

Brian R. Wells

wellsbr.mpa@gmail.com ✉ [LinkedIn.com/in/brian-r-wells-mpa](https://www.linkedin.com/in/brian-r-wells-mpa)

November 4, 2020

City Commission
C/O City of Flagler Beach
PO Box 70
Flagler Beach, FL

Dear Commissioners:

With over 20 years in the fields of public administration and management, I am confident that my experience makes me an ideal fit for the role of City Manager for the City of Flagler Beach. As a reliable and effective executive leader, I bring a vision-driven approach to decision making, strategic planning, and tactical implementation, all of which is detailed further in the attached resume.

My career history demonstrates my results-oriented business approach, in addition to strong communication and leadership skills. I pride myself on being an organized and dependable public service professional, a collaborative team player, and a creative problem solver.

Below are some examples of the assets I can bring to the City of Flagler Beach:

- Exceptional steward of public funding including grant process, revenue sources, economic development, and efficiency of services in a community with about 4 million visitors per year.
- Recipient of city awards due to outstanding project management, public relations, information design, and emergency response.
- Leadership in hiring, supervising, personnel management, and company culture & organizational improvement.

I look forward to speaking with you and learning more about the City Manager position and the City of Flagler Beach. Until then, thank you for your time and consideration.

Sincerely,

Brian R. Wells
Enclosures

Brian R. Wells

wellsbr.mpa@gmail.com [✉ LinkedIn.com/in/brian-r-wells-mpa](https://www.linkedin.com/in/brian-r-wells-mpa)

PUBLIC ADMINISTRATION PROFILE

Effective, motivated, and driven city administrator and community leader.

Committed and dedicated administrator and manager with extensive background working with city government, transportation, and public relations. Skilled at identifying needs of community by strategizing and forecasting. Results-oriented supervisor adept at time management, outreach, and collaboration.

Highlights of Expertise

- Strategic Planning
- Grant Writing
- Budgeting
- Financial Management
- Public Policy Analysis
- Emergency Planning
- Program Administration
- Stakeholder Relations
- Resource Allocation & Funding
- Contract Development & Negotiations

Career Experience

Rocky Mountain Transit Management, CO

Administrates and leads the operational responsibilities for contracted transportation services. Coordinates between local, state, and federal government and corporate entities including the National Park Service. Supervises 60+ employees and staff members, operations supervisors, dispatchers, office managers, bus operators, and fleet mechanics. Implements strategic plans to ensure success of Colorado Department of Transportation inspections. Controls and provides leadership for budget oversight, economic development, financial reporting, and monthly income statements.

GENERAL MANAGER (01/2019 to Present)

- ◆ Created, designed, and launched employee bonus program to facilitate stakeholder development, business leads, and contracts resulting in a 50% increase in charter revenue.
- ◆ Spearheaded safety committee as Safety Officer and designed virtual training materials to improve public health, increase retention, and improve participation during COVID-19 pandemic.
- ◆ Utilized social media to engage potential employees and improve staffing needs leading to a 47% reduction of overtime earnings.
- ◆ Transformed fiscal health and efficiency by selecting new vendors and business partnerships resulting in 65% savings, lower failure rates, and minimizing out-of-service times.
- ◆ Continued adherence to Federal Motor Carrier Safety Administration regulations and modified policies to meet regulations of the Federal Transportation Administration.
- ◆ Liaison for the Town of Estes Park Grant Review Process with the Colorado Department of Transportation.

Town of Estes Park, Estes Park, CO

Orchestrated and implemented strategic plans to meet the needs of community by ensuring funding sources, identifying revenue opportunities, and improving transportation provider relations. Research and analysis of transportation data to inform planning processes resulting in efficient and cost-effective practices. Administered press releases, website migration, and public relations regarding press inquiries.

TRANSPORTATION PROGRAM MANAGER & PUBLIC INFORMATION OFFICER (05/2012 to 01/2019)

- ◆ Led efforts for FTA grant applications and awarded more than \$800k for vehicle replacement funds.
- ◆ Increased revenue stream with advertisement platform creating an additional \$30k within three years retaining 90% of revenue.
- ◆ Increased engagement of community, growing ridership numbers by 83% over a three-year time span due to new routes and data analysis.
- ◆ Led inclusive and accessibility initiatives to expand ADA access to 100% of fleet resulting in 500% more usage by people with disabilities.
- ◆ Directed fire and emergency management information alongside the Joint Information Center during major flood and fires.
- ◆ Recipient of the Town of Estes Park Public Works' STAR Award.

Cabin Fever Comics, Longmont, CO

Designed business plans and strategy for start-up S corporations including operations, sales, inventory, purchasing, controls, budgeting, delivery, personnel, payroll, accounting, and tax preparations. Led efforts to utilize emerging technologies for clients. Managed social media campaigns, advertisements, media, and created a newsletter for customers.

GENERAL MANAGER (02/2009 to 11/2012)

- ◆ Ensured success in the preparation, development, and process of \$3k business grant.
- ◆ Acquired necessary business licenses, leases, permits, vendors, and locations.
- ◆ Facility operations and management.

Additional Experience

SENIOR PASTOR (05/2003 to 02/2009) ✂ First Christian Church, Clearwater & Coffeyville, KS

CUSTOMER SERVICE REPRESENTATIVE (08/2002 to 04/2003) ✂ Emporia State Federal Credit Union, Emporia, KS

GENERAL MANAGER (02/2000 to 08/2002) ✂ Colorado Hobby Supply, Northglenn, CO

CORPORATE PROGRAM OFFICE MANAGER (04/1998 to 01/2000) ✂ NeoData, Louisville, CO

Education & Credentials

Master of Public Administration, 09/2014

Phoenix University, Phoenix, AZ

Master of Divinity, 12/2006

Philips Theological Seminary, Tulsa, OK

Bachelor of Science in Business Administration, 08/1988

Emporia State University, Emporia, KS

Post-Baccalaureate Certificate: Homeland Security, 06/2016

Capella University, Minneapolis, MN

Professional Development

- Certified Community Transit Manager – Community Transit Association of America
- Advanced Transit Professional Certificate – North Dakota State University

Community Involvement & Volunteerism

- Larimer County Mobility Committee – Business Advisor
- Project Miles with the Partnership for Age-Friendly Communities – Business Advisor
- Colorado Association of Transit Agencies – Representative of Estes Park
- Senior Transportation Coalition – Representative of Estes Park
- Upper Front Range Transit Working Group – Representative of Estes Park

Government Training

- Introduction to Incident Command System (IS-00100.b) – FEMA
- Disaster Management for Public Services (MGT317) – FEMA
- Improvised Explosive Device Search Procedures (17N-0265) – FEMA
- Joint Information Office (G291) – State of Colorado
- Basic Public Information Officer (G290) – State of Colorado
- Public Information Officer Awareness (IS-00029) – FEMA
- Citizen Policy Academy – Estes Park Police Department