



MIAMI BEACH

**CITY  
Of  
MIAMI BEACH, FLORIDA**

Executive  
Search & Recruitment Services  
for

**CITY MANAGER**

**THE MERCER GROUP, INC.**  
**Dona Higginbotham**  
**Senior Vice President**  
**3245 S. Atlantic Ave., Suite 607**  
**Daytona Beach Shores, Florida 32118**

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



# Mercer Group Florida LLC

*Consultants To Management*

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October 21, 2020

City of Miami Beach  
1755 Meridian Ave., 3<sup>rd</sup> Floor  
Miami Beach, Florida 33139

The Mercer Group, Inc. understands the City of Miami Beach wishes to engage the services of an executive search firm to conduct executive search and recruitment services for a City Manager.

The Mercer Group, Inc. dba Mercer Group Florida is pleased to assist the City to recruit exceptionally well-qualified candidates for the position of City Manager. If selected to conduct the search and recruitment process for this position, we will have no difficulty beginning immediately to ensure a smooth process. It is our understanding that the scope of work, minimum responsibilities, and search and recruitment services shall include, but not be limited to, the following:

- Development of Candidate Profile and Recruitment.
- Production of Recruitment materials
- Strategy Outreach to best-fit candidates and Advertising Campaign.
- Candidate Screening.
- Candidate selection, background and offer.
- Appointment and follow-up.

The objectives that we will meet to find the best qualified candidates for the City Manager position are as follows:

- To conduct needs assessment for the new City Manager.
- To develop a comprehensive position profile.
- To encourage top level people to apply who would otherwise be reluctant to respond to an advertisement.
- To save a considerable amount of the City's time in establishing a position profile and reviewing applicants.
- To comply with appropriate personnel regulations and state laws (i.e., EEO, Affirmative Action and ADA).
- To assess the qualifications and suitability of candidates independently and objectively for the position.

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- To respond to all candidate inquiries and produce all correspondence during the search.
- To mail an information packet supplied by the City to all qualified applicants.
- To recommend a pool of finalist candidates.
- To assist staff with coordinating finalist candidate interviews.
- To preserve the confidentiality of inquiries to the degree possible under Florida law.
- To assist the City in reaching a final decision.
- To assist in negotiating a compensation package with the successful candidate.
- To keep the liaison closely involved in key decisions and informed of our progress.

The purpose for engaging the services of an executive search firm is to seek out and recruit experienced candidates and to assist the City in selecting highly qualified individuals who meet the profile and needs of the City and who might not otherwise apply. The Mercer Group, Inc. is well-qualified to assist with this project. Most recently we have successfully completed and/or currently engaged in searches for the Cities of Largo, Deltona, Port Orange, DeBary, St. Petersburg, Temple Terrace, St. Pete Beach, Cocoa, Gainesville, Dunedin, Deerfield Beach, Hallandale Beach, Hollywood, Key Biscayne, Mary Esther, Orange Park, Palatka, Palm Beach, Palmetto Bay, Plant City, Pompano Beach, St. Cloud as well as Hernando County, Hillsborough County, Citrus County, Polk County, Pinellas Suncoast Transit Authority and TBARTA. These are just the **Florida** recruitments; there are many more in the Southeast and nation-wide.

The Mercer Group, Inc. has been in operation for over thirty years with corporate headquarters in Atlanta and branch offices in thirteen (13) states, including **Volusia County Florida**. The Mercer Group, Inc. has the resources available to conduct this search and avoid untimely delays in the process. A list of City and County Administrator searches is attached for your reference. Mercer Group Florida LLC, a minority owned LLC, has been in operation since June 2010.

If selected, I will personally lead this recruitment from our Daytona Beach Shores office; with over 20 years of recruiting experience, I am uniquely qualified to lead this search for The City of Miami Beach's City Manager.

The Mercer Group Florida fees for the Executive Search/Recruitment Services are:

**\$17,750.00 plus expenses not to exceed \$2,250.00.**

Thank you for the opportunity to assist the City with this important assignment. Please contact me directly at 954-559-8865 if you have any questions.

Sincerely yours,  
Dona Higginbotham

**THE MERCER GROUP FLORIDA**

## An Executive Summary of what The Mercer Group offers Miami Beach, Florida

### Qualifications and Staffing

The Mercer Group, Inc. has been in operation for twenty-eight years with offices in thirteen (13) States, including **Volusia County, Florida**.

Mercer Group Florida, a minority owned company, has been in operation since June 2010.

Dona Higginbotham will be the assisting the City of Miami Beach for the City Manager Search and Recruitment Services and will serve the City from our Daytona Beach Shores location. More information about current and previous searches is available at: <http://mercergroupincflorida.com/about-us>

### Understanding the Project & Our Approach

Services provided include, but are not limited to position analysis and preparation of a position profile, recruitment for the position, inviting potential candidates to apply, reviewing and screening applications, conducting interviews, reference checks and background checks of selected candidates, recommending a list of final candidates, coordinating final interviews, contract negotiating as required, and following up.

### Our 7-Step Search Process

We recommend a seven (7)-step search process as follows:

1. **Position Analysis** - Define work relationships, job qualifications and requirements for the position - the "Position Profile".
2. **Recruitment Process** - Recruit State-wide, regionally, and nationally for the position and network to locate qualified candidates.
3. **Resume Review** - Identify qualified candidates.
4. **Candidate Screening** - Thoroughly screen prospective candidates.
5. **Background Investigation** - Thoroughly evaluate prospective candidates.
6. **Interview Process** - Make recommendations and assist in selection.
7. **Negotiation and Follow-up** - Facilitate employment and follow-up to ensure complete integrity of the process.

The **Candidate Screening** will be handled personally and thoroughly by Ms. Higginbotham of the Mercer Group Florida.

## Schedule

While the schedule and timeline will be determined by the City of Miami Beach following our consultations, the schedule we recommend provides for the successful candidate to be selected within 12 weeks from start to finish or a schedule to be determined by the Commission.

<b>PROJECTED TIMELINE</b>	<b>DELIVERABLE</b>
<b>One week following execution of agreement</b>	Kickoff Meeting with designated individual(s)
Week One	Interviews/Consultation (as desired) to: *Develop Characteristics & Attributes of a Successful Candidate. *Develop Compensation Package and Job Description
Week Three	Approve Recruitment Materials
<b>Week Three - Search Officially Opens</b>	Recruitment of Qualified Individuals Ads Placed
Weeks Three through Seven	Send Recruitment Materials Invitation Letter
Weeks Three through Seven	Outreach Telephone Calls/Email
As received	Acknowledge Receipt of Application Materials
Week Seven	Closing Date for Receipt of Applications
Ongoing through Week Seven	Screen Applications Against Selection Criteria Consultant Interviews of Top Candidates
Week Eight	Meet with the designated liaison to Review Top Candidates and assist in the selection of Finalists.
Weeks Nine & Ten	Conduct Reference and Background Checks (conditional offer may be made to candidate)
Week Ten	Send Interview Guide of Selected Finalists
Week Eleven/Twelve	Conduct Interviews of Selected Finalists
Week Eleven/Twelve	Selection of Candidate
Week Eleven/Twelve	Negotiate Agreement
At close of search process	Notify Candidates Not Selected

### Reasonable Fees

The Mercer Group. proposes a **fee of \$17,750.00, plus expenses not to exceed \$2,250.00, for the Executive Search/Recruitment Services** for the City of Miami Beach.

SERVICES	FEE
Position Analysis	2,750
Outreach Campaign	2,750
Resume Review	2,875
Candidate Screening	2,875
Background Investigation	3,250
Interview Process	2,750
Negotiation and Follow-up	500
TOTAL FEE	\$17,750

The only additional cost to the City, will be the costs related to bringing candidates to the City of Miami Beach for in-person interviews. Transportation, hotel, meals, etc.

### Guarantees

We make ten (10) guarantees of our search and recruitment work for City of Miami Beach.

- 1. Client Organization:** The client is defined as the entire entity, including all departments, divisions, sections and groups. This assures that all our guarantees apply to the entire client organization.
- 2. Two-Year Off Limits:** We will not recruit candidates from a client organization for two years after completion of a search assignment without the full agreement of the client.
- 3. Placement Off Limits Forever:** We will never recruit a candidate whom we have placed in a client organization as long as he/she is employed by that organization without the full agreement of the client.
- 4. Continue the Search:** If, for any reason, the client does not feel comfortable selecting a candidate from our original recommended group of candidates, we will continue the search until the client can make a selection.
- 5. Replacement of Successful Candidate:** If the candidate we place with the client leaves the client organization for any reason during the 12-month period following the date of placement with the client, we will replace the candidate for out-of-pocket expenses only and **there will be no professional fees** charged by The Mercer Group Florida to make the new placement.

6. **Parallel Candidate Presentation:** We will not present a candidate simultaneously to more than one client. This permits our firm to represent one client organization without any conflicts of interest.
7. **Client Conflicts:** If asked, we will disclose to our clients the names of the organizations which are "Off Limits" that logically would be target organizations on the new search assignment.
8. **Deceptive/Misleading Search Techniques:** We commit to our clients and to our prospective candidates that we will not use any search techniques which may be considered as deceptive or misleading.
9. **Resume Floating:** We will not float resumes to organizations in the hopes that we can collect a fee if that individual is hired.
10. **Not Represent Individuals:** We assure our clients and individuals who may become candidates that we will not collect a fee from candidates whom we may recommend for a position.

We look forward to being of service to the City of Miami Beach.

**THE MERCER GROUP, INC.**  
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## **Mercer Group Inc. City and County Administrator Searches 2015 - 2020**

### **City Managers/Administrators**

Aberdeen, Washington – City Administrator - 2018  
Avondale Estates, Georgia – City Manager - 2018  
Beacon, New York - City Administrator – 2015  
Berwyn Heights, Maryland – Town Manager - 2018  
Billings, Montana – City Administrator – 2018  
Brunswick, Georgia—City Manager - 2020  
Biscayne Village, Florida – Village Manager - 2018  
Bowie, Maryland – City Manager - 2016  
Cartersville, Georgia – City Manager – 2018  
Charlotte, North Carolina – City Manager - 2008  
Cheverly, Maryland – Town Administrator - 2019  
City of South Fulton, Georgia – City Manager - 2018  
Clarkston, Georgia – City Manager - 2018  
Cleveland, Tennessee – City Manager - 2016  
Clinton, North Carolina – City Manager - 2018  
Cocoa, Florida – City Manager - 2020  
College Park, Maryland - City Manager - 2015  
Coventry, Rhode Island - Town Manager - 2015  
Creedmoor, North Carolina - City Manager - 2015  
DeBary, Florida – City Manager – 2019  
Delray Beach, Florida – City Manager - 2018  
Delta, Colorado – City Manager - 2015  
Deltona, Florida - City Manager - 2015  
Dover, Delaware – City Manager – 2020  
Dunedin, Florida – City Manager - 2016  
Emerald Isle, North Carolina – Town Manager - 2019  
Fairburn, Georgia – City Administrator - 2018  
Forest Lake, Minnesota – City Administrator - 2018  
Franklin, New Hampshire – City Manager - 2018  
Goldsboro, North Carolina – City Manager - 2019  
Great Falls, Montana – Deputy City Manager - 2016  
Hallandale Beach, Florida – City Manager - 2019  
Hampton, Virginia – Assistant City Manager - 2018  
Hartford, Vermont – Town Manager - 2015  
Hastings, Minnesota – City Administrator – 2019  
Indian River Shores, Florida – Town Manager - 2018  
Indian Trail, North Carolina – Town Manager - 2020  
Isle of Palms, South Carolina – City Administrator - 2019  
Largo, Florida – City Manager – 2016  
Las Cruces, New Mexico – City Manager - 2015  
Lebanon, New Hampshire - City Manager - 2015  
Mankato, Minnesota – City Manager - 2020  
Manteo, North Carolina – Town Manager - 2018  
Marco Island, Florida – City Manager - 2017  
New Carrollton, Maryland – City Administrative Officer - 2016  
New Shoreham, Rhode Island – Town Manager - 2016  
Norcross, Georgia – City Manager - 2020  
Oxford, North Carolina, City Manager – 2017  
Palatka, Florida—City Manager –2019  
Pocomoke City, Maryland - City Manager - 2015  
Polson, Montana—City Manager-2020  
Poolesville, Maryland – Town Manager - 2019  
Port Orange, Florida - City Manager - 2015  
Portsmouth, Virginia - City Manager – 2015  
Portsmouth, Virginia – Deputy City Manager - 2015  
Poughkeepsie, New York – City Administrator – 2016  
Rosenberg, Texas – City Manager – 2015



Roosevelt City, Utah – City Manager - 2020  
Roswell, Georgia – City Administrator - 2018  
Scottsdale, Arizona – City Manager - 2016  
Seabrook Island, South Carolina – Town Administrator – 2017  
Sidney, Nebraska—City Manager –2020  
South Kingstown, Rhode Island – Town Manager – 2018  
Southern Shores, North Carolina – Town Manager - 2020  
South St. Paul, Minnesota – City Administrator - 2018  
St. Cloud, Florida – City Manager - 2015  
Takoma Park, Maryland - City Manager - 2015  
Temple Terrace, Florida – City Manager - 2016  
Town of Berwyn Heights, Maryland – Town Manager - 2020  
Village of Palmetto Bay, Florida – Village Manager - 2020  
Westminster, Maryland – City Administrator – 2016  
West St. Paul, Minnesota – City Manager - 2017

### **County Managers/Administrators**

Archuleta County, Colorado - County Administrator - 2013  
Brevard County, Viera, Florida – County Manager - 2017  
Citrus County, Florida - County Administrator - 2014  
Forsyth County, Georgia – County Manager - 2017  
Gaston County, North Carolina – Assistant County Manager – 2019  
Liberty County, Georgia – Asst. County Administrator – 2019  
Los Angeles County, California – Assistant Chief Executive Officer & Legislative Affairs - 2018  
Pickens County, South Carolina – County Administrator - 2016  
Powhatan County, Virginia – County Administrator –2017