

Christopher Todd Edwards
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December 10, 2024

Honorable Mayor/City Council
City of Palm Coast
160 Lake Avenue
Palm Coast, FL 32164

Dear Honorable Mayor/City Council

The recent posting for the position of City Manager indicates requirements that closely match my background and expertise. I have enclosed my resume to provide a summary of my qualifications and background for you to review.

The desired candidate must be a corporate strategist, project manager, team leader, innovator, and an overall results-oriented community and economic development manager among other integral proficiencies. These are the strengths I would bring to the City of Palm Coast's city management team. During my Florida senior management tenures in community and economic development with the City of New Smyrna Beach, City of Tallahassee, Marion County Government, and the City of Leesburg, I worked directly with senior management, elected officials, state and federal government agencies, citizens, and businesses within various industries to develop amicable and timely solutions to vital public and private-sector funded infrastructure and development projects and programs.

To successfully implement the projects and programs, I focused on strategic plans, and led collaborative teams of professionals to leverage organizational financial resources that would deliver results for established corporate goals and objectives. In my role as City Manager, I would assert my core values of **integrity, accountability, professionalism, and productivity** into providing the City Council, city personnel, businesses, industries, and overall community citizens/stakeholders with incomparable customer service and competent management.

In advance, I appreciate your time and consideration. I look forward to meeting with you and discussing how much of an asset I can be as your next City Manager.

Sincerely,

Christopher Edwards

Christopher Edwards, MBA

Christopher T. Edwards

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Daytona Beach, FL 32124
352-874-8724/ edwardsct707@icloud.com

PROFESSIONAL REFERENCES

Khalid Resheidat

Retired City Manager
City of New Smyrna Beach
210 Sams Avenue
New Smyrna Beach, FL. 32168
kresheidat@cfl.rr.com
(386) 334-1676
(Former Executive Supervisor- City Manager)

Deric Feacher

City Manager
City of Daytona Beach
301 S. Ridgewood Avenue
Daytona Beach, FL 32114
feacherderic@codb.us
(863) 412-8921
(FCCMA Mentor)

Chris Wimsatt

Vice President of Business Development and Site Readiness
Florida Commerce
107 E. Madison St.
Tallahassee, FL 32399
Chris.Wimsatt@commerce.fl.gov
(937) 689-0583
(Former Team Volusia EDC Executive Partner/Colleague)

Heather Shubirg

Chief Growth Officer
Ocala Chamber & Economic Partnership
310 SE 3rd Street
Ocala, FL 34471
(386) 717-9871
(Former Team Volusia EDC Executive Partner/Colleague)

Keith Norden

President/CEO

Team Volusia Economic Development Corporation (EDC)

1 Daytona Blvd. Suite 240

Daytona Beach, FL 32114

(386) 267-4307

(Former Team Volusia EDC Executive Partner/Colleague)

Bliss Jamison

President

Southeast Volusia Manufacturing and Technology Coalition, Inc.

635 Air Park Rd.

Edgewater, FL 32132

(386) 566-4966

(Former Executive Partner/Colleague)

Christopher Todd Edwards

Daytona Beach, FL 32124

352-874-8724 /email: edwardsct707@icloud.com

Executive Management/Corporate Strategist

Collaborator • Leader • Communicator

CAREER PROFILE

An innovative and results-oriented senior management professional with over 18 years of notable experience in managing complex organizational operations, personnel, and strategic planning projects in the service areas of economic development, community redevelopment, and public infrastructure on time and within budget.

EDUCATION

University of West Florida, Pensacola, FL Master's Degree, Business Administration	2020
University of Central Florida, Orlando, FL Bachelor of Arts Degree, Public Administration	2005
State of Florida Division of Real Estate Licensed Real Estate Sales Associate	2017

CORE COMPETENCIES

- Strategic Planning and Project Management
- Development Project Management
- Budget Planning and Management
- Business Process Improvement Management
- Vendor and Supplier Management
- Contract Negotiation and Management
- Public/Private Sector Partnership Development
- Grant Management
- Business Analyst
- Team Leadership
- Microsoft Office

PROFESSIONAL EXPERIENCE

City of New Smyrna Beach | New Smyrna Beach, FL **2020 - 2024**
Director, Economic Development / Community Redevelopment Agency (CRA)

New Smyrna Beach is approximately 41.59 square miles and has a population just over 32,000. The city is located along Florida's east coast in the County of Volusia. The budget is over \$111 million.

Responsibilities

The director is responsible for managing department's personnel and budget of approximately \$500,000 as well as the Community Redevelopment Agency Trust Fund of approximately \$4 million. Efficient management is also provided for the department's daily operations, staff, strategic plan projects, public and private sector partnerships, project financing/funding plans, and real estate development projects to meet internal and external customer needs. In addition, the director provides effective communication to the City Manager, Mayor/City Commission as well as public and private sector stakeholders.

Accomplishments

- Marketed, managed, and implemented US 1 CRA Master Redevelopment Plan capital improvement projects, and innovative commercial façade/property improvement grant programs at a budget over \$4 million to advance public and private capital investment and enhanced CRA taxable value to \$346 million
- Collaborated with New Smyrna Beach Utilities on electric, water, and sewer infrastructure projects
- Managed comprehensive plan and future land use amendments that include a new pivotal Deering Park Innovation Center Planned Unit Development near the city's gateway and I-95.
- Effectively managed public/private sector partnerships and service contracts relative to economic development strategic project planning and funding with area partners such as: Team Volusia Economic Development Corporation, Chamber of Commerce, Southeast Volusia Manufacturing and Technology Coalition, and CareerSource
- Managed and marketed land lease development projects for New Smyrna Beach Municipal Airport
- Successfully managed the sale of a city-owned office building that resulted in \$1.1 million in revenue
- Recruited new businesses to the city, including various targeted industries that operate on a global basis
- Managed disaster economic recovery and resiliency planning and projects in coordination with local, state and federal government agencies
- Provided management oversight for implementation of a \$600,000 EPA Brownfield Assessment Grant
- Developed marketing material for Site Selection Magazine, Florida Trend, and local news media

Structure Commercial Real Estate | Tallahassee, FL

2017 – 2020

Sales Associate

Structure Commercial Real Estate is a real estate IQ firm, in Tallahassee, that focuses on providing strategic real estate solutions to public, private, and institutional clients.

Responsibilities

The Sales Associate provided customer service to public, private, and institutional clients.

Accomplishments

- Assisted with small business development and site selection processes
- Communicated with clients to identify their needs and budget and matched to available properties
- Assisted with market research and analysis to determine competitive market prices

City of Tallahassee | Tallahassee, FL

2016

Deputy Director, Office of Economic Vitality

Tallahassee is approximately 100 square miles and has a population over 200,000. Tallahassee is Florida's Capital City and is in north Florida. The budget is just over \$731 million.

Responsibilities

The Deputy Director effectively and efficiently managed projects, personnel, programs, and operations in alignment with corporate goals and objectives to enhance the market's economic trajectory.

Accomplishments

- Led marketing efforts to encourage certified MWSBE firms' participation in multi-million-dollar City of Tallahassee and Leon County Government procurement and contracting opportunities
- Provided management oversight in the consolidation of the City of Tallahassee and Leon County Governments' Economic Development Departments
- Provided management assistance in the development of a Tallahassee/Leon County Government Office of Economic Vitality Economic Development Strategic Plan

City of Tallahassee | Tallahassee, FL

2013 - 2016

Business Advocate, Office of the City Manager

Responsibilities

The Business Advocate effectively and efficiently managed special economic development, business development, and community redevelopment projects and programs. The Business Advocate also provided effective communication and consults City Manager, and Mayor/City Commission on projects, policies, and procedures.

Accomplishments

- Advised real estate development and construction management firms on the city's land development and building permitting review and approval systems, which led to increased real estate investment and construction projects
- Consulted the city's various enterprise divisions such as: Utilities (Electric, Water, Gas), International Airport, Parks and Recreation, and Star Metro on their operations, programs, and capital improvement plans and projects
- Led city's public/private partnership ventures to leverage the city's financial resources with community, business, and industry stakeholders toward the completion of value-added economic and community reinvestment plans and projects
- Led efforts to enhance city/corporate policies, programs, and services impacting business and industry stakeholders relative to the city's general government and enterprise service systems
- Managed the city's high-profile partnership agreement with the Urban Land Institute in delivering a master plan for redeveloping a major commercial real estate corridor

Marion County Government | Ocala, FL
Economic Development Liaison, County Administration

2013

Marion County is approximately 1,700 square miles and has a population of just over 375,000. Marion County is in central Florida. The budget is over \$578 million.

Responsibilities

The Economic Development Liaison was responsible for managing the Office of Small Business and Economic Development programs and projects to advance the economic growth of Marion County. In addition, the Economic Development Liaison effectively communicated with and consulted the County Administrator and County Council on projects, policies, and procedures.

Accomplishments

- Assisted in the development of the Ocala/Marion County Economic Partnership as the County's lead Economic Development Organization
- Advised senior management on corporate strategies, new processes, and technologies (Salesforce) to support corporate growth
- Assisted in the recruitment of a foreign based manufacturing company- Krausz Industries

City of Leesburg | Leesburg, FL

2006 - 2013

Neighborhood Coordinator, Community Redevelopment Manager
Community Redevelopment and Economic Development Department

Leesburg is approximately 42 square miles. Leesburg is in central Florida and has a population of just over 25,000. The budget is over \$171 million.

Responsibilities

The Neighborhood Coordinator and Community Redevelopment Manager was responsible for managing the City's Community Redevelopment Agency Trust Fund, strategic plans/programs, operations, and personnel. The Neighborhood Coordinator and Community Redevelopment Manager also effectively communicated with and consulted the City Manager and Mayor/City Commission on projects, policies and procedures.

Accomplishments

- Managed city's economic development and community redevelopment agency operations and strategic plans. Promoted value-added activities such as: public utility infrastructure and facility enhancements, business expansion, and real estate development
- Developed various real estate and economic development based analytical reports
- Provided management support for the city's First Time Homebuyers' Program to pre-qualify clients for new and existing residential property purchases, resulting in economic growth
- Advised private real estate development and construction management firms on requirements associated with City's public utilities infrastructure (i.e., electric, gas, and stormwater). Led those firms through the city's land development and building permitting review and approval systems to assist with delivering their projects on time and within budget
- Led the corporate strategy to leverage the city's residential development project funding resources with institutions such as: Federal Home Loan Bank of Atlanta, Wells Fargo Bank, US Housing and Urban Development Department, Florida Housing Finance Corporation, and State of Florida Community Development Block Grant Program
- Managed redevelopment and operations of the city's first small business development office complex, in partnership with the University of Central Florida/Florida Small Business Development Center, to strengthen business recruitment, retention, and expansion within the city

CERTIFICATIONS

FEMA Certificates IS-100 and IS 700	2021 - Present
G-402 National Incident Management System Overview for Senior Officials	2023 - Present

ASSOCIATIONS/ AFFILIATIONS

Florida City/County Management Association (Communications Committee Member)	2020 - Present
Florida Redevelopment Association	2020 - Present
Florida Economic Development Council	2020 - Present
Team Volusia Economic Development Corporation 2024 Practitioner Council Chair	2024