a related discipline is preferred but not required.

Compensation and Benefits

The City Park Board of Commissioners is offering a competitive salary range up to \$300,000 per year including a \$7,600 auto allowance (DOQ). The Chief Executive Officer, City Park will also receive an excellent benefits package including a retirement plan.

To Be Considered

This position is open until filled and may close at any time. The first review of resumes will take place on **Monday, February 17, 2020**. Candidates are encouraged to apply early in the process for optimal consideration. Resumes will be reviewed and evaluated throughout the recruitment process.

To be considered, candidates must submit a compelling cover letter, comprehensive resume, salary history, and 6 professional references to apply@ralphandersen.com. This is a confidential process and will be handled accordingly throughout the various stages of the process. References will not be contacted until mutual interest has been established. Ideally, the Chief Executive Officer will join the City Park of New Orleans in April 2020 or sooner.

Should you have any questions regarding this position or the recruitment process, please call Mr. Robert Burg at (916) 630-4900. Confidential inquiries are welcomed.

This recruitment will incorporate existing rules and regulations that govern public sector recruitments in the State of Louisiana. Information submitted for consideration may be made available to the public upon request by interested parties, in accordance with public disclosure/open records laws.



City Park of New Orleans is an equal opportunity employer.

The New Orleans City Park Board of Commissioners



Because the New Orleans City Park Improvement Association is a non-profit association established in 1891, the membership of the Association is contained in the Articles of Incorporation and not by any act of the legislative body.

The Board of Commissioners currently consists of twenty-three members who are elected by the Association and twelve appointed members. There are also two ex-officio members: the past-President and the head of the Botanical Garden Foundation. The twelve appointed members are:

- 🌿 Three from the Friends of City Park;
- 🌿 One appointed by the Mayor of New Orleans;
- 🌿 One appointed by the Governor of Louisiana;
- 🌿 Two New Orleans City Council Members;
- 🌿 One appointed by the President of the Louisiana State Senate;
- 🌿 One appointed by the Speaker of the Louisiana State House of Representatives;
- 🌿 One appointed by the New Orleans Chamber of Commerce;
- 🌿 One appointed by Jefferson Parish Council; and
- 🌿 One appointed by the Current President of the Board of Commissioners.

The City Park Improvement Association's thirty-five member board approves the Master Plan and operating budget, hires the Chief Executive Officer, raises funds, and acts as an advocate for the Park with elected officials and other constituent groups.



About City Park

City Park is a 1,300-acre regional park located in the heart of the New Orleans urban region. Begun in 1850 with a bequest of 100 acres from philanthropist John McDonough and the City of New Orleans, the Park was assembled over the next 90 years through a series of land acquisitions and donations until the last property was acquired in 1943. Because the City is, for the most part, below sea level and constrained by levees, useable land is scarce and expensive to develop. As a result, City Park has become the location for many regions recreation and cultural facilities.

The Park is home to two sports stadiums, which historically have hosted most of the city's high school football games as well as concerts and other types of athletic competitions. Numerous other athletic facilities have been built including soccer fields, baseball fields, a tennis complex, a softball complex, an equestrian facility, and (at one time) four golf courses and a driving range.

While City Park is perhaps best known for its recreational and educational facilities, it also hosts a wide variety of entertainment and cultural facilities including the New Orleans Botanical Garden, the New Orleans Museum of Art, the Walda and Sydney Besthoff Sculpture Garden, an amusement park, Storyland, playgrounds, a miniature golf course, a dog park, concession outlets, and banquet facilities and most recently the Louisiana Children's Museum. The Park also contains over 30,000 trees, 8 miles of lagoons, and an extensive array of support facilities including production green houses, warehouses, and administrative buildings.

The Park also offers a host of family-friendly activities, including the one-of-a-kind antique wooden carousel in the Carousel Gardens Amusement Park – a hand carved marvel of “flying horses” that has been a family favorite for nearly 100 years.

The crown jewel of City Park: the world's largest stand of mature live oaks, which includes a grand oak that dates back nearly 800 years.

