



THE OPPORTUNITY

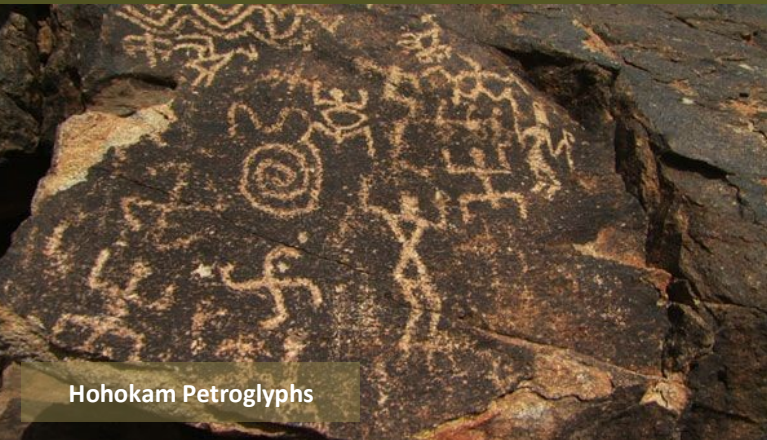
THE IDEAL CANDIDATE

Anthem, Arizona functions as a self-managed, town-management style of governance that has benefitted from stable executive leadership for over a decade.

The Executive Director is both CEO and City Manager responsible for managing \$45,000,000 in industrial assets, a \$10,000,000 annual budget, a \$16,000,000 Reserve Fund and a team of 200 employees assuring local residents the best local amenities and services of any city in Arizona.

- ◇ Collaborator and Leader
- ◇ Proven Project Manager
- ◇ Visionary, Strategic Thinker
- ◇ Fiscally and Technically Skilled
- ◇ Inspirational Motivator & Service-minded
- ◇ Excellent Communicator & Effective Delegator

APPLY BY AUGUST 29TH



Hohokam Petroglyphs

HISTORY

Native American History The **Hohokam** tribe are the first known settlers of the Phoenix area. The tribe made the Phoenix area their home for over 2,000 years. In order to make the dry **Salt River Valley** inhabitable, the innovative tribe constructed a wide-spread system of irrigation canals reaching over 135 miles. Some of the canals that were originally built by the Hohokam are still in use today. The Hohokam vanished suddenly in **1450 A.D.** most likely the result of an extended drought.

Arizona. Originally part of **Spanish and Mexican territories**, the land was ceded to the United States in 1848, and became a separate territory in 1863. The **Grand Canyon state**, was the last state admitted into the 48 coterminous United States on 14 February 1912. Arizona is the **sixth largest state in the country** based on land area.



Early Copper Mining

Phoenix. Arizona's capital city came from an early settler's prediction that, like the mythical phoenix rising from its own ashes, a great city would emerge from the ruins of the former Hohokam civilization.

The City of Phoenix was incorporated in 1881 with a population of 2,500 people. Today, the population of Phoenix is 1,600,000.

By the end of **World War II**, many changes began to come to Arizona. The population grew as veterans posted at Phoenix military bases saw the potential of the city and returned with their families.

Technological advances shifted Arizona's economy from purely an agricultural city to industry. Air conditioning became affordable and made it possible for people to live in Phoenix year round.



Phoenix Skyline

Anthem is an unincorporated master-planned community in north central **Maricopa County**, 34 miles north of downtown Phoenix. Founded by the **Del Webb Corporation**, the community was originally built on 5,856 acres (9.2 sq/mi) from 1999 to 2008.

Anthem is well known for year-round activities, primarily geared towards families. Anthem offers football, volleyball, youth soccer, baseball, basketball, tennis, various forms of martial arts, swimming, bike and walking paths, a community water park with slides, pocket parks, an amphitheater, train, pavilion, lakes and ramadas. **Anthem is a gem in the desert!**



Anthem Dog Park

GEOGRAPHY

Anthem is found in the in the Southwest United States, in the state of Arizona, 30 minutes north of downtown Phoenix. Arizona is the 6th largest state by land area, the 14th most populous state, and the 4th most populous metro area (Phoenix) in the USA.

Also known as the ‘Grand Canyon State’, Arizona is home to 24 National Parks, Monuments, Trails & Historic Sites, 27 Native American Tribes, the Road-runner, and the Saguaro Cactus, copper mining, aerospace, hi-tech, military facilities.



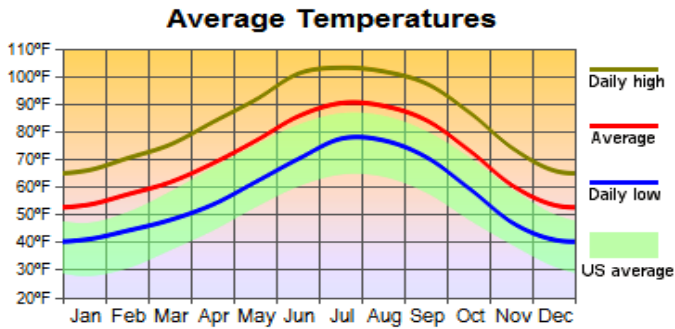
Driving Distances

- Phoenix (30 min)** **Flagstaff (2 hrs)** **Grand Canyon (3 hrs)**
- Tucson (3 hrs)** **Las Vegas (4 hrs)** **Los Angeles / San Diego (6 hrs)**
- Albuquerque (7 hrs)** **Salt Lake City (10 hrs)** **Denver (13 hrs)**



International Airports

- ◇ **Phoenix Sky Harbor International Airport (PHX)** is 30 miles from Anthem. With over 43,000,000 passengers annually, it is the US’ 8th busiest airport. It is serviced by 20 US and International Carriers including: *Air Canada, Alaska, American, British Airways, Delta, Frontier, Hawaiian, JetBlue, Southwest, United & WestJet.* Direct access to 200 US markets.
- ◇ **Top destinations include:** *Denver, Seattle, Dallas, Chicago, Los Angeles, Minneapolis, Salt Lake City, and Las Vegas.*



CLIMATE

Anthem and Phoenix have a typical *desert* climate typical of the **Sonoran Desert** with 13 inches of rain per year over average of 38 days, and 296 days of sunshine. Arizona is prone to thunderstorms and flash floods—a season running from June to September.

Average high temperatures in July / August are 103°F. Average low temperatures in Jan / Feb are 43°F. November through March are the most pleasant months. Anthem is cooler and receives a more rainfall than areas of Phoenix to the south.



Aquatics Park & Community Center

COMMERCE

PHOENIX. The early economy in Phoenix focused on the ‘5-Cs’ *copper, cattle, climate, cotton, and citrus.* Since World War II, the Phoenix economy has become diversified. Today, the **Phoenix-metro economy generates \$221 billion in GDP.** The top 10 industries are: Real Estate (\$31B), Financial Services (\$21.3B), Manufacturing (\$16.8B), Health Care (\$15.7B), Retail (\$14.9B), Wholesale (\$12.9B), Professional Services (\$12.8B), Construction (\$10.4B), Waste Management (\$9.1B) and Tourism (\$6.8B) . Military impact is \$5.8B.

Phoenix is home to several corporate headquarters: *American Express, PetSmart and U-Haul.*

ANTHEM. 375 active commercial properties: Health & Wellness (42), Restaurants (40), Personal Care/Spa (30), Retail (22), Places of Worship (20), Property Improvement (17), Financial Services (17), Fitness & Sports (16), and more. The Deer Valley School Unified District is the largest employer in Anthem.

DEMOGRAPHICS

Population: 2021 projections show a built-out population of 29,000, however the surrounding area continues to grow. Largest segments of the local population are ages 5-17 (21%) and 45-54 (15%). The Median Age in Anthem is 43.8 years (2019).

Heritage: 9.5% of residents are foreign-born, and 99% are citizens of the USA.

Ethnicity: Anthem’s ethnicity is composed of 86.3% White, 8.15% Hispanic or Latino, 1.62% Black or African American, and 1.2% Asian.

Median Income: Based on 2019 data, Anthem residents have a median household income of \$102,719, and an estimated 2.83% annual household income growth.

Employment: Most common jobs held by residents are Management, Legal, Sales, Business / Finance, and Office Support.

Education Achievement: 16% Graduate, 32% Bachelor, 11% Associate, 15% High School Diploma, 24% some college, <3% less than a High School Diploma.

Property Values: The median property value was \$346,800 (2019). 80% ownership.

2019 Population by Age

Age Group	Percent
< 5	4.9%
5-17	21.1%
18-24	6.52%
25-34	6.56%
35-44	13.1%
45-54	15.5%
55-64	10.4%
65-74	12.8%
75+	5.24%

(source: <https://www.datausa.io>)



Anthem Civic Building

CORPORATE STRUCTURE

Legal Structure

Anthem is an unincorporated master-planned community in north central **Maricopa County**, 34 miles north of downtown Phoenix. Anthem was founded by the **Del Webb Corporation** in 1999 as a ‘civic league’ under Section 501(c)(4) of the IRS Code.

In 2009, after the community was built-out and no longer under developer control, though not incorporated, a strategic decision was made to become a self-managed organization adopting a “town management” style of governance. Anthem has experienced 10 years of strong executive leadership.

The community was originally built on 5,856 acres (9.2 square miles). 29,000 residents live principally within 3 main subdivisions: **Parkside** (7,229 homes) **Country Club** (2,866 homes), the **Village** (210 condos).

Financial

The ACC is a financially stable organization with an **\$10,000,000 annual Operating Budget**, a **Reserve Fund of \$16,000,000** with a fully-funded 30-year Reserve Plan for major asset deferred maintenance.

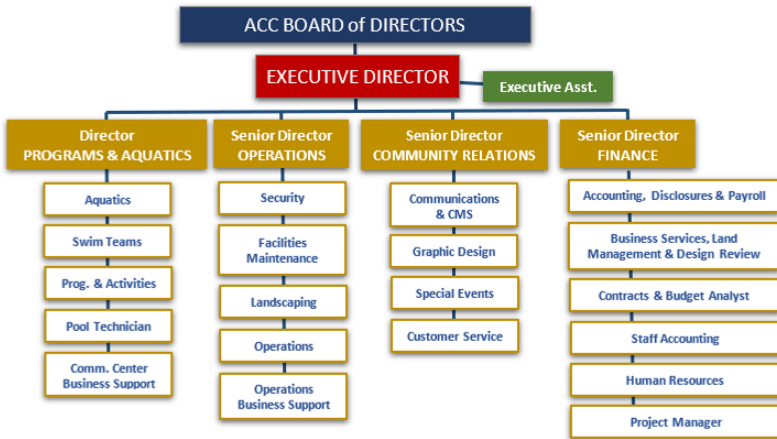
The ACC’s revenue is primarily from assessments and user fees and through prudent financial management, the ACC has not raised assessments in seven years and has added **\$12,000,000 in new recreation amenities** during that time frame incurring no debt.

The ACC has 3 major funds: **Enhancement Fund**, **Reserve Fund** and **Operating Fund**.

[Financial Reports, Audits and Master Plans are available in the Council Document Center \(here\)](#)



Anthem Community Meeting Room



Board Members are diverse and highly-experienced, with solid professional backgrounds:

- ◇ CPA & Government Affairs / Political Consultant, B.A.
- ◇ Engineer, U.S. Navy Veteran, B.S., Univ. of Arizona
- ◇ Former CEO, Real Estate & Law, B.C.L, Univ. of Alberta
- ◇ City Manager, Mayor, St. Commissioner, B.A., Cent. Wash
- ◇ Financial & Software Consultant, B.S. Iowa State Univ.
- ◇ ESS Instructional Assistant, B.A., Gonzaga Univ.
- ◇ Lawyer / Small Business Owner, J.D. Univ of Arkansas

[ACC Board Member bios are found here.](#)

ELECTED LEADERSHIP

Anthem Community Council (ACC)

The **Anthem Community Council (ACC)** is the master governing organization that works with 3 homeowner associations (HOAs) to maintain community assets, provide community services, and enhance quality of life. The ACC owns, maintains and offers amenities, services and programs for the use and enjoyment of resident property owners and their guests. Homeowners pay assessments, fees, and other charges to pay for services and amenities provided by the Council.

ACC Board of Directors

Seven (7) elected representatives from each of the 3 HOAs make up the **7-member Anthem Community Council (ACC) Board of Directors**, who in-turn elect a **Chair, Vice-Chair, Secretary** and **Treasurer**. The **ACC Board of Directors** appoints an **Executive Director** to manage daily operations, maintenance, and nearly 200 employees - similar to a **City Manager**.



Anthem Community Center

EXECUTIVE LEADERSHIP

The Executive Director

The Executive Director is hired by the Board implement policies, to manage operations and maintenance of \$40 million in industrial assets and facilities, and to manage 100 full-time and 100 part-time / seasonal employees.

(continued)

The Executive Director (continued):

Executive responsibilities are *Internal* and *External*.

Internal: work closely with the Board of Directors to develop strategic priorities, the annual budget, agendas and staff reports for monthly Board meetings, and manage day-to-day personnel, finance and operational needs.

External: work closely with intergovernmental agencies to advocate for Anthem on regional issues and development projects that impact the community. Visibility and interaction with local residents and participation at special local events is valued by local residents who attend these events, and by ACC staff who plan and manage them.

The Executive Director's duties include:

- ◇ *Use and maintenance of facilities*
- ◇ *General management of all personnel*
- ◇ *Prepares and submits the Annual Budget*
- ◇ *Establishes and enforces financial practices*
- ◇ *Authority to appoint and remove employees*
- ◇ *Investigates and resolves resident complaints*

Senior Directors

Previous Executive Directors have assembled a highly professional Executive Management Team, which will be an asset to the Executive Director. The ACC's four (4) divisions and their oversight are explained below.

- ◇ **Senior Director of Operations.** *Security, Facilities Maintenance, Field Supervision, Landscaping, and Operations Business Support. 14 years with ACC.*
- ◇ **Senior Director of Community Relations.** *Graphic Design, Special Events, Intergovernmental Relations, Customer Service, Communications & Content Management. 8 years with ACC.*
- ◇ **Senior Director of Finance.** *Accounting, Business Services, Budget Analytics, Design Review, Payroll, Contracts, Human Resources, Land Management and Project Management. 2 years with ACC.*

- ◇ **Director of Programs & Aquatics.** *Aquatics Center, Community Center Business Support, Swim Teams, Children & Family Programs, Sports Programming, Programs & Activities. 10 years with ACC.*



Opportunities, Challenges & Top Priorities

Customer Service

ACC functions as a 'service provider' to all community residents. All divisions and departments must maintain a high-level of customer service to assure Anthem remains the '**community of choice**' for current and future residents.

Mass Communication & Transparency

Effective interpersonal and digital communication is essential to maintaining community relations, receiving feedback on the quality of services received, and are essential to illuminate the success of the Board Members and Staff.

Coaching, Mentoring, Team-building

Creating a high-performance 'family' culture w/in the ACC requires someone who embodies best-practices in Leadership, Transparency and Integrity. An Executive Director who can effectively serve as coach, advisor, mentor, and strategist, who values the time, inputs, efforts of others will be welcome.



Aquatics Park & Community Center



The Ideal Candidate

The ideal candidate will possess interpersonal and technical skills necessary for effective and efficient administration of this highly-visible and important position. The following skills, education and experience are desired:

Excellence in Communication

A tech-savvy professional with high-level verbal and written communication is required. Quality candidate abilities include:

- ◇ *Effectively communicates with Elected Officials, Directors, Employees & Residents;*
- ◇ *Articulates the operational and fiscal impacts of policy and vision in difficult situations;*
- ◇ *Listens to and understands opposing viewpoints and successfully mitigate disputes.*

Visionary & Proven Leadership

A professional with a strong technical aptitude, who can see details within the broader scope of long-term growth and development of Anthem’s local economy and private investment.

- ◇ *Balance competing finance, service priorities;*
- ◇ *Effectively delegates authority, responsibility;*
- ◇ *Maintains high-level employee performance;*
- ◇ *Effectively attracts and retains employees to build an effective customer service team.*

Team Builder & Influencer

An individual with a positive, infectious attitude who is willing to inspire those around him/her; who instills passion for customer service into those he or she mentors; a proven ability to establish and foster effective working relationships with external agencies and the general public.

Accomplishments & Experience

Highly educated, experienced in community or city management; knowledge of federal, state and local laws, ordinances and regulations relating to local government operations and reporting requirements; knows how to achieve organizational efficiency, effectiveness & sustainability.

[Read the Executive Director Baseline Expectations \(here\)](#)

Qualifications

Experience

- **Ten (10) or more years of experience** with progressively responsible Senior Management experience in leading cross-functional teams, projects and departments within high-quality cities or master-planned communities comparable to Anthem (*required*).

Education

- **Master’s Degree** in *Business Administration, Public Administration, City Planning, Engineering* OR a closely-related field (*required*).

Equivalent combination of education, training and experience will also be considered.

Certifications & Licenses

- An **ICMA-credentialed City Manager, PCAM / Large-Scale Manager** or similar desired, but *not required*.

Salary & Benefits

Anthem offers a competitive salary of **\$125,000 to \$150,000** (DOQ) with performance incentives. Relocation expenses, professional dues, retirement and attractive benefits program include:

- » *Medical, Dental, Vision*
- » *Retirement & Deferred Compensation*
- » *Life Insurance (Term, Supplemental, Dependent), Paid time off (10 holidays), more!*

Total compensation expected to exceed \$200,000.

Past Executive Directors

Executives in past 10 years include a former Illinois Asst. Town Manager (8 years), and a former Scottsdale Asst. City Manager (2 years). Recent Executive was a former Board Member serving as *interim* during COVID-19, retiring after 10 years of *voluntary* service.



Anthem Golf & Country Club

LOCAL AMENITIES

Anthem is a true destination designed for social, cultural, civic recreation and interaction. Anthem is widely known for its outstanding schools, parks, amenities and community services, which include:

- ◆ **Anthem Civic Building** - civic facility with Mind/Body Studio yoga, martial arts, pilates, tai chi, dance studio, creative classes, meeting rooms, classrooms and more!
- ◆ **Aquatics Park & Community Center** - programs and activities promote learning and healthy lifestyles for youth, teens and adults. **Big Splash Water Park, Diving Well** and year-round heated pool for recreational swimming.
- ◆ **Outdoor activities** - Daisy Mountain Railroad, 30+ neighborhood parks, 15 miles of trails, a 63-acre Community Park, Dog Park, Skate Park, Pickleball courts, and 36-holes of golf at two country clubs.
- ◆ **Unparalleled beauty** - desert vegetation and wildlife on 23 miles of walking and biking trails, and guided hikes of Daisy Mountain or the Maricopa Trail.
- ◆ **Four Annual Signature Events** - *Anthem Days, Autumnfest, Independence Day Celebration* and *Music in May*, as well as *Memorial Day and Veterans Day Ceremonies* at the world-renown Anthem Veterans Memorial.



The Maricopa Trail



World-renown Veterans Memorial



anthem community council



MUSIC IN MAY



Aquatics Center



Splash Pad & Daisy Mountain Railroad



"Unparalleled beauty, recreation and fun"



Grand Canyon National Park

REGIONAL AMENITIES

6 National Forests
Ancient Native American Sites
Lake Pleasant Recreation Area
Grand Canyon, Lake Powell, Petrified Forest, Saguaro

Shop the Outlets at Anthem
Golf at one of +200 Golf Courses
Spring Training - Major League Baseball
The Heard Museum & Phoenix Art Museum
Desert Botanical Gardens & The Phoenix Zoo



MLB Spring Training



NFL Arizona Cardinals



NBA Phoenix Suns



Phoenix International Raceway



anthem
AZ

EXECUTIVE DIRECTOR

Residency within the Community is not required.

Equal Opportunity

Anthem Community Council values diversity and equal opportunity in the workplace. Veterans, all genders, ethnicities and persons with disabilities who meet the qualifications are encouraged to apply.

Confidentiality

Expressions of Interest may be confidential before the selection of Finalists is completed. Finalist names may be shared with the media, and may become public information.

TIMELINE & SELECTION PROCESS

- Aug 29 Deadline to Express interest
- Sept 1-26 Screening & Evaluation
- Sept 27 Finalists Selected
- Oct 4/5 Interviews; Executive is selected

Resume, Letter of Interest and questions by EMAIL to:

AnthemExecutive@municipalsolutions.org

This recruitment actively managed by:



anthem
AZ

APPLY BY AUGUST 29TH