

# DIRECTOR OF REAL ESTATE DEVELOPMENT

Broward County, FL





## THE COMMUNITY

Bordering Southeast Florida's Atlantic coastline, Broward County is the eighteenth most populous county in the nation and the second largest in Florida. It is located between Palm Beach and Miami-Dade counties, forming the heart of Florida's largest metropolitan area in which 5.6 million people reside. Within the county's 1,220 square miles are 31 municipalities, the largest of which is Fort Lauderdale. Nearly two-thirds of the county is part of the undeveloped Everglades conservation area. Broward County boasts more than 23 miles of pristine Atlantic coastline, and its beaches attract both the local population as well as tourists from around the world. With an average year-round temperature of 77 degrees, Broward County has a tropical climate and is a choice destination for over fourteen million visitors every year.

Broward County's warm climate, demographic diversity, robust and expanding economy, myriad of housing options, excellent schools, state-of-the-art healthcare, and advanced transportation system afford its residents an exceptional quality of life. Broward offers world-famous fine dining, theater, nightlife, and shopping venues, as well as an abundance of recreational activities like golf, deep sea fishing, boating and unlimited opportunities for fun on the beach. The state's second largest public school district is located in Broward County, providing excellent primary and secondary education. In addition, there are many prestigious local and regional colleges and universities offering excellent higher education opportunities.

The Fort Lauderdale-Hollywood International Airport is a part of Broward County, and most major cruise lines operate out of Broward County's Port Everglades, ranked second among cruise ports worldwide. Among Broward's abundant retail shopping options is Sawgrass Mills, the largest one-story shopping mall in the United States. For the sports enthusiast, Broward is home to the NHL's Florida Panthers, while other major sports teams, like the Miami Heat, the Miami Marlins, and the Miami Dolphins, are just a short drive away.

## THE COUNTY

As the chief executive officer of Broward County Government, the County Administrator directs the day-to-day functions of County government under the auspices of the Broward County Board of County Commissioners. The nine-member elected Board of County Commissioners is the legislative branch of Broward County Government. A separation between the legislative and administrative functions of County Government is provided for in the Broward County Charter, which was established in 1975.

As a regional provider of programs and services to its residents and visitors, Broward County employs more than 6,200 employees in 60 different agencies in areas such as transportation, human services, and community enrichment. Broward County's regional services include one of the nation's fastest growing airports, a bustling international seaport, an award-winning library system, an ever-growing transit network, an expanding park system and a variety of community services.

While the diversity of Broward's population of 1.9 million creates unique opportunities in delivering services and providing information, that diversity also contributes to a dynamic cultural environment that makes Broward County one of the most interesting and robust places in the world to live and work. The County's overall budget is \$4.7 billion with a general fund budget of \$1.2 billion. Additionally, in 2014, Standard & Poor's joined Moody's Investor Service and Fitch Ratings in grading Broward's general obligation bonds "AAA," making it one of only four counties in Florida with a AAA rating from all three rating agencies.

## THE OPPORTUNITY

This exciting opportunity arose out of the desire to further develop the County-owned BB&T Center site. The County engaged the Urban Land Institute's Advisory Services Program (ULI) which conducted a study of the area in June 2016. The BB&T Center site has the ability to be a major hub for activity in an area eager for broad transformation. ULI focused on the

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broader area around the BB&T Center site in the western part of the County located in the cities of Sunrise and Plantation and reviewed potential development sites ripe for revitalization or economic development efforts. ULI developed a comprehensive vision that complements existing uses, local communities and current construction projects within the west Broward County study area.

The study area is confined by the Sawgrass Expressway, Hiatus Road, and the canal along Interstate 595. This 10.6-square-mile area includes both the jurisdiction of the City of Sunrise and parts of the City of Plantation. In addition to the BB&T Center, the study area includes a variety of residential, commercial, and office developments.

Completed in 1998, the BB&T Center not only is home to the Florida Panthers National Hockey League team, but also serves as a major regional civic, sports, and entertainment venue. The 872,000-square-foot arena is the largest arena in Florida, with a seating capacity of 20,763 for concerts and 19,250 for hockey games. Starting from the project's completion date, Broward County estimates the BB&T Center to have an economic life of 30 to 35 years.

The primary function of the arena has been to house the Panthers, a team that is under a license agreement with Broward County through 2028. However, the team could relocate after that date. While the Broward County government considers the Panthers a vital partner in promoting and facilitating redevelopment of the BB&T Center site, it also recognizes the importance of developing flexible site scenarios. The entire BB&T Center site consists of six parcels totaling 143 acres. Three parcels can be built upon and are the focus of the panel's redevelopment proposals; the other three parcels contain plat restrictions for wetlands or drainage.

The site has 7,500 parking spaces, provides access to the Sawgrass Expressway, and borders several eight-lane roadways, all of which makes the site an automobile-centric facility and limits the viability and sustainability of the BB&T Center. Because the expansive surface parking lot does not create an engaging or long-lasting recreational and commercial experience that encourages people to arrive early or stay after events, it fails to capture the economic benefits of those visitors. This is an opportunity lost. Connecting visitors and local residents to the BB&T Center is a primary concern of Broward County. In addition to access to Sawgrass Expressway/I-75 and I-595 via NW 136th Avenue, the site is served by express bus service that departs from a park-and-ride facility at the site's southwest corner, taking commuters to downtown Fort Lauderdale and Miami.

As a result of the ULI review, Broward County has created the Director of Real Estate Development position. This person will be responsible for leading, directing and administering projects and programs related to the development or redevelopment of the County's real estate assets.

## TOP PRIORITIES

The main areas of responsibility for the new Director of Real Estate Development will be managing the long term development of the BB&T Center site, including:

- **Managing Relationships** – Build relationships and foster good communication with various stakeholder groups such as local elected and appointed officials, the business community, residential community and existing real estate community. Main issues that will need to be resolved include decisions on commercial and entertainment options and assessing what will or will not be viable.
- **Long Range Planning** – Cultivate a business plan with long term strategic vision. Build a consensus within the region on the vision and long range plans.
- **Project Management** – Take the ULI review, be open to creative and new approaches, and deliver the vision.
- **Leadership** – This region is very active and exciting. There are many ideas being considered. Provide leadership and be an active collaborator with the stakeholders and other County departments to ensure the long term success of the real estate projects.

## THE IDEAL CANDIDATE

The ideal candidate will be a credible, collaborative and tenacious real estate development professional committed to taking a long term vision and making it a reality. The candidate will have a proven track record of project management. The candidate will thrive in an exciting and active environment while being culturally sensitive and able to adapt to the local market. This person will have outstanding communication and analytical skills and be able to balance the creative proposals with the technical requirements of various projects.

The selected candidate will be a big picture visionary and think out of the box, yet not lose sight of the critical aspects of the job. The candidate will enjoy working with community stakeholders, elected and appointed officials and the development community, as well as County departments; seeking out their expertise when needed. The individual will have the general knowledge and ability to navigate local regulatory processes. Lastly, the ideal candidate will have political savvy and outstanding interpersonal skills when addressing competing interests with developers, retailers and elected officials.

Candidates from all over the nation are encouraged to apply.

## Education and Experience

- **Minimum Qualifications** – Baccalaureate degree from an accredited college or university with major course work in public or business administration, land use planning, economic development, real estate development, real estate finance, construction management, engineering, architecture, real estate law or related field; and six years of full-time experience managing real estate development projects in an urban, regional and/or other related planning or development environment of which two years include leading project teams. Strong real estate development project management skills and strategic planning are required.
- **Desirable Qualifications** – Master’s Degree or equivalent from an accredited college or university with major course work in public or business administration, economic development, land use planning, real estate development, real estate finance, architecture, construction management, engineering, urban design, real estate law or related field; eight years of progressively responsible experience in public-private partnership programs, or any equivalent combination of relevant education and experience.

## COMPENSATION

The starting salary will be based upon the knowledge and experience of the individual selected. The State of Florida does not have a state income tax. The County’s comprehensive benefits include:

- **Florida Retirement System (FRS)** – Employees have the choice of two retirement plans: the traditional pension plan with eight years of vesting or the investment plan with one year of vesting.
- **Deferred Compensation** – The County offers a 457 plan offered through three providers: ICMA Retirement Corporation, MetLife, and Nationwide Retirement Solutions.
- **Flexible Spending Accounts** – Medical expense and dependent care accounts.
- **Health Savings Accounts**
- **Vacation and Sick Leave** – Leave is accrued biweekly for vacation and sick time; annualized at two weeks of vacation and 12 days of sick time; additionally 40 hours of administrative leave is granted annually.
- **Holidays** – Ten holidays and two personal days.
- **Insurance Coverage** – The County offers a variety of benefit plans that employees can purchase including Health, Dental, Vision, Flexible Spending Accounts, Long Term Care, Long Term Disability, and Pre-paid Legal.
- **Life Insurance** – The County offers \$25,000 of group term life and AD&D Insurance. Employees can purchase additional life insurance for themselves and their dependents and spouse/domestic partner.
- **Additional Benefits** – Credit Union, Employee Development and Personal Income Protection Plans (AFLAC).

For additional information on benefits, please visit: [www.broward.org/benefits](http://www.broward.org/benefits).

## HOW TO APPLY

Please apply **on-line** at [www.allianceRC.com](http://www.allianceRC.com) by **June 16, 2017**.

For questions and inquiries, please contact:

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