Welcome to the city of

College Park, Maryland

Finance Director Position Open - Apply by June 27, 2016

COLLEGE PARK MARYLAND

A Smart Place to Live

Approximate 2015 Population: 32,301

The eighth largest city in Maryland, College Park has an ideal location and offers an outstanding quality of life. The City is located just seven miles northeast of Washington, D.C., and just over 30 miles from the City of Baltimore.

The City is home to the University of Maryland (UMD), a nationally recognized leader in academic education, athletics, and research, and the University of Maryland University College. The former is a Big Ten university and the City's major employer and property owner. The latter is an outgrowth of UMD's evening program for adults and has been an independent institution since 1970. UMD's campus covers a large portion of the City and provides excellent access to educational opportunities, sporting events, and cultural activities on campus.

The University's Clarice Smith Performing Arts Center provides world-class entertainment in a state-of-the-art facility. The combination of approximately 37,000 regular students plus non-

traditional students, faculty, and staff brings significant commerce to the City. It also brings a youthful energy!

College Park is a community of neighborhoods in an urban setting. There are ten distinct neighborhoods with a variety of housing choices. Average home prices are reasonable ($273,000 as of 2013). Primary and secondary education is excellent and provided by the Prince George's County Public Schools with several private school options. The City also founded its own charter school, College Park Academy in cooperation with the County.

Other significant attractions within the City are the world's oldest continually operated airfield, College Park Airport, an airport which the Wright Brothers used. The College Park Aviation Museum, located near the airport, includes a variety of early aviation exhibits. The National Archives II is the home to national documents such as the Nixon Presidential Materials, the John F. Kennedy Assassination Records Collection, and the Berlin Documents Center microfilm. Also, the Tennis Center at College Park houses the Junior Tennis Champions Center and is used by the University of Maryland tennis team. The facility is open to the public.

A major bonus to living in College Park is easy access to Washington, DC, via road or subway (two Metrorail stations lie within the city limits). The attractions are many and unrivaled. The Smithsonian Museum, the National Gallery, the Kennedy Center and the many national memorials are probably the best known but DC offers many others. Local theater is excellent and includes the Arena Stage, the Shakespeare Theater, the National Theater, the Tivoli and the Howard Theater to name but a few. Then there is the National Zoo.

Nearby professional sports include MLB's Washington Nationals, NBA's Wizards, NHL's Capitols, NFL's Redskins and MLS's D.C. United. Other university teams include the University of Maryland Terrapins, American University's Eagles, George Washington University Colonels, Georgetown's Hoyas and Howard University's Bison.

If the immediate area does not provide enough, Baltimore, Philadelphia, New York and Richmond are within a few hours drive. Washington National Airport, Dulles International and Baltimore-Washington International offer easy access by air to the rest of the nation and the world!

In short, College Park is a great place to live, work and play! We encourage you to apply to become the City's next Finance Director.

HISTORY

College Park occupies a special place in the history of the Washington, D.C. metropolitan area. For over 150 years it has been a center of education, experimentation, and exploration, a place where creative minds pursued innovations first in agriculture, then in flight (the Wright Brothers moved their training ground here in the early 1900s), and today serves as the home of the flagship campus of the University of Maryland.

Around 1820, the Baltimore-Washington Turnpike was the first transportation artery to be constructed through the area, enabling stagecoaches to travel more easily between Baltimore and Washington. In 1835, the B&O Railroad extended its line south from Baltimore to Washington.

In 1856, the Maryland Agricultural College was founded to support scientific research and education in agriculture to bring prosperity to Maryland farmers. The driving force behind the creation of the college was Charles Benedict Calvert, owner of the vast Riversdale plantation (which extended over 2,200 acres including the southern portion of present-day College Park and part of the current University of Maryland campus). Calvert recruited other wealthy planters to support his vision for scientific experimentation to improve the productivity of Maryland farms and educate the sons of Maryland farmers. Although the college struggled in its early years and Calvert's vision was slow to materialize, in 1888 the Maryland Agricultural Experiment Station was launched to conduct research on propagation, fertilizers, soil analysis, insecticides, and other practical topics. The Farmer's Institute (later the Maryland Extension Service) began to disseminate the new scientific agricultural research in Maryland through seminars, displays, pamphlets, fairs, and contests. In the 1910s, the college began to evolve into a more broad-based institution of higher learning and was renamed the University of Maryland in 1920.

The earliest communities that comprise present-day College Park were Branchville, Berwyn, Lakeland, and the neighborhood that was once called College Park and is now known as Old Town. In 1867, a post office was established to serve the fledgling Branchville community. Neighboring Berwyn began to develop in 1891, as did Lakeland, named for the lakes that were used for swimming, boating, ice skating, and a commercial goldfish farm (approximately in the same location as today's man-made Lake Artemesia). Lakeland, initially designed as a lakeside resort, became a close-knit and significant African-American community. To the south, John Oliver Johnson purchased land in 1890 from Ella Campbell, a Calvert heir, subdivided the property, and named his new development "College Park." The next neighborhoods to be developed were Daniels Park (1905), Calvert Hills (1907), and Hollywood (1920s and 1930s), followed later by Hollywood on the Hill, Yarrow, College Park Estates, College Park Woods, Autoville, and Sunnyside.

The electric streetcar played a major role in the growth of the College Park. The "Maryland Line" first opened service from downtown Washington to Hyattsville in 1899 and was extended to Berwyn in 1900 and then to nearby Laurel in 1902. The system served the College Park community for nearly 60 years, ending in 1958. 35 years later the Metro "Green Line" service to College Park began a similar route in 1993. The demise of the streetcar system was due in part to the growing popularity of the automobile and bus transit, with the one-time Baltimore-Washington Turnpike evolving into Route 1, the nation's first highway.

College Park incorporated as a town in 1945 and today is a thriving city with over 30,000 residents.

DEMOGRAPHICS

Table 1: College Park Demographics

2015 Estimated Population: 32,301			
Distribution by Race		Distribution by Age	
Caucasian	61.2%	0 to 15	7.0%
African American	17.9%	15 to 25	59.1%
Asian	13.5%	25 to 45	17.9%
Some Other Race	4.4%	45 to 65	10.5%
Two or More Races	4.4%	65 and Older	5.5%
Total	100%		

Ethnicity / Median Age			
Ethnicity		Median Age	
Hispanic Ethnicity	10.7%	College Park	22.6
All Other Ethnicities	89.3%	U.S.	37.4

Educational Achievement (*over age 25*)	
High School or Higher	87.0%
Bachelor's Degree or Higher	50.0%

Income	
Median Household Income	$56,736
Mean Household Income	$75,434
Percent Below Poverty Rate *	29.3%

* Note: The relatively high poverty is largely attributable to the high student concentration in the community.

Source: U.S. Census Bureau

CLIMATE

College Park has a humid temperate climate. Winters are usually cool with occasional snow and summers are hot and humid. The average high varies from the low 40º F's in January to the high 80º F's in July. The average lows vary from the high 20º F's in January to the low 70º F's in July. Precipitation is fairly uniform throughout the year at approximately four inches per month. College Park is not typically subject to unusual weather events although winter blizzards with substantial accumulation of snow do occasionally occur.

GEOGRAPHY

College Park covers approximately 5.7 square miles and is characterized by gently rolling terrain. It is 69 feet above sea level on average. The City lies seven miles northeast of Washington, DC, and 32 miles southwest of Baltimore, MD.

COMMERCE

College Park's commerce revolves around the University of Maryland and the federal government. Its principal employers are listed in Table II on page 5.

College Park also supports electronics and research facilities, as well as light industrial and entrepreneurial businesses. The City contains numerous retail and service businesses, many situated on the City's "Main Street", Baltimore Avenue (U.S. Route 1).

THE GOVERNMENT

College Park is governed by a City Council utilizing the Council/Manager form of government. The governing body is composed of a Mayor, elected at-large, and eight Council members (two from each of four districts). City elections are held in November of odd-numbered years and all nine Council Members stand for election at that time. All Council Members serve part-time and are minimally compensated.

The City Council appoints the City Manager to oversee the City's day-to-day operations. The government has approximately 115 employees and is organized into the departments of Administration (7 FTEs); Finance (10.7 FTEs); Public Services (30.8); Planning, Community

Table 1: College Park's Major Employers, 2013

Employer	Function	Employees
University of Maryland	Education	15,720
University of Maryland University College	Education	2,000
National Oceanic and Atmospheric Admin.	Government	825
U.S. Food and Drug Administration	Government	800
National Archives and Records Admin. II	Government	689
American Center for Physics	Association	500
IKEA	Retail	450
Total		20,984
Percent of Total Employment		72.4%

Source: College Park 2015 CAFR

and Economic Development (5.2); Youth, Family and Senior Services (10.1); and Public Works (30.4). The City's department heads are individuals with considerable experience in their positions. It is likely that several will retire in the next few years. Some of the City's employees in Public Works (approximately 33) are covered under a collective bargaining agreement with AFSCME Local 1209-C.

Prince George's County provides police, fire, and emergency medical services to City residents and by state law is the provider of county-wide planning and zoning services. Volunteer fire departments provide fire and emergency medical services to the City. Water and sewer services are provided by the Washington Suburban Sanitary Commission, a bi-county agency. Many parks and recreation facilities are the responsibility of the Maryland-National Capital Park and Planning Commission.

The City's FY 2017 annual operating budget is $17.8 million (which includes an interfund transfer to the Capital Projects Fund). The budget is composed of three funds: General, Parking Debt Service, and Capital.

The five-year Capital Improvement Program (CIP) totals $49.5M, and includes 26 active projects. Real property taxes are billed on the Prince George's County consolidated real property tax bill. For FY 2016, the real property tax rate is $0.335 per $100 of full value assessment. The City of College Park tax rate is one of the lowest in the state.

THE DEPARTMENT

The Department of Finance is responsible for accounting and reporting of the City's financial operations, preparation of the operating and capital budgets, billing and collections, payroll services, purchasing, and related functions. The Department also coordinates the annual certified audit, and prepares the Uniform Financial Report ("UFR") for filing with the State of Maryland and the Comprehensive Annual Financial Report ("CAFR").

The Department is composed of a staff of seven: the Director, Deputy Director, Billing and Collections Supervisor, Payroll, Accounts Payable, and two accounting clerks. A significant part of the clerks' duties involve selling parking permits and processing a large number of parking tickets.

The City has been the recipient of the Government Finance Officers Association ("GFOA") Distinguished Budget and Excellence in Financial Reporting awards for its budget and CAFR for many years.

THE POSITION

The Director of Finance is the Chief Financial Officer of the City and is responsible to the City Manager for the administration of all financial affairs of the City. He/she oversees and provides vision, planning and oversight to the Department. Specifically, the individual:

- Develops and maintains the City's accounting systems and procedures and ensures compliance with City policy, state and federal regulations, and government accounting standards.

- Prepares and, along with the City Manager, administers the City's annual budget.
- Provides recommendations to enhance the City's financial performance.
- Oversees payroll, accounts payable, accounts receivable, cash management, investments, auditing, debt management, and so on.
- Prepares annual Comprehensive Annual Financial Report (CAFR).
- Ensures effective controls are in place to safeguard the financial assets of the City.
- Encourages an atmosphere of collaboration and open communication.

THE CHALLENGES AND OPPORTUNITIES

College Park is well run but is not without challenges and opportunities. As noted, many of the City's managers and staff have been with the City a very long time. While nothing is broken, the City would like the new Finance Director to bring a new perspective to its practices, processes and procedures. Roles and responsibilities will also need to be reviewed. The goal will be to ensure best practices are in place and the staff is operating as efficiently and effectively as possible. Another significant challenge the City's financial software, which works and serves its purpose, but is dated and not particularly user friendly. In fact, it still utilizes green screens and green bar paper. The City would like to move to a new system but does not want to spend $500,000 to $750,000 to so do.

THE IDEAL CANDIDATE

The City is looking for a Finance Director who is both a manager and a leader. The individual will be someone who leads by example and demonstrates honesty and integrity. He/she will be someone who encourages teamwork and is comfortable rolling up their sleeves to get the job done. This department is not one where the Director can sit behind a desk and direct traffic. The ideal candidate will be positive and upbeat, someone who can rally the troops with positive energy.

The best candidate will be someone who works diligently with the staff and directors of other city departments to get them the information and support they need. He/she will believe strongly in customer service and set the tone. The individual will realize that although the customers (whether staff or residents) may not always be right, they do deserve to have their problems heard and addressed.

While technical skills are critical, the individual will also oversee the day-to-day operations of the Department. As such, he/she must have outstanding people skills. The individual will need to establish goals, set expectations and hold the staff accountable for results. At the same time, it will be important for the next Finance Director to mentor and support the staff. He/she will need to be personable and friendly with a good sense of humor.

The ideal candidate must have outstanding communication skills, both oral and written. While the individual will be responsible for maintaining the City's financial data, he/she will also need to be able to present information to the elected officials and the public clearly and concisely. The numbers must be accurate and they must be explained.

Strong analytical skills will be important as will be a questioning attitude. As noted, the City is looking forward to a fresh set of eyes and someone who is not afraid to ask, "Why are we doing it this way." "We have always done it this way," will not be a satisfactory answer. It may well be the best way but that should be demonstrated on the merits.

The Finance Director will believe in transparency and have the ability to cultivate trust and confidence with a variety of stakeholders, including the Mayor and City Council, staff of the University, members of the community, and employees.

A Bachelor's degree in Finance, Accounting or a related field is required and a Master's degree is preferred. The ideal candidate will display evidence of continued professional development and possess some advanced credential such as a CPFO, CPA, or similar professional credential. The individual will also have a minimum of seven years of progressively responsible experience in finance, accounting, or budget management; and a minimum of five years of management experience.

COMPENSATION

The starting annual salary for the Director of Finance position will be market competitive depending on the qualifications and experience of the selected candidate. The hiring range will be $82,000 - $132,000 plus an excellent benefit package.

THE CURRENT FINANCE DIRECTOR

The incumbent Director of Finance has held the position for 17 years and will retire as soon as a replacement is found. The City does not anticipate any serious internal candidates.

RESIDENCY

The Finance Director is not required to reside within the City limits.

HOW TO APPLY

E-mail your cover letter and resume to Recruit49@cb-asso.com by June 27, 2016. Faxed and mailed resumes will not be considered. Applicants who are selected as finalists will be expected to complete a city application. Questions should be directed to Colin Baenziger at (561) 707-3537 or Lynelle Klein at (425) 658-7025.

CONFIDENTIALITY

Candidate names will not be released without the candidate's permission. Once finalists are named, it is anticipated that the names will be released and a public process utilized.

THE PROCESS

Applications will be screened beginning June 28th. Finalists will be selected on July 11th at which point the City will carry the process forward. Interviews are anticipated to held during the third week of July with a selection shortly thereafter.

OTHER IMPORTANT INFORMATION

The City of College Park is an Equal Opportunity Employer. Discrimination based on race, religion, sex, age, ethnicity, ancestry or national origin, physical or mental disability, color, marital status, sexual orientation, gender identity, or genetic information is expressly prohibited.

ADDITIONAL INFORMATION

For additional information about College Park can be found at: http://www.collegeparkmd.gov/

Colin Baenziger & Associates
Executive Recruiting