



## Recruitment Brochure

Director of Parks and Recreation

City of Dalton, GA



## Background:

The City of Dalton is located in the foothills of the Appalachian Mountains in northwest Georgia. Interstate 75 passes through the community, and the City is about 30 miles south of Chattanooga, TN and 90 miles north of Atlanta, GA. The area is an incredibly popular location for outdoor recreation in the form of trail hiking, cycling, fishing, and sports tournaments of all types.

Dalton's population is 34,417, but it's estimated that the daytime population swells to at least 60,000 due to the fact the community is a jobs center for northwest Georgia. Affectionally known as the "Carpet Capital of the World", more than 85% of the U.S. carpet and rug market is produced in industrial facilities within a 65-mile radius of Dalton. Small businesses and Fortune 500 companies choose Dalton as their home due to its world-class infrastructure, readily available workforce, and diverse population, making it an excellent place to live, work, and play.



## City of Dalton Government:

The City of Dalton was formed in 1847 and has evolved to a modern, 21<sup>st</sup> Century municipality with a wide range of services and community offerings.

The City operates under a Council/Administrator form of government. The Mayor and Council is an elected five-member body that sets policies, enacts ordinances, approves budget appropriations, and develops the overall vision for the community. The Parks and Recreation Director reports to the City Administrator and receives guidance from a five-member Recreation Commission which is appointed by the Mayor and Council. The Parks and Recreation Director works closely with the City Administrator, Chief Financial Officer, and Human



Resources Director to carry out the operation and management of the Parks and Recreation Department.

### Department Operations:

The Parks and Recreation Department is the 4<sup>th</sup> largest department in the City in terms of budget and number of approved positions. In 2024, the Department has an approved budget of \$4.2 Million, 41 full-time employees, and over 150 part-time/seasonal employees. The Parks and Recreation Department has the following operations divisions: parks and facilities maintenance, Nob North municipal golf course, Mack Gaston Community Center, athletics, and special programs. The department is charged with operating and maintaining 20 unique parks and recreation sites across the city and a full list of those sites can be viewed at the link below:

<https://daltonparks.org/parks-and-facilities/>

In addition to the general budgeted funds, the Department is responsible for managing projects funded through the capital improvements fund, SPLOST Fund, Bonded Capital Fund, and various grant funding sources. Large capital projects under completion at the Parks and Recreation Department include the construction of a new recreation administration headquarters at the John Davis site (\$13.5 Million), Heritage Point Park baseball field synthetic turf conversion (\$3.0 Million), bunker renovation at Nob North golf course (\$1.1 Million), Al Rollins Park improvements (\$1.4 Million), construction of a 15-court pickleball complex (\$2.65 Million), construction of urban gardens (\$250,000) and construction of mini-pitch fields (\$200,000).

Recently, the Department completed construction of Phase 1 of the Mill Line Trail System which features over 1.5 miles of new 10-foot-wide paved multi-use path. Whitfield County voters recently approved continuation of a 4-year SPLOST which will feature further continuation of the Mill Line Trail system toward downtown and additional capital renovations to Heritage Point Park.



## About the Position:

The following duties are normal for this position. They are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Administers all programs, operations and facilities of the Parks and Recreation Department.
- Directs the planning, design, financing, construction, and maintenance of all park and recreation facilities and associated projects.
- Directs short and long-range plans for the department in all areas of programs and operations.
- Prepares and administers the annual department budget; monitors expenditures under the existing budget.
- Hires, trains, evaluate, counsels and disciplines various subordinate staff.
- Inspects and directs management of all city parks, recreation centers, and golf course.
- Engages in professional development activities and encourages subordinate staff to do likewise.
- Serves as liaison between staff and the Recreation Commission; attends and makes presentation at monthly meetings of Commission.
- Provides information to the public about Department programs by making presentations to groups, appearing on television and radio, and talking with newspaper reporters.
- Serves on advisory boards of a number of community organizations.
- Provides consultative advice upon request to cities, counties, and other groups regarding recreation programs, operations, and facilities.
- Serves as an officer and/or member of various professional organizations and boards.
- Performs other related duties as assigned.

## Candidate Qualifications:

- Bachelor's degree required in recreation administration, parks management, public administration, business administration, or related degree from an accredited college or university. A combination of relevant experience and education may be considered in lieu of a degree.
- Minimum of five years of progressively responsible experience managing parks and recreation programs or complex multi-generational sports programs, and staff and

resources supporting the programs; or any equivalent combination of education, training, and experience.

- Certification as a Parks and Recreation Professional by the National Recreation & Parks Association, pool or aquatics certification, or related professional certifications will be favorably considered during the vetting process.
- Must possess a state issued driver's license within 60 days of accepting the position.

## The Ideal Candidate

The City of Dalton and Recreation Commission are seeking an energetic and passionate leader to serve as the next Parks and Recreation Director. The successful individual must be a strong and visionary leader who is team-oriented, possesses exceptional communication skills, and utilizes a management style that develops a high achieving team. The skills should develop trust and openness among key stakeholders and City Government Officials. The successful candidate will have knowledge and experience in the management of a parks and recreation department, providing a high level of community engagement and fosters innovation in the creative delivery of recreation programs, services, and activities to the community. The successful candidate will be expected to articulate a vision of excellence, establish credibility and consistency in delivery of services. The successful candidate will be expected to motivate others within the department to achieve creative problem solving in the areas of responsibility. The successful candidate should have a desire to build upon the progress made within the department over the last few years and to continue to raise the bar in all performance metrics.

## Challenges and Opportunities:

The new Parks and Recreation Director will be expected to work with local officials and stakeholders to provide leadership to the following:

- Develop and articulate a vision for the Recreation Department that builds on the award-winning history of the Department while promoting new innovative best practices for providing leisure services for changing community needs. Examples of areas the vision should focus upon are:
  - Creating a culture within the Department that builds upon positive community perceptions about the department and continues to move the department to a new level of service excellence.
  - Promoting the value of quality customer services that seeks to serve all socioeconomic levels and ethnic segments of the community with innovative and specialized programs for all age groups, particularly the youth.
  - Continue to improve hallmark programs by increasing participation (e.g. soccer, football, baseball, basketball, swim, other youth sports), while promoting the value of passive services and participation in lifelong leisure activities such as trails/greenways, park amenities, golf, and inclusive programs for groups with

special needs and older citizens. The successful candidate should strive to add clinics, camps, and youth engagement opportunities to encourage these non-traditional recreational programs.

- Effective and robust communications to gather community feedback to determine support for services offered and suggested changes
  - Continuous engagement with the City’s Communication Director to highlight the successes and best practices of the department, informing the community of upcoming events, and encouraging online registrations
- Continued implementation of an advanced maintenance and asset management strategy to deliver high quality, clean, and safe facilities to the public and to achieve high quality customer service when maintenance issue are reported. This strategy will help in development of the ongoing capital improvements program budget for the department.
- Evaluate the operating structure of the Department to determine how the department’s personnel can best serve the community. The evaluation should include an assessment of skillsets of all current employees to determine if additional training or reassignment of duties is needed. Ongoing succession planning is also a key attribute of all City departments.
- Work cooperatively with all City leadership which includes Elected Officials, the City Administrator, Department Heads and Recreation Commission. Respond timely and efficiently to requests as issues, needs, and challenges arise.
- Assist in project delivery and management of several large capital projects identified earlier in this document.

## How to Apply

Candidates may apply by submitting an application, resume, cover letter, at least three (3) job related references and salary history no later than July 31, 2024 through the City of Dalton website (<https://www.daltonga.gov/jobs>). Internal candidates requesting consideration may send the information outlined above without the application to Greg Batts, Human Resources Director, before the closing date.



## Compensation and Benefits

The expected starting annual salary range for this position is \$95,000 to \$115,000 (depending on qualifications of the selected candidate), with a comprehensive benefits package, including health, dental, and vision insurance options, a highly competitive retirement plan, tuition reimbursement opportunity, and a generous leave package. Relocation expenses are negotiable.