

Cesar Garcia, M.Ed, CPM, AFO

La Marque, TX 77568

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December 27, 2024

Hiring Committee
City of Palm Coast
160 Lake Avenue
Palm Coast, FL 32164

Dear Hiring Committee,

I am excited to submit my application for the position of City Manager for the City of Palm Coast. With almost 20 years of experience in municipal management and a proven track record of effective leadership, strategic decision-making, and community engagement, I am confident in my ability to serve as the next City Manager for Palm Coast. The city's commitment to preserving its exceptional quality of life, coupled with the opportunity to guide it through a dynamic period of growth, deeply resonates with my professional aspirations and values.

Throughout my career, I have had the privilege of leading municipal operations and working closely with elected officials, city staff, and the public to enhance the services and initiatives that shape vibrant communities. In my current role as City Manager of 2024 All-America City of La Marque, I have successfully managed the complexities of overseeing diverse departments, leading strategic planning efforts, and ensuring the implementation of policies that align with community needs. I am particularly adept at fostering collaboration across departments and engaging with residents to maintain a culture of transparency and trust.

What excites me most about this opportunity is the chance to play a pivotal role in maintaining the high quality of life Palm Coast residents enjoy, while also guiding the city through its continued development. I have a strong passion for building lasting partnerships with both internal stakeholders and the public. My experience includes driving creative solutions for complex issues such as over \$100M in current infrastructure development, budget management through fastest dropping tax rate and crime rates in the county, community outreach through the launching of our Vision 2050 Plan, and I am eager to bring that expertise to Palm Coast to support its goals for economic growth, public safety, and sustainability.

As a servant leader, I am committed to fostering a work environment that emphasizes accountability, integrity, and effective communication. I believe that a successful City Manager must not only be a strong manager but also a visible advocate for the community, committed to protecting and enhancing the values residents hold dear. My extensive background in municipal leadership, combined with my passion for service, would allow me to help Palm Coast continue to thrive and navigate the challenges and opportunities ahead.

I would welcome the opportunity to further discuss how my experience and qualifications align with the needs of the City of Palm Coast. Thank you for considering my application. I look forward to the possibility of contributing to your continued growth and success for years to come.

Sincerely,

Cesar Garcia

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Highlights of Qualifications

- Dedicated to professionalism and highly motivated toward goal achievement.
- Sharp, innovative, quick learner, with proven ability to adapt well to change & challenges.
- Expert trouble-shooter and detail-oriented problem solver.
- Outstanding communication, interpersonal, and presentation skills.
- Able to accurately interpret daily problems and offer best resolution.
- Proficient ability to quickly master current/new software and apply its full range of capabilities.

Education/Certifications/Memberships

- 2017 Certified Parks and Recreation Professional (CPRP), NRPA
- 2018 Certified Playground Safety Inspector (CPSI), NRPA
- 2021 Certified Aquatic Facility Operator (AFO), NRPA
- 2021 NRPA Director's School Graduate
- 2022 Certified Professional Manager, University of Houston
- 2009 University of Miami, Masters of Sport Administration
- 2001 Johnson & Wales University, Bachelors of Science/Management
- 2001 Johnson & Wales University, Associates of Science/Management
- 2008 - Present NRPA Member & 2007 - 2020 FRPA Member
- 2020 - Present TRAPS & GGCPARDA Member
- 2022 - Present TCMA & ICMA Involved Member

Work Experience

3/14/2022– Present

City Manager

City of La Marque, TX

- **2024 All-America City Winner** in 1st attempt focusing on public safety & community engagement.
- **2024 ICMA Public Health Award Winner** for efforts in public safety engagement & improvement.
- **2024 TML Municipal Excellence Award** for efforts in Public Safety through crime reduction.
- **2024 HGAC Water Innovation Strategies of Excellence (WISE)** for Program Performance through Water Loss Prevention dropping annual loss by over 20% over 2 years.
- **Lead** the creation and implementation of **Vision 2050 Plan** through community input.
- Identified, encouraged application submission, & obtained over **\$10M in grants** from various federal, state, & local funding agencies towards infrastructure, programming, & other city needs.
- Currently leading several **Capital Improvement Projects** including new police headquarters, new water treatment plant, lift station repair, water line improvement, drainage & street repairs.
- Successfully passed **Parks Master Plan** and begun implementation through improvement projects including new courts, boat ramp, field repair, field creation, lighting, sidewalks, & fitness areas.
- Navigate conflict with confidence & tact to build consensus towards common goals.
- Direct challenges to City Council with consideration of recommend policies & actionable solutions.
- Adoption of the annual **\$20M General** Fund budget, **\$8M Utility** Fund budget, and growing **+\$100M** Capital Improvement Budget, budget forecasts, and annual submission to City Council.
- Engaged and active management style empowering city-wide leadership & accountability.
- Developing most diverse staff in most diverse City in County through high level of engagement.
- Lead full-service municipality through strong performance supervision of the work activities of all departments to obtain the utmost productivity, efficiency, & accountability.
- Meet with representatives of various agencies to coordinate and resolve problems involved in providing City services including negotiation of agreements and disposition of complaints.
- Represent City on State, Regional, and Local advisory committees for the benefit of City to include holding leadership positions withing GCTD, TML, TCMA, & ICMA to name a few organizations.
- Meet with private citizens, civic groups, stakeholders, and business organizations to provide information on city policy, programs, initiatives and activities in **2nd fastest growing City**.

7/13/2021– 3/13/2022

Special Projects Manager

City of West Park, FL

- Liaison with Parks & Recreation Department and **forging relationships** with funding agencies.
- Facilitation of proper **compliance and successful completion of funded departmental contracts**.
- Serve in a **Quality Assurance** Role and advise on necessary adjustments/changes to achieve optimal program performance outcomes.
- **Leading the American Rescue Plan Act (ARPA)** fund project totaling **\$7.9 Million** for city infrastructure, COVID Relief, Broadband, and other city development initiatives.
- Serve as **Intergovernmental Affairs Liaison** for programs and presentations.
- Work on current and new grant applications for the Parks & Recreation Department and overlapping areas to include **capital improvement projects** such as amphitheater and cultural arts center.

8/23/2021– 1/21/2022 Salvation Army & Boys & Girls Club Unit Director/Branch Manager Texas City, TX

- **Plan, coordinate, & direct all unit activities** to include transportation, recruitment, supervision of staff, training & instruction, conducting performance evaluations, and HR recommendations.
- **Prepare, plan, and administer departmental budget** to include review, monitoring, and approval of expenses to ensure compliance with budget constraints and procedures.
- **Strategic Planning and Evaluation** of the vision for all youth activities and programs which fulfill the goals and objectives of the Boys & Girls Club of America as well the Salvation Army.
- Promote program participation by **increasing enrollment by 105% and daily attendance by 150%**.
- Oversee coordination of activities, program development/evaluation, and external opportunities.
- **Research, solicit, write, submit, and manage grant awards through successful completion.**

9/8/2020– 7/13/2021

Parks & Recreation Director

City of Galveston, TX

- Plan, organize, and direct departmental operations including parks, maintenance, facilities, recreation, programs, events, beach pocket parks, marketing, aquatics, and leadership staff.
- Serve as liaison with other city departments and outside agencies to include advisory boards, league directors, fund-raising partners, community-based organizations, & non-profits.
- **Lead** a team of **over 100 full-time & part-time employees** during peak seasonal operations.
- Responsible for **budgets exceeding \$4,500,000** including annual and capital funds.
- Guided department through Winter-Storm 2021 and navigating post COVID operations.
- **Developed** a city-wide sub-divided **maintenance plans & efficient recurring operating schedules**.
- Introduced new department-wide cash handling policies and streamlined hiring practices.
- Updated pocket park ticketing procedures putting operations on pace for a **35% increase** in fees
- Increased inter-departmental communication, appearance of parks/facilities, programming, special events, quantities of trained/certified staff, moral, and departmental efficiency.

10/10/2010– 11/1/2020

Parks & Recreation Director

City of West Park, FL

- Responsible for the development and supervision of city's recreational programs, special events, park areas, senior programming, out of school time programming, and other recreational activities and **development of Youth Parks & Recreation Advisory Council** for high-school students.
- Supervise 6 FT, 16 PT/seasonal staff, & 25+ volunteers at 3 parks with 2 recreation centers.
- Responsible for development & management for an annual budget exceeding \$1,100,000.
- ***Increased revenue by 40% while decreasing operating budget by 15% from 2011-2013.***
- **Create and implement diverse recreational, leisure, sports, and instructional programs** to the public such as Senior, After-School, Silver Sneakers, and Walking Saints Programs.
- Serve as **departmental training manager and develop a transitional park's maintenance schedule** to include development of Standard Operating Procedures, Recurring Schedules of Events & Maintenance, Emergency Management Procedures (to include serving as City Team Lead), Fleet Management Policies/Procedures, and Annual Tickler File Maintenance.
- Responsible for the **creation of departmental policies manual & park's master plan**.
- Create and implement new techniques, approaches, and activities to meet the needs of park patrons to include creation of a new electronic scheduling/rental system for park rentals.
- Serve as city liaison with youth sports programming organizations to increase programming

throughout city parks to include dance, martial arts, soccer, basketball, t-ball, tackle & flag football.

- **Secured over \$2,700,000 in grant funding and sponsorships** for department through Children's Services Council, Area Agency on Aging, Summer Food Services Program, & private donors.
- Served as Contract Manager for all grants and sponsorships secured by the department.
- **Developed and directed after school and camp programs** for over 200 children yearly at two sites increasing overall student G.P.A. and decreasing truancy of program participants.
- **Financial & Program Analysis/Management, Implementation of SaS, & Citizen's Academy Chair.**
- **Conflict Management Liaison, Strategic Planning Team, Diversity, Inclusion, & Equity Team Lead**
- **Facilities Management, Talent Acquisition, & Capacity Building/Small Business Development.**
- **Capital Improvement Project Management, Cost/Inventory Control, Safety & Risk Management (Accident Committee) Team Lead.**
- Increase departmental communication & efficiency while improving appearance/use of City Parks.
- Bring an out-of-the-box thinking process to daily challenges with focus on **Community Engagement.**

10/4/2006-3/12/2010

Director of Parks & Recreation

City of South Miami, FL

- **Planned, developed, maintained, and supervised a comprehensive recreation city program** with 40 team members (12FT+28 PT) while increasing efficiency, awareness, and appearance of City Parks.
- Performed all administrative duties required for the proper operation of department to include the **creation of departmental policies and procedures manual, development of a departmental training program, creation of a parks master plan, and management of \$2.1 million annual budget.**
- Served as President and Director of South Miami Grey Ghosts Athletics managing 45+ volunteers.
- **Doubled revenue while decreasing operating budget by 15% from 2007-2009.**
- Directed After-School and Camp programs increasing overall program attendance to over 200 children while increasing overall student G.P.A. and decreasing truancy & youth crime in CRA.
- **Responsible for resurrection and administration of City Parks & Recreation Advisory Board.**
- **Created and maintained South Miami Grey Ghosts Website** to include **on-line registration** for several new programs to include creation of new recreational/travel soccer & basketball teams.
- **Developed and maintained transitional maintenance schedule** for city parks to assure maximum use of parks with least disruption of daily activities.
- Secured over **\$1,600,000 in grant funding & sponsorships** for department through Children's Trust, Miami-Dade County, OB Foundation, USTA, private donors, & other sources.

5/1/2005-3/1/2006

Asst. Basketball Coach & ESE/Math Teacher

South Miami High School

- Responsible for all planning and teaching activities of ESE (Exceptional Student Education) Mathematics - (Algebra 2 and Geometry) to High School level students.
- Manage daily duties to include planning and organizing of details for all games/practices as well as create/maintain strength and conditioning program for Varsity and JV teams.

8/2004-8/2006

Staff Accountant

University of Miami Athletics - Hurricane Club

- Responsible for processing, recording, & maintaining all forms of donations to the Hurricane Club, in accordance with University of Miami/NCAA policies, utilizing Paciolan & DUR computer systems.
- Tabulated and analyzed Hurricane Club revenue, reported on financial data, and provided statistical analysis of over 15,000 memberships, donation history, ticketing status, demographics.

8/2001-8/2004

Office Manager/Fiscal Assistant

University of Miami ESE/Pre-K Dis./ ESOL Program

- Managed all internal operations of program's capital campaign and responsible for all financial aspects of the program to include supporting grant writing efforts in line with scope of projects.
- Responsible for day-to-day operations of the Teaching and Learning Department and all payroll activities for the department's faculty to include hiring of new personnel.

8/2004-8/2006

G.A. Coach/Team Manager

University of Miami - Men's Basketball Team

- Assist coaches with execution of efficient practices, clerical assignments, and recruitment efforts while maintaining compliance with NCAA regulations.

12/2002-11/2004 Hospitality/Operations Global Spectrum BankUnited Center

- Assisted in coordination and planning of special events (Suites, Hurricane 100, Backstage for concerts, and VIP guests for both athletic/non-athletic events.)

6/26/1998-6/25/2004 Culinary Specialist Florida Army National Guard

- Assured highest quality product was served to over 800 soldiers in a timely manner.

9/1996-12/2003 Assistant Manager Romano's Macaroni Grill

- *Coordinated task priority of an 8 person BOH team & 16 person FOH team.*

List of Professional Services

Lavelle Jenrette 305-528-9915

Anthony Mincy 954-329-5343

Felicia Brunson 954-802-2313

Joe Compian 281-300-3235

W. Ajibola Balogun 305-796-4727

More available upon request