

January 7, 2025

Dear Honorable Mayor and City Council of Palm Coast, Florida:

Fifteen years ago, my mentor jokingly said I was "glutton for punishment" when I expressed my aspiration to become a city manager. He advised that I would need two things: a strong support system and the resilience of a duck's back. While I respect his wisdom, I believe effective leadership demands more. It requires not only those qualities but also a heart capable of seeing the good, a vision for the future, a commitment to fostering positive change, and the ability to nurture professional relationships essential for success. Leading a city is a team effort, requiring integrity, grit, and determination to face each day—whether it's a triumph or a challenge—with the same readiness to tackle what lies ahead.

Leadership, to me, is like waves on a beach. A small, seemingly insignificant wave can catch you off guard, while a large, formidable wave might surprise you with its gentle rhythm. Similarly, leading an organization, whether it's a city or a business, requires the courage to step into unknown waters with confidence and adaptability.

For the past three years, my family and I have called a picturesque Texas coastal town of 4,300 residents our home. We came here chasing a dream, uncertain of where it would lead. During our time here, we've built connections, learned invaluable lessons, and become an integral part of the community. However, we've realized that what's missing is proximity to family. As a tight-knit group of four (now five, thanks to our daughter's serious relationship), we long for the closeness of loved ones—weekend visits, shared experiences, and cherished memories.

With most of our family in Florida, we've decided it's time to take a leap of faith and relocate. Palm Coast captured our attention not only for its natural beauty and alignment with our lifestyle's "recipe"—saltwater, waves, fishing, and boating—but also for its proximity to family. The decision to apply for the city manager position wasn't an easy one. Over the past 36 months, I've had the privilege of leading a remarkable team at City Hall. They are hardworking, compassionate, and cohesive—a true testament to the power of collaboration. My passion for leadership has been deeply fulfilled by the incredible team we've built. Yet, family remains a priority, and time with them is irreplaceable.

I am confident in my ability to bring value, make a meaningful impact, and leave a lasting legacy as the next city manager of Palm Coast. With the support of a strong foundation and a resilient spirit, I am ready to help guide the city toward a future defined by excellence, clear communication, and teamwork. My vision is to cultivate a culture of unity—one city, one family—where residents and leaders alike feel empowered and inspired to grow together.

Thank you for considering my application. I would be honored to further discuss how my skills, experience, and passion align with Palm Coast's vision for the future. As you sift through

numerous applications, I hope my words resonate like the waves on your beautiful beaches. Just as the tides shape the shore, I am eager to stand firm and lead through whatever challenges or opportunities may arise. I look forward to the possibility of contributing to your community and making Palm Coast not just a home for my family, but a thriving city for all its residents.

Respectfully submitted,

*Cynthia "Cindy" Raleigh*

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## **ORGANIZATIONAL DEVELOPMENT & LEADERSHIP**

Thought leader and change agent with 20+ years of experience driving organizational change • Expert in finance, human resource management, capability building, lifecycle project management, and executive leadership • Talent for producing learning & development (L&D) solutions using effective instructional methods • Proven track record in business development, strategic and operational planning, and leadership development • Recognized for ability to develop strategies that influence change and maximize employee engagement • Inclusive leadership style with a unique talent to solve problems collaboratively and creatively • Highly competent in technology applications and local and state regulations • Skilled at conceptualizing, developing, and delivering diverse ideas for systems improvement to support future-growth objectives.

## **CORE COMPETENCIES**

- Organizational Development
- Training
- Performance Management
- Gap Analysis
- KPIs
- Lifecycle Project Management
- Instructional Design
- Talent Development
- Needs Assessment
- Interpersonal Communications
- Community Relations
- Process Redesigns
- Employee Engagement

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## **PROFESSIONAL EXPERIENCE**

### **CITY OF PALACIOS**

## **City Manager**

*March 2022 – Present*

- Lead the strategic management and operations of Palacios, Texas, overseeing city services, budget management, and community initiatives to foster growth and efficiency.
- Develop and implement policies to enhance municipal services while maintaining fiscal responsibility.
- Collaborate with community stakeholders to drive economic development and improve quality of life for residents.
- Directly manage city staff, ensuring alignment with organizational goals and delivery of exceptional public service.
- Communicate regularly and professionally with the council, providing facts and data to ensure they were well-informed at all times.
- Spearhead infrastructure improvement projects, grant acquisitions, and sustainability initiatives.

## **SS WATER SUPPLY CORPORATION**

### **Business Manager**

*May 2016 – March 2022*

- Acted as the Corporate Accountant for the organization.
- Developed annual reports, audits, insurance renewals, policies, budgets, and business goals, managing accounting infrastructure of over \$100M.
- Analyzed market conditions and managed accounts receivable from water sales ranging from \$1M to \$5M gross.
- Ensured fiscal health by tracking financial investments and presenting project updates to stakeholders.
- Increased employee engagement through accountability measures and quality training standards.
- Texas Rural Water Association 2021 Administrator of the Year.

## **CITY OF SCHERTZ**

### **Public Works Project Manager**

*January 2013 – April 2016*

- Acquired \$1M in grants to fund equipment purchases and oversaw budget development for Capital Improvement Projects.

- Improved park infrastructure by securing \$250K in grants for sidewalks and handicap access.
- Assisted in managing a team responsible for 26 projects valued at \$500M.
- Expanded community outreach by volunteering for special events, including Schertzfest and the 4th of July Jubilee.
- Awarded Public Works Employee of the Year 2014.

**Additional Roles:**

- Deputy City Secretary, City of Schertz • January 2011 to January 2013
- Executive Assistant to Assistant City Managers, City of Schertz • July 2008 to December 2010
- Public Works Senior Administrative Assistant, City of Schertz • January 2003 to June 2008

**EDUCATION & PROFESSIONAL DEVELOPMENT**

- Master of Business Administration with a Certificate in Collaboration & Team Dynamics | Texas A&M University-Kingsville
- Bachelor of Arts & Sciences in Sociology & Marketing | Lamar University
- Certified Public Manager | Texas State University

**ASSOCIATIONS & VOLUNTEERISM**

- Member, Texas City Management Association
- Member, American Association of Municipal Executives
- Member, Main Street America
- Member, Main Street Texas
- Member, Texas Economic Development Corporation
- Member, Texas Floodplain Management Association
- Member, Alliance for Innovation
- Member, Phi Kappa Phi, Chapter 332

*Professional and personal references available upon request*