

## COMMISSION MEMORANDUM

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: January 23, 2019

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, CONSENTING TO THE APPOINTMENT OF RALPH BO MARTINEZ AS THE ECONOMIC DEVELOPMENT DIRECTOR FOR THE ECONOMIC DEVELOPMENT DEPARTMENT OF THE CITY OF MIAMI BEACH.**

### ADMINISTRATION RECOMMENDATION

Pursuant to the requirements of Article IV, Section 4.02 of the City Charter, it is recommended that the Mayor and the City Commission adopt the attached resolution consenting and confirming Ralph Bo Martinez as the Director of the Economic Development Department for the City of Miami Beach.

### ANALYSIS

Ralph Bo Martinez received his Master's Degree in Urban Regional Planning from the University of Colorado. He has more than fifteen years of experience in Economic Development working with various governments throughout the United States. Mr. Martinez was the Economic Development Program Manager for the City of Phoenix, where he managed over \$600 million of public, private, and mixed-use developments projects. He also developed and managed the Light Rail Transit-Oriented Development Program.

Mr. Martinez also worked for the County of Denver, where he served as an Economic Development Administrator for over 5 years. As Economic Development Administrator, he directed Denver's Neighborhood Marketplace Initiative. He also managed business service programs, including business support office, business retention and expansion, business attractions, and "Retail Denver". Further, he worked on Denver's general fund and CDBG budgets and contracts.

For the last seven years, Mr. Martinez has been the Director of Economic Development for the City and County of Broomfield, Colorado. While there, Mr. Martinez established the Department of Economic Development for Broomfield. This helped to establish strategic plans, performance measurements, budget, and community branding that addressed the key economic priorities for Broomfield. In that position, Mr. Martinez partnered with the State of Colorado Office of Economic Development and International Trade, Metro Denver Economic Development Corporation, Site Selectors and other local and national economic development entities to attract, expand, and retain top business in Broomfield and the surrounding region. Mr. Martinez negotiated and coordinated investments and development agreements.

Mr. Martinez's start date is March 18, 2019 to allow him to transition his ongoing initiatives in Broomfield.

In addition, to Mr. Martinez, we in the process of hiring Mr. Leonard Roberts as Assistant Director of Economic Development. Mr. Roberts has both public sector and private sector economic development experience in his work with the City of Coral Gables, the Flagler Development Group, and the Flagler Development. Roberts began his carrer in the accounting field with KPMG LLP and Pricewaterhouse Coopers LLP and has experience in developing metrics for management, particularly development metrics.

### **CONCLUSION**

Mr. Martinez will be a great addition to the City as the new Economic Development Director for the City of Miami Beach.

Pursuant to the requirements of Article IV, Section 4.02, of the City Charter, it is recommended that the Mayor and City Commission adopt the resolution consenting and confirming Ralph Bo Martinez as Director of the Economic Development Department.