

Executive Director

WESTERN EAGLE COUNTY METROPOLITAN
RECREATION DISTRICT, COLORADO



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EXECUTIVE SEARCH

THE COMMUNITY

Eagle County, Colorado is located on the western slope of the state, approximately 100 miles west of Denver via Interstate 70. Stunning scenery highlights the incredible geographic diversity of the area, from lush forests in Vail to the spacious ranches of Eagle and Gypsum. The county is surrounded by the White River National Forest and is home to the world-renowned ski resorts of Vail and Beaver Creek, sites of the 2015 World Alpine Ski Championships. Tourism and real estate drive the economy, and the ski industry is a crucial component of the region's vitality. The majority of Eagle County's residents live along the I-70 corridor in the Eagle River Valley, with an additional population center located in the Roaring Fork Valley in the southwest corner at the convergence of three counties. The county's population is estimated at approximately 54,000 residents, and although considered rural, Eagle County is the 14th most populous of Colorado's 64 counties.

Outdoor recreation opportunities abound in Eagle County. Paved and unpaved trails connect many of the towns and natural landmarks and allow for easy access to hiking, biking and horseback riding. World-class skiing and snowboarding can be found at both Vail Mountain and Beaver Creek Resort. Rafting, fishing and kayaking take place on the area's many streams and rivers. The region is also home to premier golf courses designed by Arnold Palmer, Greg Norman, Tom Fazio, and Robert Trent Jones, Jr.

A wide variety of cultural offerings attract locals and visitors, ranging from internationally acclaimed dance and symphony performances to outdoor concerts, rodeos, food festivals, and celebrations of the area's ranching heritage.

The Western Eagle County Metropolitan Recreation District (WECMRD) was established in 1980 under the Colorado Special District Act and meets the community recreation needs of western Eagle County.

THE ORGANIZATION

WECMRD (say "weck-merd") encompasses an area of 840 square miles, and includes the incorporated towns of Eagle and Gypsum, and the diverse Eagle County communities of Edwards, Wolcott, Bond, McCoy, Burns, Sweetwater, and Dotsero. The total population of the service area exceeds 25,000 residents. The District originally was established for the purpose of building a swimming pool in Eagle. For the next 22 years, WECMRD operated the swimming pool, two baseball fields, and a small building for programs. To better serve its families and residents, WECMRD voters in 2002 approved a bond issue, which spurred the growth of the large, multi-facility district now in place. Since 2003, WECMRD, along with its partnering towns of Eagle and Gypsum, and with significant support from Eagle County, have added over

\$30 million in new facilities while maintaining its primary mission to provide the communities of western Eagle County affordable and innovative recreational services, programs, events, and facilities for youth and adults. Open, productive relationships with the Eagle County Board of Commissioners, town councils, school boards, and many others are essential to WECMRD's success. WECMRD has not increased taxes since the 2002 bond election and has maintained low, family-friendly membership fees at its recreation facilities. The Recreation District now operates or manages main facilities in its three primary locations (Edwards, Eagle, and Gypsum), each overseen and directed by an Area Manager, and multiple other facilities throughout western Eagle County.

Primary Locations:

- Edwards Field House
- Eagle Pool and Ice Rink
- Gypsum Recreation Center

Other Facilities:

- Eagle County BMX Park
- Eagle Tennis Courts
- Gypsum Sports Complex
- Gypsum Creek Swimming Pool
- Sports Complex – Eagle County Fairgrounds
- Freedom Park Sports Complex
- Eagle County Skate Park

WECMRD is a model recreation district, operating its facilities and related programs with all remaining debt scheduled to be repaid by year's end, "in the black," and with a healthy cash reserve and tax base. A five-member, elected Board of Directors establishes policy for the District and appoints the Executive Director. Members of the Board of Directors serve staggered, four-year terms, except one director, who serves a two-year term, and all board members are term-limited to two consecutive four-year terms. WECMRD provides services through 16 full-time and approximately 80-90 part-time staff members (winter), a number which can increase to approximately 125 (summer). One of the three Area Managers serves as Assistant Director for the District. The overall operating budget for 2017 is approximately \$5 million.

Current challenges facing the District include proactively moving the organization to its full potential, including brand defense, differentiation, enhancement, and marketing, especially through social media. To the extent any market share has been lost, WECMRD is determined to reclaim it and to build "health equity" within its communities. The District Board will ensure its next Executive Director is a well-rounded, passionate leader and the face of community recreation throughout its service area. While most facilities are in pristine condition, others are showing their age. Expansion plans for some facilities

are underway, others require significant capital planning. The District Board is determined to maintain WECMRD's reputation as the premiere recreation district on Colorado's Western Slope, and one of the finest in the state. Master planning is close on the horizon.

For more information about Western Eagle County Metropolitan Recreation District, please visit www.wecmrd.org.

MISSION STATEMENT

It is the mission of the Western Eagle County Metropolitan Recreation District to provide exceptional and innovative recreation services and facilities for the communities of western Eagle County.

THE IDEAL CANDIDATE

The ideal candidate is an engaged, visionary leader and effective manager of people and programs, with a knowledge of local government, the ability to maximize collaboration with multiple community partners (towns, county, school district, metro districts, parents, patrons, clubs, nonprofits, and the private sector), and a demonstrated passion for community recreation.

The next Executive Director will be the face of community recreation throughout WECMRD's service area. She or he will be engaged and visible in the community, and a part of it. Demonstrated, expert-level communication and customer service

skills are required. The successful candidate has the ability to maintain a strong working relationship with the Board, with an emphasis on transparency, communication, and collaboration. He or she is politically astute, emotionally intelligent, and able to build and

maintain a culture of possibility and positivity with employees and throughout the organization.

The successful candidate is also a strong manager, able to build an effective management team and engage all employees. The next Executive Director has strong project management and organizational skills.

Bachelor's or Master's degree (recreation administration, physical education, public or business administration or related) required. Ten (10) years of full-time progressively responsible parks and recreation experience at the division head level or above, five (5) years of which were at the management level, strongly preferred. Comparable experience will be considered. National certification as a Parks and Recreation Professional or Executive (CPRP or CPRE) strongly preferred. Because residency within WECMRD's service area will





be required, applicants are encouraged to research the cost of living in the Eagle River Valley, a Colorado mountain community.

THE COMPENSATION

The annual salary range for this position is \$115,000 to \$150,000; appointment will be made depending upon the qualifications and experience of the selected candidate. In addition, the District currently pays 100% of health and dental insurance premiums through the Colorado Employer Benefit Trust (CEBT), and all group term life insurance

premiums. Vision insurance is also offered through CEBT, with those premiums the employee's responsibility. The District has opted out of Social Security and instead offers retirement plans administered by the Colorado Counties Officials and Employees Retirement Association (CCOERA).



Participation in an I.R.S. Section 401(a) is mandatory, and the District matches in full the required 3.75% contribution of pretax earnings,

immediate 100% vesting. A 457(b) deferred compensation plan through CCOERA is also available after one year, with 100% match up to 10%. Employees enjoy paid time off, plus twelve paid holidays annually. Relocation assistance and/or housing allowance subject to negotiation.

SEARCH SCHEDULE

- Filing Deadline.....May 30, 2017
- Preliminary Interviews.....June 2 to June 16, 2017
- Recommendation of Candidates.....June 21, 2017
- Finalist Interview ProcessJuly 14, 2017

These dates have been confirmed, and it is recommended that you plan your calendar accordingly.

THE RECRUITMENT PROCESS

To apply for this exciting career opportunity, please send your resume and cover letter electronically to:

Peckham & McKenney

apply@peckhamandmckenney.com

Resumes are acknowledged within two business days. Call Andrew Gorgey toll-free at (866) 912-1919 or directly at (970) 987-1238 for more information.



www.peckhamandmckenney.com