

**City of Loveland**

**Colorado**

**PARKS & RECREATION DIRECTOR**

**\$130,000 - \$160,000**

*Plus Excellent Benefits*

*Apply by*

**March 12, 2023**

*(open until filled)*

***PROTHMAN***



## WHY APPLY?

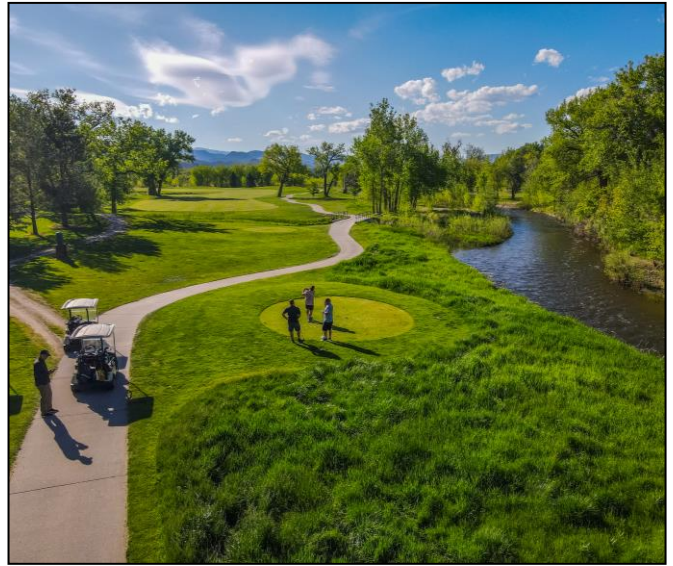


Loveland is an exceptional community with many positive attributes, where citizen participation is abundant, positive, and forward-

thinking. Residents are proud of their community and are deeply invested in its success. The region offers excellent local schools including the University of Northern Colorado, Colorado State University, and several University of Colorado campuses, a vibrant downtown with great dining opportunities, outstanding medical services, and proximity to numerous recreational outdoor activities. The City of Loveland is a city committed to diversity, inclusion, and listening to diverse viewpoints to enhance the city and community. The incoming Director of Parks & Recreation will have an opportunity to work alongside a welcoming, knowledgeable, communicative, strong, and supportive city leadership team. The city has a fiscally sound economic base, exceptional infrastructure, and modern facilities. This is a wonderful opportunity for a dynamic individual to lead the department and the community now and into the future, to make a real and lasting difference.

## LOVELAND, COLORADO

Nestled in a lush valley at the entrance to the Big Thompson Canyon, Loveland, Colorado (Pop. 81,127) is known as the “gateway to the Rockies” and is conveniently located just 35 minutes east of the Rocky Mountain National Park, just 45 minutes north of Denver and world class ski resorts, and 45 minutes south of Wyoming. One of two incorporated cities within Larimer County, Loveland and its’ surrounding communities enjoy over 300 days of sunshine with warm summers and snowy winters, making the area an outdoor paradise with an abundance of both indoor and outdoor activities. Residents and visitors are surrounded with over 5,000 acres of open space and natural areas, available for scenic views, camping, mountain biking, hiking, horseback riding, motorized off roading, and winter snowmobiling. The area has a multitude of scenic lakes, rivers, and streams available for swimming, water skiing and boarding, rafting, boating, and fishing. Loveland boasts 35 parks with picnic tables and BBQ pavilions, 27 playgrounds, and numerous sporting fields from soccer fields and basketball courts to skate parks.



Loveland has been a mecca for artists and the city’s affection for art is scattered around the community. With more than 200 sculptures, three annual art shows, two foundries, and two sculpture parks, it is clear that art is appreciated around every corner. Anyone can enjoy the arts through visiting local art shows, museums, galleries, and the theater, or visiting the Benson Sculpture Garden where over 154 eclectic sculptures can be found.

Loveland hosts several signature events annually that bring our community together, such as Sculpture in the Park, the largest outdoor sculpture show in the U.S., The Corn Roast Festival, Winter Wonderlights and the Sweetheart Festival, which pays homage to Loveland’s nickname, “The Sweetheart City” due to its’ world-famous 73-year Valentine Remaining Program. As well, the Ranch Event Complex has become an entertainment hub to the northern Colorado area for a variety of indoor and outdoor local and international traveling events. The outdoor area is used for car shows, festivals, and concerts, while the Budweiser Events Center at the Ranch is an indoor, 7,200 seat venue that can host anything from rodeos, to concerts, to any sporting event such as basketball, and hockey; home to the Colorado Eagles of the American Hockey League.

Thompson School District (TSD) serves approximately 15,000 students from the area; Pre-K through 12<sup>th</sup> grade with 13 school-based preschool programs, a dedicated preschool building, one K-8 building, 18 elementary schools, five middle, five high schools, two charter schools, and one career campus.

## THE CITY

The City of Loveland operates as a home rule city in accordance with the city charter and ordinances, under a council-manager form of government. The Council has a total of nine members. Each of four city wards elects two councilors to serve staggered four-year terms. The mayor is elected at large to serve a two-year term. The mayor pro-tem is chosen by the Council from its membership.

The city's 2023 budget authorizes a total of 995.23 regular, benefitted full-time equivalent positions (FTEs) within the total city budget. In addition to this, there are 130 FTEs that the City contributes funding toward for Other Entities (Loveland Fire Rescue Authority, and the Northern Regional Colorado Airport). In addition, a varying number of non-benefitted positions are employed on a temporary and seasonal basis as needed. The total city budget expenditures for 2023 is \$442.1 million.

Departments of city include Finance, Human Resources, Economic Development, Parks and Recreation, Library, Cultural Services, Development Services, Water and Power, Public Works, Airport, City Attorney's Office, Municipal Court, City Clerk, Office of Communication and Engagement, and the Community Partnership Office.

## THE DEPARTMENT

The mission of the City of Loveland Parks & Recreation Department is to provide effective, efficient, and high-quality leisure facilities, sites, services, and programs for citizens of and visitors to the community. The department embraces this mission through the three pillars of parks and recreation – conservation, health & wellness, and social equity – to make a positive impact on the quality of life in Loveland.

The department operates with 91 FTEs on a 2023 budget of \$37,659,397 which includes a General Fund of \$14,371,107 and \$3,593,000 for Capital Projects. The department is part of an elite group of park and recreation agencies across the country who have earned national accreditation through the Commission for Accreditation of Park and Recreation Agencies (CAPRA) and the National Recreation and Park Association (NRPA), demonstrating the agency's overall quality of operation, management, and service to the community.

The Parks & Recreation Department is comprised of six divisions, including Administration, Planning, Parks, Recreation, Open Lands & Trails, and Golf. The department is responsible for public recreation and park areas as including development, programming and operations at the Chilson Recreation & Senior Center; Winona Pool; Viestenz-Smith Mountain Park; Cattail Creek Golf Course, The Olde Course at Loveland, and Mariana Butte golf courses; Barnes Park batting cages; Lake Loveland Swin Beach; and the Loveland Cemetery & Lakeside Burial Park.

In addition, the department is responsible for maintaining park and public ground, open space/natural areas, park planning, and the recreational trail system. The department manages 583 acres of parkland at 34 sites, ranging in size from up to 87 acres. These sites are comprised of 19 neighborhood parks, 6 community parks, 5 civic spaces, and 4 undeveloped park sites.

The community offers an abundance of nature areas, recreational trails, city parks, athletic fields, playgrounds, picnic shelters, tennis and basketball courts and swimming pools. Loveland provides 23.98 miles of paved recreational trails, 28 miles of soft surface trails, and is home to many beautiful lakes and reservoirs which are easily accessible and within close proximity to the City. Additionally, the city owns 5,566 acres of open land at 45 sites.

To learn more about the Parks & Recreation Department, please review the department's 2021 Annual Report [here](#) and visit:

[www.lovgov.org/services/parks-recreation](http://www.lovgov.org/services/parks-recreation)



## THE POSITION

Under the direction of the Deputy City Manager, the Director of Parks & Recreation is member of the City Manager's Executive Leadership team. The Director of Parks & Recreation provides leadership and managerial services associated with a comprehensive park, recreation, golf, trails and open lands program that reflects community needs and desires for activities, programs and facilities by planning, organizing and directing resources allocated to the Parks and Recreation Department.

### Essential Job Functions Include:

- Delivery of a comprehensive and diverse parks and recreational opportunities program of activities, services and facilities by planning, organizing, implementing and monitoring resources.
- Maintaining a high level of productivity, innovation and morale with staff by department leadership through consistent personnel administration and a values-based culture.
- Ensuring development and implementation of operation procedures and policies for department.
- Communication of clear, obtainable objectives and goals which contribute to effective team decision-making, customer service orientation, and responsible management.
- Providing information through meetings, reports and presentations from research.
- Share resources, participating and adapting work schedules to accomplish goals and projects.
- Practicing prudent and responsive fiscal management to ensure allocated funds are effectively used and revenues generated by implementing policies and planning, projecting, analyzing and monitoring budgets.
- Employing effective interpersonal skills to respond to inquiries and maintain communication with the community, special interests and organizations, city staff and City Council.
- Working as an effective part of the City Executive Leadership Team.
- Implementing department policies to respond to directives, legislative and legal practices associated with city policy.

## OPPORTUNITIES & CHALLENGES

- Internal to the department, there is a strong values-based culture that guides customer service and commitment to the organization and community. This requires engaged and proactive leadership, a participative and collaborative management style, and active communication to all. In modeling this behavior, the new Director will engender a "can do" spirit that brings positive energy and enthusiasm to the department. A sense of vision and strategic thinking will be essential to sustaining this culture.
- The department has several funding sources including the General Fund, a property tax assessment for open space dedicated to parks, and Capital Expansion Fees. The department also has special funds including Perpetual Care, Conservation Trust, and Park Improvement Funds. In addition, the golf course is a self-sustaining enterprise fund.
- A key priority for the new Director will be the implementation of the newly updated Parks and Recreation Master Plan, which is expected to be finished by the time the new Director starts. The Master Plan presents a framework to the growth, management, and development of parks, open lands, public grounds, golf courses, recreation facilities, trails and programs. The Master Plan includes a strong public engagement process to ensure that plan recommendations reflect community needs and priorities. According to the outreach respondents, the most needed facilities in the future are more trails and bike paths, accessible open lands and natural areas, and community-scale parks and facilities, such as an additional recreation center. Another department priority is the construction of Loveland's first universally accessible playground and park development, currently in final design.



- The department's impressive recreation center is the single largest operation and has a cost recovery rate of approximately 80-90%. Ongoing financial stability of the facility continues to be a priority, yet it must ensure that residents or groups are not "squeezed" out of participation due to costs. The Director must be sensitive to maintaining the delicate balance for all residents to have access to programs. The department has begun a cost recovery process to balance cost recovery with goal prioritization, which is in the final stages of review, as well.

- The department has four public boards/commissions that help inform policy & practice. All are very active. In general, Loveland has a very engaged population, and it is expected that the new Director will be very active in the community.

## THE IDEAL CANDIDATE

### Education, Experience, and Residency:

A bachelor's degree in parks or recreation management, business, public administration, or a related field, and seven (7) years of managerial/supervisory experience in business, parks and recreation or a related field is required.

A master's degree is highly desirable, as is professional or executive certification through NRPA. An equivalent combination of education and/or experience may substitute for education requirement on a year-for-year basis. Certified Parks and Recreation Professional (CPRP) or Certified Parks and Recreation Executive (CPRE) designation is preferred. The ideal candidate will offer a combination of strong interpersonal skills, excellent administration skills and a keen sense of business and finance. This person will be expected to closely partner and collaborate with city department heads in identifying, developing, and implementing alternative ways to provide programs and services to the residents in Loveland.



### Necessary Knowledge, Skills, and Abilities:

- Knowledge of and ability to administer, implement and oversee essential job functions as well as provide a comprehensive parks, recreation, golf, trails and natural areas program for the city.
- Ability to communicate clearly and concisely, both orally and in writing as well as deliver presentations in a public setting.
- Must be able to interact successfully and maintain good working relationships with staff and the community.
- Demonstrated skills and ability to manage, budget, supervise, and effectively communicate verbally, in writing, and make public presentations are required.
- Ability to direct, coordinate and participate in various research, administrative and legislative projects.
- Knowledge of practices and principles of project management for complex capital construction projects.
- Ability to make site inspections of projects, activities, programs and facilities.
- Ability to define problems, collect data, establish facts and draw valid conclusions.

## COMPENSATION & BENEFITS

- **\$130,000 - \$160,000 DOQ**
- Medical, Dental, Vision, Hearing, and Prescription Insurance. The City has a Wellness Clinic for employees and dependents which is free, with no copay and no cost for labs or scripts on the generic formulary. In addition, Loveland has free teledoc services both medical and behavioral health appointments.
- Basic and Supplemental Life Insurance.
- Voluntary Accident & Critical Illness insurance.
- Voluntary Accident Coverage.
- Employee Health, Wellness & Financial Program.
- Flexible Spending Accounts.
- FMLA.
- Short- and Long-Term Disability Insurance.
- Medical Leave.
- 15 Days of Vacation accrued annually and increases with length of service.
- 9 Paid Holidays, plus 3 Floating Holidays.
- Jury Duty Leave.
- Bereavement Leave.
- Military Leave.
- Volunteer Time.
- Employee Assistance Program.
- 401(a) Money Purchase Plan.
- 457 Deferred Compensation/Roth.
- 529 College Savings Program.
- Relocation Expense Reimbursement up to \$20,000.



For more information on the  
City of Loveland please visit:

[www.lovgov.org](http://www.lovgov.org)



For detailed benefits information please see the City of Loveland's [2023 Benefits Guide](#).

The City of Loveland is an Equal Opportunity Employer. All qualified candidates are strongly encouraged to apply by **March 12, 2023** (first review, open until filled). Applications, supplemental questions, resumes, and cover letters will only be accepted electronically, and can be uploaded once logged in. **To apply:** go to [www.prothman.com](http://www.prothman.com), click on “Open Recruitments” select “City of Loveland, CO – Director of Parks & Recreation” and click “Apply Online” or click [here](#).

**PROTHMAN**

[www.prothman.com](http://www.prothman.com)

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