



community health
and wellness center
manager

BLOOMINGTON.

tomorrow. together. ●

COMMUNITY HEALTH AND WELLNESS CENTER MANAGER

BLOOMINGTON, MINNESOTA

The City of Bloomington seeks to hire an inclusive and visionary leader with a track record of operational excellence to serve as its new Community Health and Wellness Center Manager. This new position within the Parks and Recreation Department will supervise and manage all the operational functions of the City's new state-of-the-art facility. This position will report to the Deputy Director of Parks and Recreation and will directly supervise four positions including Assistant Manager, Maintenance Superintendent, Fitness Manager, and a Recreation Supervisor of Aquatics. This position will indirectly supervise an estimated 20 full-time employees, and 30+ part-time employees, volunteers, program contractors and other consultants as needed. The Community Health and Wellness Center Manager will work in partnership with the Recreation Manager for programming spaces.



The Community Health and Wellness Center Manager is responsible for delivering accessible health, wellness, and recreational opportunities for the Bloomington community. They will develop and implement operational plans, policies, capital improvement projects, and budgets, including an estimated \$6 million operating budget. This role involves recruiting, training, and supervising staff, volunteers, and contractors while ensuring cost recovery and financial goals are met. The Manager oversees facility budgets and capital investment, performance metrics and cost recovery expectations, facility naming and sponsorship, and food and beverage provider contracts. The Manager will negotiate and implement contracts, serve as a liaison to stakeholders, and promote CHWC through public relations and marketing efforts. Additionally, the manager prepares reports, conducts presentations, and collaborates with City departments, the Parks Arts and Recreation Commission (PARC), and City Council to align with health and wellness objectives, Parks and Recreation Department priorities, and City Council strategic initiatives. They are also tasked with designing financial plans to optimize revenue streams and ensure the facility's operational success.

One of the most exciting aspects of this position is that the new Community Health and Wellness Center Manager will join the team in the early stages of this project. They will actively participate in design, beginning at the schematic design phase, and make critical functional design and operational decisions, develop policies, oversee staff recruitment, and guide programmatic planning for the new facility.

The successful candidate will bring not only technical skills and knowledge in the areas of park and facility management, but most importantly the emotional intelligence, leadership qualities and cooperative team skills needed to advance the City's vision of being a High Performing Organization.

ABOUT PARKS AND RECREATION VISION STATEMENT

The vision statement presents the Bloomington Parks and Recreation desire for the future:

Bloomington Parks and Recreation envisions an accessible system of interconnected vibrant parks, diverse recreation facilities, sustainable park resources and engaging recreation programs and experiences that contribute to healthy individuals and families, a thriving economy and a high quality of life in Bloomington.



MISSION STATEMENT

The mission statement describes how Bloomington Parks and Recreation will implement the vision:

The mission of Bloomington Parks and Recreation is to build a sense of community and enhance quality of life for all current residents, potential residents, and visitors through the management of high-quality parks and natural areas and by making parks accessible and providing exceptional experiences through innovative recreation programs, art activities, park facilities, and private partnership connections.

The department provides a broad array of recreational programs and park facilities for residents and visitors of all ages. With 97 parks, 3,700 acres of green space, a public beach, an aquatic center, two golf courses, a community center, an ice garden, an art center, 50 miles of off-road trails and 60 miles of bike lanes, Bloomington boasts a diverse parks and recreation system ("Park System"). The Park System contains 45 playgrounds, 16 park buildings, 17 picnic shelters, and a variety of athletic fields. The Park System also supports a comprehensive array of arts, recreation, leisure and cultural programs to a diverse population with a wide range of recreational needs. Recreation program opportunities include adult athletic leagues, outdoor skating rinks, adaptive recreation and inclusion services, special events, golf, indoor figure skating/hockey, swimming, tennis, pickleball, summer youth camps, and more.

Parks and Recreation facilities and programming have been around for as long as there has been a City of Bloomington organization. The Parks and Recreation Department is comprised of 54 full-time and numerous part-time and seasonal employees working in the following five divisions:

- Recreation
- Ice Garden
- Art Center
- Dwan Golf Course
- Community Health and Wellness Center (opening summer of 2027)
- Park Maintenance and Natural Resources

ABOUT THE COMMUNITY HEALTH AND WELLNESS CENTER

In November 2023, Bloomington voters authorized the City to implement a local option sales tax that will fund \$155 million for three significant community reinvestment projects: renovation of the Bloomington Ice Garden (\$35M); construction of a new community health and wellness center that will replace the existing Creekside Community Center and the Public Health building (\$100M); and, restoration of the Nine Mile Creek Corridor in the area of Moir and Central Parks with new amenities (\$20M).

Bloomington's Community Health and Wellness Center (CHWC) is a significant investment designed to be a modern, inclusive space offering a diverse range of recreational, fitness, and health programs to residents and visitors of all ages and backgrounds throughout the region.

Guided by principles that emphasize welcoming, equitable, and barrier-free access, the CHWC aims to reflect and celebrate the diverse community it serves. It will be a hub for public health clients and a place that draws people regionally, fostering connections and collaborations. The CHWC will replace the existing Creekside Community Center and Public Health building, creating a flexible and functional environment that meets the community's evolving needs.

The vision is to create a family-oriented facility that not only meets the broad wellness and health goals of the community but also addresses health disparities among underserved populations. By offering a right-sized, multi-use space, the new center will provide increased access to services and foster a more equitable, resilient, and vibrant Bloomington.

Additionally, this project aligns with Bloomington's goals to re-establish parks and trails as a central part of the city's identity, connect the community through exceptional facilities and programs, and promote inclusivity and resilience. The new CHWC will be a vital asset, serving as a cornerstone for public wellness through recreation and community engagement in Bloomington.

Core recreation programs for the Community Health and Wellness Center include:

- Active Adults
- Adaptive and Therapeutic Recreation
- Aquatics



- Fitness and Wellness
- Seniors
- Youth and Adult Sports (instructional and informal)
- Youth and Family

There is a desire to operate the CHWC with business principles as a sustainable management model, including the following best practices:

- **Outcomes** – Outcome-based operations, programs, and services are results driven and the basis of the sustainability management model.
- **Budgetary** – Zero-sum budgeting in which all services and programs are dependent on the ability to generate revenues to offset cost of delivery; cost recovery of 90% or better is required.
- **Existing Services** – Bloomington will provide existing services and will survey existing members to determine what services will continue or how the experience will be expanded through new programming and amenities.
- **Programming** – Market-driven and trending programs that have a wide-age segment appeal will be customized to the local market needs and desires; programmers are accountable for meeting desired outcomes and participation goals.
- **Success** – Performance measures will be put in place for proactive management at the appropriate level for services provided.
- **Delivery of Service** – Operations and programs must be coordinated for seamless delivery of services. The level of service, programs, and price must be harmonious for optimal results. This is the responsibility of the CHWC full-time staff supporting the Manager and the facility operations.
- **Equity of Access** – Opportunities must be created to increase access to the CHWC for underserved populations. Examples would be through corporate scholarships with the Park Foundation, non-profit partnerships, and/or offering guest passes during parks and recreation events.



ABOUT THE CITY

Located just south of the Twin Cities of Minneapolis and St. Paul, Bloomington is a thriving community of approximately 91,000 residents and the fourth largest city in the state. Home to Mall of America and adjacent to Minneapolis-St. Paul International Airport, Bloomington is both an employment and hospitality hub for the region.

The City of Bloomington delivers the full scope of municipal services with a full-time staff of more than 630 employees. Bloomington is a home rule charter city, governed by a seven-member City Council and operates under a City Manager form of government. There are two Assistant City Managers, one who oversees internal services, and a second who oversees external services. Parks and Recreation is supervised by the Assistant City Manager-External Services.

The City has a robust community engagement philosophy that strives to include the voice of people impacted by decisions when those policies and actions are being considered. Additionally, the City Council values its advisory boards and commissions appointed to assist the Council in developing policies, programs, and services that meet the needs of the community. The Bloomington Parks, Arts and Recreation Commission advises the City Council on matters related to capital development, improvement and maintenance of city parks as well as recreation and cultural arts facilities and programs.

OUR MISSION...

...is to cultivate an enduring and remarkable community where people want to be. This mission statement was drafted by community members for the community and adopted by the City Council. Its foundation is in these core values:

WE BELIEVE...

- The community thrives when its members share responsibility for its well-being.
- Transformation will come through collective courage and the willingness to take risks.
- When diversity is embraced, the community is strengthened.
- Everyone benefits when there is equitable access to opportunity.
- Safety and security are critical components of a resilient and healthy community.

IMPORTANTLY, WE WILL NOT...

- Allow past practices to interfere with the consideration of new ideas.
- Add any program, project, policy, or service that is not consistent with our core values and aligned to our mission.



BLOOMINGTON. TOMORROW. TOGETHER.

The City’s strategic plan has three priority objectives:

- A Connected, Welcoming Community
- A Healthy Community
- A Community with Equitable Economic Growth

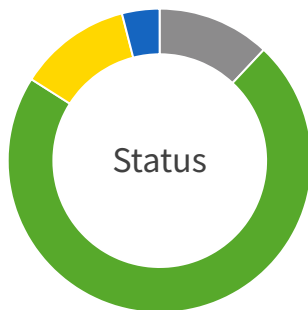
The City maintains a dashboard so the City Council and community can track progress to achieve our mission and to provide accountability to our stakeholders.

To learn more, visit:

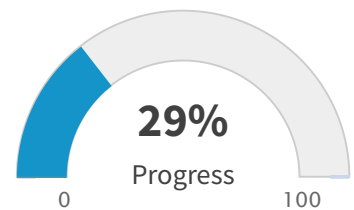
BLM.MN/BTT



OVERALL SUMMARY



	%
● Status Pending	12.0
● On Track	72.0
● Minor Disruption	12.0
● Completed	4.0



Status is based on timelines, while Progress is based on total actions taken. Status and Progress will fluctuate quarterly as staff encounter new obstacles and add new work.



COMMUNITY HEALTH AND WELLNESS CENTER MANAGER

REQUIRED SKILLS AND EXPERIENCE:

- Candidates considered ideal for the position will have a minimum of 5 years of progressively responsible experience in administering parks and recreation facilities and activities or community center management.
- Candidates considered ideal for the position will have a minimum of 5 years of supervisory and management experience including recruiting, training, and managing staff.
- The successful candidate will have strong communication skills and experience being persuasive and influential with governing boards, commissions, or leadership teams.
- This position requires strong analytical and strategic thinking skills to assess challenges, identify opportunities, manage risk, and develop innovative solutions.
- Strong leadership, organizational, and task prioritization skills are a must.
- Effective relationship-building skills with staff, departments, organizations, volunteers, contractors, and the public are required.
- We require our Community Health and Wellness Center Manager to have a demonstrated commitment to promoting diversity, equity and inclusion within the organization and the community.

ESSENTIAL DUTIES:

- Manage all operational aspects of a 110,000 – 115,000-square-foot facility including key partnerships and core program areas.
- Community Health and Wellness Center Manager is accountable for meeting desired outcomes, revenue projections, and participation goals in core program areas of aquatics, fitness and wellness, senior programs, youth and adult sports, youth and Family, active adults, community programs, rentals and events.

- Responsible for setting performance metrics and monitoring performance progress throughout the year. Troubleshoot and navigate adjustments to programs and operations as necessary to reach desired performance outcomes.
- Ensures cost recovery goals and expectations are met or exceeded for the facility in accordance with City Council expectations. (cost recovery goal for CHWC is 90%).
- Plan, implement, and manage health, wellness, recreation, and educational programs, special events, and facility operations at the CHWC, ensuring accessibility and high-quality service for the Bloomington community.
- Oversee CHWC staff and operations by recruiting, hiring, training, scheduling, and evaluating personnel.
- Coordinate facility scheduling, maintenance, and capital improvement projects, working closely with City departments, contractors, and community organizations to ensure effective operations and well-maintained facilities.
- Negotiate, prepare, and manage contracts for programs, partnerships, rentals, and administrative services, while supervising events and ensuring compliance with policies and procedures.
- Prepare operational plans, policies, and budgets; and ensure financial goals, cost recovery, and revenue projections are met or exceeded.
- Develop and implement comprehensive financial strategies, leveraging diverse revenue streams such as memberships, fees, partnerships, sponsorships, donations, and naming opportunities to manage operating expenses.
- Serve as a liaison to City departments, stakeholder groups, and the public, deliver presentations, respond to citizen needs, and lead marketing and public relations efforts to promote CHWC programs, facilities, and special events.

LEADERSHIP CHARACTERISTICS:

The City is seeking candidates who are creative, thoughtful, engaging, and innovative with the ability to build trusting relationships. The new Community Health and Wellness Center Manager will be considered an integral part of the Bloomington community, engaging the Parks and Recreation staff, public and numerous community groups and local partners. The new Community Health and Wellness Center Manager should embrace the ideals of empowerment, learning and team-oriented solutions.

COMPENSATION

The salary range in 2025 is \$113,599 - \$151,446, with the anticipated hiring range of \$113,599 - \$120,517. Position includes comprehensive insurance, pension, and paid time-off benefits. This position will serve a six-month probationary period, during which time it will be an at-will employee. After the probationary period is complete, this position will be just cause classification.

TO APPLY

Please submit application materials including resume, references, and letter of interest to Neogov at: blm.mn/chwc-manager.