

GENERAL MANAGER POSITION: BEACHPLACE ASSOCIATION LONGBOAT KEY, FL

GENERAL MANAGER OPPORTUNITY AT BEACHPLACE ASSOCIATION

Beachplace is an iconic 11-building mid-rise condominium association located directly on the Gulf of Mexico in beautiful Longboat Key between two top-tier hotels and residences. The opportunity is for a new General Manager to join an established property looking to elevate its brand, standards, execution, and resident/guest engagement. We are looking for a naturally motivated and interactive association professional with exceptional interpersonal skills and knowledge of modern 'best practices' of the industry and someone who takes a personal interest in the development of the team, many of whom have been with Beachplace for years, along with a group of staff new to the industry. Also looking for someone with oceanside experience in dealing with resulting maintenance and facilities upkeep and property value appreciation. Beachplace recently transitioned to self-management; having experience setting up and executing new systems is very helpful.

[Click here to view a brief video about this opportunity.](#)

ABOUT BEACHPLACE ASSOCIATION

Beachplace Association is a 31-acre mid-century modern-inspired tropical resort with a centrally located clubhouse. The pool complex and the 1,450 feet of beautiful beach frontage are unequaled on the island. The campus was designed by renowned architect Tim Seibert, one of the founders of the Sarasota School of Architecture, and constructed from 1979 to 1981.

Architecture Sarasota selected Beachplace as one of 100 "Moderns That Matter" landmarks that give the community its architectural character and distinct sense of place. Only two other condominium complexes on Longboat Key received this prestigious award.

Beachplace is ideally located between two world-class resorts – the new St. Regis and the Longboat Key Resort - offering overflow guest lodging and amenities like golf, spas, and restaurants, just a walk away. In addition, Beachplace is only 3 miles from St. Armands Circle, full of shops and restaurants, just 6 miles to bustling downtown Sarasota, and a short 20-minute drive to the Sarasota airport.

BEACHPLACE ASSOCIATION BY THE NUMBERS

- Beachplace has a regular annual budget of slightly more than \$6.5M.
- Annual association general assessments are \$18,920 per unit for each of 336 units.
- There are 11 residential mid-rise condominium buildings, a central clubhouse, two maintenance buildings, a guardhouse, two tennis courts and three pickleball courts, the largest pool on Longboat Key, a fitness room, and lush common areas leading to the beach and covering approximately 31 acres in total.
- The Association employs approximately 14 full-time, year-round employees, supplemented by two seasonal staff members and landscaping and security teams outsourced to third-party providers.
- Beginning September 1st, the association will transition to the Yardi system for accounting, work orders, etc., and TOPS will also be used.
- The Association is in the midst of several capital projects that will eventually result in a special assessment to Unit Owners, likely in the \$75,000 range.
- Beachplace is organized as a not-for-profit corporation and is governed as a condominium association under Florida Statute 718.

- Beachplace has approximately 10% of its Unit Owners living in the community year-round, with the remainder being seasonal and/or actively renting their units for a minimum of 30 days at a time. Renters have access to all Beachplace amenities during their stay.

BEACHPLACE ASSOCIATION WEBSITE: www.beachplacelbk.com

GENERAL MANAGER POSITION OVERVIEW

The General Manager (GM) is responsible for the day-to-day administration and operations of Beachplace. He or she directs and administers all aspects of the operations: the common areas, infrastructure, amenities, and staff, as well as all programs and activities, Board and Committee projects, and Owner/resident relations. Essentially, all Beachplace operations and staff management are responsibilities of the GM. Ideally, the GM has a proven record of success and stability in similar communities, condominiums, or resort properties with similar elements and a history of driving a culture of excellence, accountability, continuous improvement, and professional development.

FINANCIAL ACUMEN & GENERAL EXPECTATIONS

- The GM prepares the yearly goals and objectives upon which the annual operating and capital budgets are created and, following Board approval, manages and controls the operations to attain the desired results. The GM regularly communicates with the board and finance committee on budget tracking, proactively analyzes variances, and identifies significant issues. Quantitative skills are necessary in addition to focusing on cutting waste and inefficiencies without sacrificing Owner satisfaction.
- The GM must be proactive in strategic planning, community marketing/branding, and relationship enhancement and ensure that each focus area considers current and future Owner input and demographics.
- The GM is the catalyst for examining and forecasting Owner demographics and service desire trends and how those drive expectations, enhancements, and priorities. He or she benchmarks the community's marketability by comparing it to existing and new communities within the region. He or she also networks with local and national community association managers and professional associations to stay ahead of local and national demographic and lifestyle trends.

OWNER/RESIDENT/RENTER RELATIONS

- The GM provides sincere and visibly engaged leadership and interaction with Beachplace Unit Owners, guests, and renters. He or she is a consistent and positive force behind the creation and continuous enhancement of all aspects of Beachplace, supporting the overall values of the property within the community.
- The GM ensures that Owners have consistent opportunities to provide input, suggestions, observations, and concerns about all aspects of the Association. He or she, in turn, has multiple opportunities for communication and information exchange with each constituency.
- The GM actively works with committees to conceptualize, design, and execute various initiatives.

EMPLOYEE RELATIONS

- The GM recognizes, respects, and supports direct reports and staff contributions, celebrating their successes and holding them accountable for achieving agreed-upon annual and more frequently determined goals and objectives. Ensuring that work orders, facilities and property maintenance, and all other areas of staff responsibilities are well defined, inspected, and prioritized is a key element to the GM's success.
- The GM proactively works in concert with the Board and Committees, as appropriate, to keep them informed on all department head compensation, benefits, performance appraisal, disciplinary and other significant personnel actions.

COMMUNICATIONS & INFORMATION EXCHANGE

- The GM clearly understands and enjoys interacting with and recognizing Beachplace Unit Owners and believes in sincere and visibly engaged interaction. The GM is a conduit for information exchange and must be consistent and positive. There is a need for a genuine listener who places great importance on personal interactions with all constituencies of Beachplace, gathering and disseminating information and data that are critically essential to help determine the long-term majority interests and desires within the Association.

- The GM is the primary verbal and written communicator of necessary and important information for members and staff. The ability to convey information in a well-conceived and adequately written manner is paramount.
- The GM recognizes and appropriately adheres to Florida Statutes and laws governing meetings, notifications, and other condominium association requirements and is the most knowledgeable resource for clarification and adherence to governing documents.
- The GM understands the value of the latest technologies and trends, the latest and most popular social media applications, and their use in today's world of connecting with Unit Owners through technology.

LEADERSHIP & MANAGEMENT

- Operates successfully and provides solid leadership to the organization during times of crisis such as hurricane preparedness and response.
- Attends and coordinates meetings of the Board of Directors. He or she is viewed as a key thought partner with the Board to proactively identify and effectively address all issues important to Beachplace's well-being.
- Is responsible for setting and maintaining protocols for the general care, maintenance, and upkeep of the physical plant and facilities to ensure appropriate monies, including reserves, are available.
- Creates and maintains an organizational structure that ensures appropriate, necessary, and reasonable distribution of duties and responsibilities, delegating and following up to complete actions and details necessary for success. Works closely with the Board to ensure clarity on operating matters for which the staff is responsible versus those policy, strategy, and big-picture focuses that are typically Board priorities.
- Ensures that Beachplace operations are managed with exceptional integrity, sound business practices, and principles in an honest and forthright manner.
- Provides day-to-day oversight on significant strategic and capital projects.
- Recognizes the need to monitor and improve existing services continuously and introduces new programs and services to enhance overall Unit Owner satisfaction and the value of residency at Beachplace.
- Conduct site inspections regularly, identify deficiencies, and provide the board with recommendations and action plans to improve the property.

INITIAL PRIORITIES

- The initial focus must be on understanding systems, processes, coordination efforts, etc., to 'roadmap' a plan to ensure compliance, responsiveness, memorialization, and overall operations run smoothly and effectively. The Association has transitioned from third-party to self-management and ensuring that the overall structure of a high-functioning business is in place is critical. It starts with understanding the 'big picture' and creating the building blocks of process, procedure, and organization.
- Be highly visible and interactive throughout the community, including initially attending all Committee meetings to meet residents more quickly, learn their needs and expectations, and better understand Beachplace's culture.
- Understand history, amenities and services, financials, and residents' expectations.
- Review the existing employee culture, organizational chart, and staff roles and present thoughtful recommendations to the Board for structural changes to elevate the overall service culture.
- Create a yearly performance review system for staff members, including periodic check-ins throughout the year, and define goals and objectives for each.
- Collect, analyze, and report data on amenity usage and expenditures. Make recommendations to the Board on long-range and strategic planning initiatives.
- Monitor, manage, and maintain financials to budget while continuously evaluating their appropriateness to the overall expectations of the Board and community.

CANDIDATE QUALIFICATIONS, SKILLS AND COMPETENCIES

- Has at least 7-10 years of progressive experience in a top leadership role in facility and staff management, community association management, resort management, or a related business background. In addition, the successful candidate has experience with upscale and environmentally sensitive communities or destination resorts with top reputations. Significant interaction with project management, city officials, and governmental agencies is helpful.

- Has significant experience with direct and specific responsibility managing a residential community association. Involvement with a community in an ocean-side environment is desirable.
- Possesses strong general management skills with verifiable strengths in team development, financial performance, exceptional member/resident service programming, strategic planning, project management, and, most importantly, the ability to achieve goals and objectives consistently.
- Has strong communication and facilitation skills, both written and verbal, with the appropriate presence, desire, and ability to interact effectively with constituencies of Unit Owners, staff, vendors, and other entities who are part of the success of Beachplace. Communication with Unit Owners and staff and engaged personal visibility are very important at Beachplace, with the understanding that this needs to be balanced with ensuring that the operation is a high-functioning business.
- Has a business, creative, and entrepreneurial sense for evaluating programs and services provided at Beachplace. He or she recognizes the quality and type of service that the majority of residents (or the future majority of residents) expect and which continues to enhance the value of residency at Beachplace.
- Is a person who understands and effectively functions and leads in a non-profit, volunteer board, and committee environment. The successful candidate is a strong consensus builder and embodies the behavior and skills needed to be successful in this type of governance model.
- Is a true team builder; a person who embodies the persona of ultimate coach, mentor, and motivator; someone who brings out the very best in those around him or her (both staff and other community constituencies) by setting clear goals and expectations, providing consistent, timely feedback and support, and who is respectful and professional in all interpersonal dealings.
- Possesses depth of experience in project management from conception to execution.
- Presents a consummately professional image to the staff, membership, and other constituencies at all times.
- Strong organizational skills and an obsession with covering the details necessary to consistently achieve high quality, satisfaction, and outstanding resident experiences.
- He or she is a charismatic individual with a sense of style commensurate with the culture and expectations of a discerning ownership group.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree in business, hospitality, or public administration is preferred.
- In lieu of the degree, substantial hospitality experience, significant residential community or high-end hospitality/resort experience, and a demonstrated understanding of Florida Chapter 718 and 720 statutes will be considered.
- In addition to being a Florida-licensed community association manager (CAM), industry certifications such as CMCA, AMS, and PCAM are encouraged but optional.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The Association offers an excellent bonus and benefits package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter in that order using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to the **Beachplace Association GM Search Committee**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Beachplace and the Longboat Key of Florida area will benefit you, your family, your career, and the Association if selected.

If interested, you must apply for this role as soon as possible but no later than October 10, 2024. Candidate selections will occur later that month, with the first Interviews expected in early November and the second interviews a short time later. The new candidate should assume his/her role as soon as possible after selection, leaving a current employer with appropriate notice and conclusion of responsibilities.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Beachplace”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Patty Sprankle: patty@kkandw.com

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