

Christopher Todd Edwards
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Executive Management/Corporate Strategist
Collaborator • Leader • Communicator

CAREER PROFILE

An innovative and results-oriented senior management professional with over 17 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

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

PROFESSIONAL EXPERIENCE

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

New Smyrna Beach is approximately 41.59 square miles and has a population just over 30,000. The city is located along Florida's east coast in the County of Volusia. The budget is almost \$100 million.

Responsibilities

The director is responsible for managing department's personnel and budget of approximately \$1 million as well as the Community Redevelopment Agency Trust Fund of approximately \$3 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

- Market, manage, and implement CRA Master Redevelopment Plan capital improvement projects, and commercial façade/property improvement grant programs at a budget over \$3 million to advance public and private capital investment and enhance taxable value
- Manage comprehensive plan and future land use amendments that include the city's Commercial Space Industry Opportunity Overlay and NSB Municipal Airport Master Plan
- Effectively manage 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
- Manage and market 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
- Recruit new businesses to the city, including 4 light manufacturing businesses that operate on a global basis
- Manage disaster economic recovery and resiliency planning and projects in coordination with local, state and federal government agencies
- Provide management oversight for implementation of a \$600,000 EPA Brownfield Assessment Grant
- Developed marketing material for Site Selection Magazine, Livability Magazine, and Florida Trend

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 located 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 in an effort 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 located 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
Neighborhood Coordinator, Community Redevelopment Manager
Community Redevelopment and Economic Development Department

2006 - 2013

Leesburg is approximately 42 square miles. Leesburg is located 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 in an effort 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

Stetson University Disruptive Leadership Advisory Board 2020 - Present
Florida City/County Management Association (Communications Committee) 2020 - Present
Florida Redevelopment Association 2020 - Present
Florida Economic Development Council 2020 - Present