



RECREATION AND TOURISM DIRECTOR
City of **Pismo Beach, CA**

Recruitment Services Provided By



The Opportunity

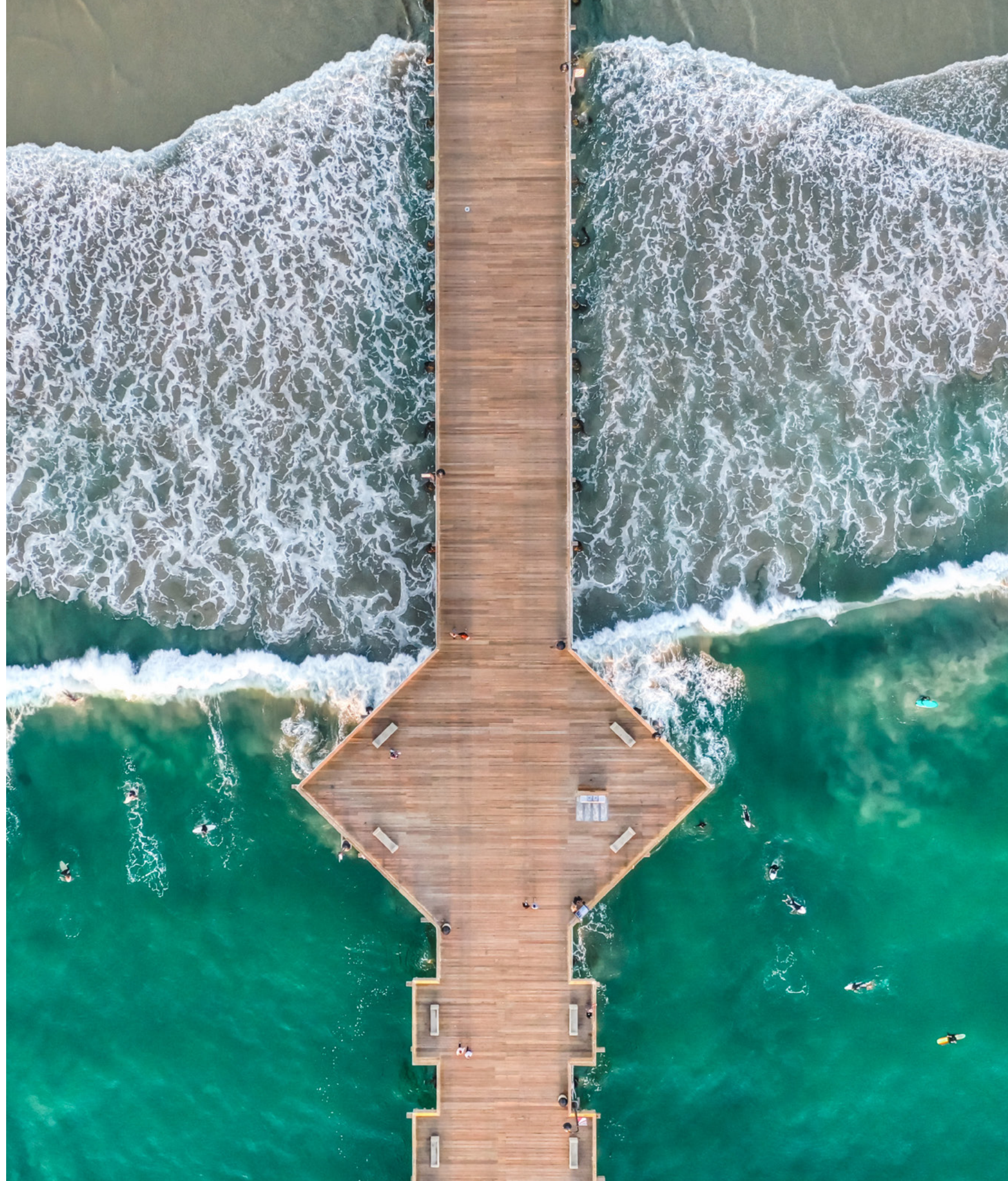
The City of Pismo Beach, celebrated for its breathtaking shoreline, thriving tourism economy, and exceptional quality of life, is seeking a dynamic, creative, and community-focused leader to serve as the next Recreation and Tourism Director. This is a key leadership position for an energetic professional who excels at building memorable experiences, strengthening community engagement, and leading high-impact programs in a fast-paced environment serving both residents and visitors.



About Pismo Beach

Pismo Beach is a classic California beach community. With its white sand beaches, extensive parks system, and vibrant events, Pismo Beach offers residents and visitors a unique coastal experience. The city is located on the California Central Coast in San Luis Obispo County, midway between San Francisco and Los Angeles, along Pacific Coast Highway 1 and Highway 101. The resident population of Pismo Beach is approximately 8,000, with a seasonal tourist population of 40,000 in the summer. The city enjoys a temperate marine climate all year long, with an average temperature of 70 degrees.

Pismo Beach is home to a lively culinary scene, featuring fresh seafood, local wineries, and casual beachside cafes. Its friendly community, clean neighborhoods, and easy access to major highways make it an ideal place for professionals and families seeking connection, comfort, and opportunity. Whether you're looking to unwind after work or explore the outdoors on the weekend, Pismo Beach offers a lifestyle that's as inspiring as it is enjoyable.





City Government

The City of Pismo Beach is a full-service, general law city, and operates under a Council-Manager form of government. City Manager, Jorge E. Garcia, leads a high-performing executive team that includes directors of Administrative Services, Community Development, Police, Public Works, and Recreation and Tourism. The executive team is encouraged to serve on professional association boards and bring innovative ideas back to the community. Pismo Beach offers a full range of municipal services including contracted Fire services with CalFire.

Pismo Beach maintains a strong financial position and has a structurally balanced budget. Tourism drives much of the local economy. The FY 2027 General Fund budget is \$37 million, and the all-funds budget is \$82 million. The City maintains a healthy General Fund Reserve.

Pismo Beach benefits from a stable and positive employee culture, known as '*Standard of Excellence*'. The City has earned a strong reputation for outstanding customer service and leading in regional and state initiatives.

The Department

The Recreation and Tourism Department delivers a wide range of impactful services, including:

- Recreation programming for all ages
- Parks activation
- Special events (City-produced and permitted events)
- Tourism promotion and destination marketing
- Visitor engagement and industry partnerships

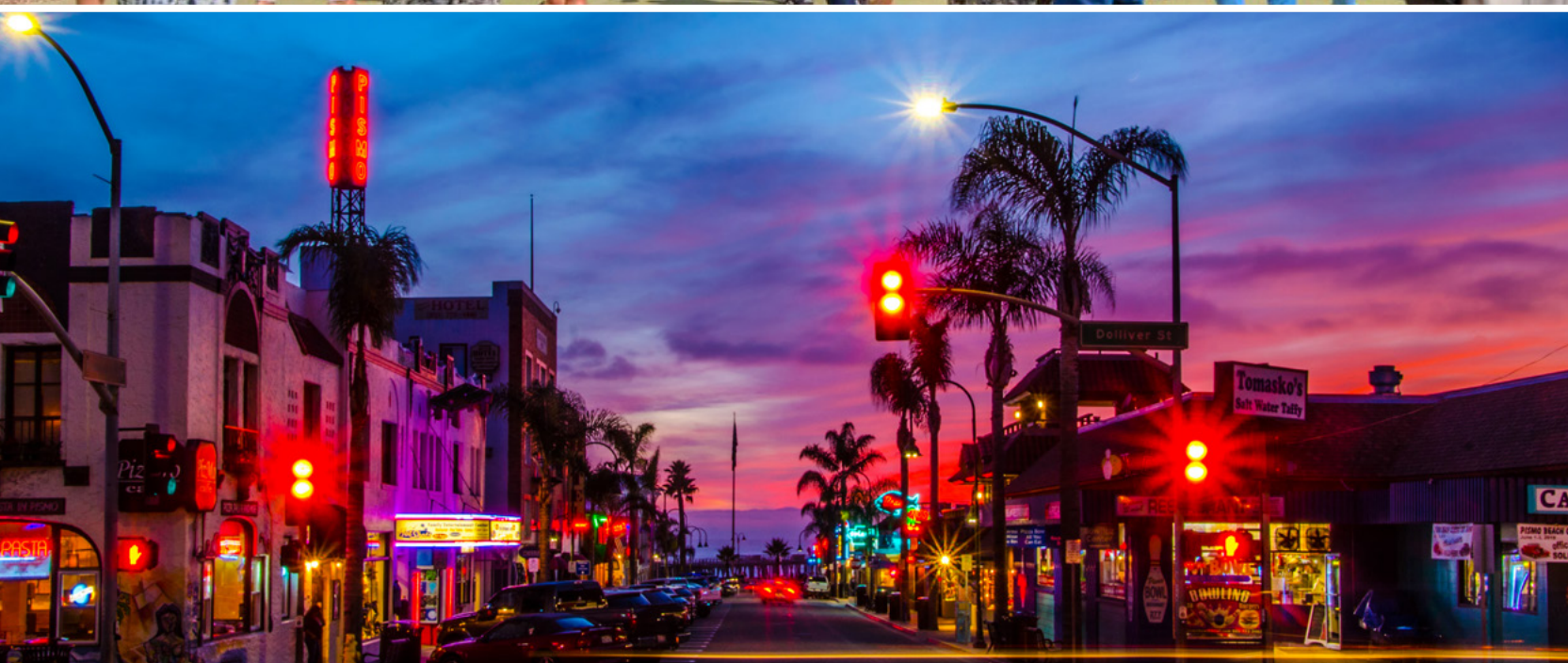
The City has completed a comprehensive [Recreation and Tourism Department Assessment](#) that will guide the next Director's work. This detailed evaluation provides a strategic blueprint outlining operational improvements, organizational modernization, and department-wide priorities. The incoming Director will lead the implementation of these recommendations to strengthen programs, enhance efficiency, and elevate Pismo Beach's recreation and tourism experience.

The Director oversees an approved FY27 budget of \$4.69 million, department staff, contractors, partnerships, and community stakeholders to ensure exceptional service, operational efficiency, and signature experiences for the community. A Tourism Manager and a Recreation Manager report directly to the Director and provide valuable assistance in managing the day-to-day and strategic work of the department.

\$ 4.69M
Operating Budget

3FTE 18PT
Employees Employees





The Position

Working closely with the City Manager and Assistant City Manager, the Recreation and Tourism Director will guide a department that shapes the heart of Pismo Beach - its events, recreation programs, parks activation, tourism initiatives, and signature experiences enjoyed year-round by residents and visitors. This leader will oversee staff, budgets, partnerships, marketing efforts, and operations that elevate Pismo Beach as a premier coastal destination. Some of the key job duties include:

- **Plans, manages, and oversees** the daily functions, programs, projects, and activities of the Recreation and Tourism Department, including community and City events, recreational programs, visitor services, marketing, advertising, and promotional activities; develops and implements departmental goals, objectives, policies, priorities, and budget.
- **Leads the development and delivery of recreation programs and community activities** that enhance quality of life, health, wellness, and community engagement for residents of all ages and abilities; evaluates community needs and develops programs, partnerships, and events responsive to those needs.
- **Manages and directs visitor-serving and tourism activities**, including the Visitor Information Center, City events, destination experiences, and tourism promotions; serves as Chair of the Special Events Committee and as staff liaison to the Parks, Recreation, and Beautification Commission.
- **Develops and implements tourism marketing, advertising, public relations, and promotional strategies**; oversees promotional and collateral materials, City communications, media relations, and partnerships with local businesses to increase visitation, strengthen the visitor experience, and support local economic vitality.
- **Represents and promotes the City as a recreation and tourism destination** through trade shows, conferences, professional organizations, tours, and industry partnerships; stays abreast of emerging trends and innovations in recreation, events, travel, tourism, marketing, and visitor services and evaluates their applicability to City needs.

The Ideal Candidate

The City of Pismo Beach is looking for a visionary and strategic Recreation and Tourism Director to join its executive team and shape the future of the community. This high-impact, fast-paced role requires a proven leader with outstanding communication, interpersonal, and leadership skills. The next Director will also be responsible for strong internal leadership, strategic direction, and cross-divisional coordination, ensuring the team is aligned and focused on departmental and City priorities. The ideal candidate will be comfortable representing the City of Pismo Beach in public forums, engaging with residents and community groups, and building strong relationships with local businesses, hoteliers, and regional partners. This position will champion vibrant recreation and community experiences that enrich quality of life, foster connection and wellness, and bring residents together, while advancing Pismo Beach as a world-class tourism destination.

Ideal candidates will bring deep expertise in community-serving leadership, creation and tourism program development, and operational management. Emotional intelligence, strong communication, and a solutions-driven, collaborative mindset are essential. The Recreation and Tourism Director will play a major role in enhancing amenities, driving visitor engagement, supporting local businesses, and expanding experiences that make Pismo Beach a coastal gem.

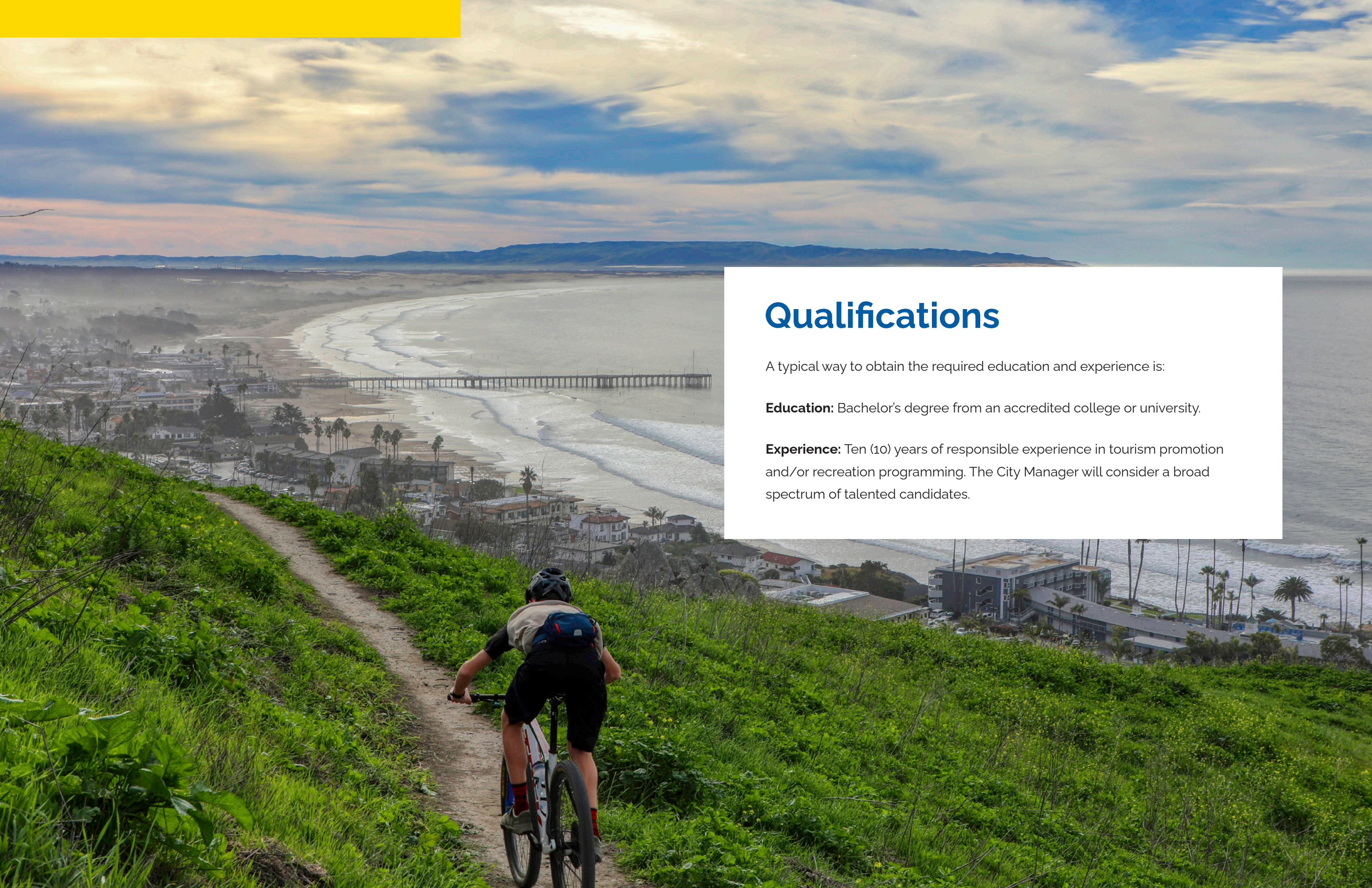
In addition to professional, related experience and

expertise, the ideal candidate for this position will also possess the following personal attributes and leadership qualities:

- A visionary leader driven by purpose and results
- A strong sense of ethics, integrity, and transparency
- The ability to build consensus, trust, and mutual respect across diverse groups
- A deep commitment to public service and to advancing community goals
- A talent for inspiring high morale and mentoring the next generation of leaders
- The ability to deliver well-structured analysis and thoughtful recommendations to support sound decision-making
- A sincere respect for community engagement, active listening, and connecting authentically with a wide range of stakeholders

This is a rare opportunity to join a forward-thinking and innovative city government organization and contribute meaningfully to the quality of life of residents, business owners, and visitors. The City offers a generous training and travel budget, along with the opportunity to work alongside a dedicated team of professionals who are passionate about serving the public.





Qualifications

A typical way to obtain the required education and experience is:

Education: Bachelor's degree from an accredited college or university.

Experience: Ten (10) years of responsible experience in tourism promotion and/or recreation programming. The City Manager will consider a broad spectrum of talented candidates.

Salary & Benefits

The salary range for the Recreation and Tourism Director is **\$176,737** to **\$214,822**, with placement in the salary range dependent on qualifications. The City is offering a hiring incentive program, including relocation assistance up to \$15,000, to be negotiated. Key benefits include:

- **Retirement:** CalPERS 2% @ 60 formula for Classic Members with an 8% employee share. New PEPRA/Non-Classic members are under a 2% @ 62 formula with a 9.5% employee share. The City of Pismo Beach participates in Social Security.
- **Deferred Compensation:** The City contributes \$17,000 annually into a 457 deferred compensation retirement plan account.
- **Medical, Dental, and Vision Insurance:** Allowance of \$2,500 monthly toward coverage, or \$500 monthly to opt-out of City coverage if covered by a spouse or another eligible plan.
- **Leave:** Vacation and sick leave are based on years of service. 96 hours of Administrative Leave are provided annually.
- **Holidays:** 11 days per year, plus 2 floating holidays.
- **Additional Benefits:** A cell phone stipend and \$50,000 of term life insurance are provided by the City.
- **Retiree Healthcare Trust Account:** The City will make monthly contributions equal to 1% of employee's base salary into an RHT account.





Application & Selection Process

Interested candidates should apply no later than **Wednesday, November 4, 2026**. Submit a comprehensive résumé and compelling cover letter online at:

www.mosaicpublic.com/careers

CONFIDENTIAL INQUIRIES ARE WELCOMED TO:

Bryan Noblett | bryan@mosaicpublic.com | (916) 217-3696

- Deadline to apply and be considered: Wednesday, November 4, 2026
- Candidates selected for interviews: Week of November 9, 2026
- In-person panel interviews: December 3, 2026
- In-person final interview(s): December 4, 2026
- Estimated start date for new Director: January 2027

The City of Pismo Beach is an equal opportunity employer.

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