



The Mercer Group, Inc.

COCOA, FLORIDA

CITY MANAGER

Dan Porta
Kennesaw, Georgia

Summary

- **ICMA – CM**
- **Master of Public Administration**
- **Current position: Assistant City Manager, Cartersville, GA**
- **Salary: \$150,000.00**
- **Cover Letter**
- **Resume**
- **Internet Research**

Various news articles – neutral mention
Linkedin

THE MERCER GROUP, INC.

Dona Higginbotham
Senior Vice President
Daytona Beach Shores, Florida 32118-8202
DHHiggin@att.net

www.mercergroupincflorida.com

June 3, 2020

W. D. Higginbotham, Jr.
Senior Vice President
The Mercer Group, Inc.
5579B Chamblee Dunwoody Rd. #511
Atlanta, GA 30338

Dear Mr. Higginbotham:

In response to your advertisement, enclosed for your consideration is my resume for the position of City Manager for the City of Cocoa. This key position requires a strong background of visionary leadership, a leader with a deep understanding of the public sector, the expertise to create a culture of excellence and the mindset of a service-oriented team player. These happen to be some of my strong points. I can assure you that my combination of experience, skills, and abilities make me the ideal candidate for this position.

In my current position, I have proven my ability to lead the City of Cartersville in many areas including strategic visioning, capital projects, historic downtown improvements, economic development growth, and public utilities management. What the resume may not show is the emphasis I place on a responsive, citizen-friendly organization that is results-oriented and committed to the goals and objectives of the Mayor and City Council. Having worked for elected officials for over twenty-five years, I feel I provide a strong link between the government and its citizens. As a Credentialed Manager, I am an experienced leader with progressive management and visionary experience with knowledge and skill in Council relations, community development, relationship cultivation, information technology, public safety, and government transparency. Additional areas of my experience include development and implementation of policy directives, human resources, team building, budgeting, finance, risk management, land use and zoning principles, performance measurement and improvements in customer service.

I am an engaged leader who is visible within the community and have expertise in communicating and forging relationships with citizens, employees, as well as local, regional and statewide leaders. Consensus building is important to get projects completed and I have worked with the Mayor, City Council, City Manager and citizens to move projects forward to improve Cartersville. In addition, I work with all city departments, the Bartow County Administrator, our local school system as well as state level leaders like the Georgia DOT Commissioner to move projects forward that have benefitted our community.

I am extremely interested in this position and look forward to an opportunity to work alongside the Mayor and City Council, employees and citizens of Cocoa to continue to grow and improve our City. In addition to my professional experience, I am family oriented, and spend my personal time volunteering at church and other non-profit organizations in the community. What you may not see in my resume are three of the most desirable qualities in any leadership position candidate: integrity, intelligence and boundless level of energy.

Mr. W. D. Higginbotham, Jr.

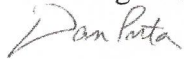
Page 2

June 3, 2020

Furthermore, having lived in Brevard County for 20 years, I have a very good understanding of the community and its history. Also, having family and friends in the area, the City of Cocoa would be an excellent place to call home.

I am extremely excited about this opportunity to implement the Strategic Plan and other goals and objectives for the City of Cocoa with the Mayor, City Council and staff. I am confident that I possess the qualities needed to help our City continue to be progressive, inclusive and forward-looking. I look forward to the opportunity to meet with the Mayor and City Council and share my passion as a servant leader and how I can help move our City forward.

Kind Regards,

A handwritten signature in cursive script that reads "Dan Porta".

Dan Porta, ICMA-CM

Enclosure

Dan Porta, ICMA-CM

3755 Bozeman Lake Rd. Kennesaw, GA 30144

Home 770-429-5544 Mobile 470-217-1046

Danporta6@gmail.com

QUALIFICATIONS PROFILE

Performance-focused and results-driven professional, offering broad-based experience in senior management in local government. Creative and detail-oriented executive; results driven leader that strongly encourages team work and values individual performance with a collaborative management style to achieve organizational excellence. Equipped with well-defined financial, business and strategic acumen. I have well-honed communication, organizational, problem-solving, analytical, and technical aptitudes.

CORE COMPETENCIES

Organizational Leadership

Financial Management

Land Use & Zoning

Strategic Management

Risk & Liability Management

Personnel/Employment Law

Intergovernmental Relationships

Team Building

Economic Development

Information Technology

Public Utilities Management

Performance Measurement

PROFESSIONAL EXPERIENCE

Assistant City Manager

September 2001 – Present

City of Cartersville, GA

Located in northwest Georgia, adjacent to metro Atlanta, Cartersville is a growing full-service city with 362 full-time employees and an annual budget of \$165 million. I am responsible to advise the Mayor, City Council and City Manager on all matters relating to the City, especially those pertaining to operational and financial activities, productivity improvement, and program development. In addition, I manage Police, Fire, Public Works, Parks and Recreation, Customer Service, Planning and Zoning, and Finance, as well as public utilities like Water, Wastewater, Electric, Natural Gas, Fiber, and Stormwater.

Key Accomplishments:

- Develop City's Annual Strategic Plan with Mayor, City Council and City Manager and implement short-term and long-term goals.
- Work with City Manager to manage the operations of the city, working with all city department heads to achieve departmental objectives and strategic goals.
- Work with Bartow County Administrator on joint City/County infrastructure, airport and capital projects. Recently completed projects include 700/800-megahertz radio system and 911 system upgrade.
- Oversee Downtown Development Authority to improve economic development, promotions and traffic in downtown Cartersville, which have included downtown concerts and events. Assisted in creation and implementation of first Downtown Master Plan and Business Improvement District to help with redevelopment of downtown Cartersville.
- Liaison to Cartersville-Bartow Airport Authority and oversee operations and management, FAA and GDOT grant funding with over \$5.0 million in airport safety improvements, improved hangar lease agreement rate methodology and economic job growth for Bartow County.
- Liaison to the Bartow County Convention and Visitors Bureau for the management of the 40,000 square foot Clarence Brown Conference Center, which serves as the focal point in the community to host local, regional and national events.
- Work with County MPO and city staff on short and long-term goals for Cartersville and Bartow County's transportation system
- Manage all City property acquisitions and construction projects including Gas Department Headquarters and Fuel Station, Fiber Data Center, LEED Silver Police and Fire Headquarters, fire stations, Municipal Court renovation, and Public Works facility.

- Work with staff on annual Performance Measurement study and report data to ICMA's Center for Performance Measurement. I have incorporated performance measures into City's annual budget. Also, conduct bi-annual citizen survey through National Citizen Survey to evaluate citizen perception of City services and community attributes.
- Administer road infrastructure and capital improvement programs, including Main Street Gateway beautification project, parks and recreation park improvements, street paving and storm water jobs.
- Created the City's first Human Resources Department that includes updated personnel policies and implemented a workforce succession plan. Involved in all changes to the pay and classification system, employee benefits programs, and departmental staffing.
- Consolidated various City technology functions and turned around a non-profitable Fiber Optics Utilities Fund into a profitable fund that is responsive to customers and stays abreast of the latest technology needs, security access, telecommunications and emergency communications needs of the City.
- Work with Police, Fire and utility departments on citywide emergency management plan to improve citizen communications, awareness and response times.
- Developed and implemented a comprehensive employee wellness program with a 96% participation rate that resulted in improved employees' health, while saving \$300,000 annually in health insurance costs.
- Assisted the City Manager and department heads on development of four successful Special Purpose Local Option Sales Tax referenda dedicated to \$60 million in capital projects that included transportation, water and sewer, public safety facilities, and other capital improvements.

EDUCATION

Master of Public Administration, May 1998
Florida State University, Tallahassee, FL

Bachelor of Science, Accounting, December 1987
University of Houston, Clear Lake, TX

Associate of Arts, Business Administration, December 1984
Brevard Community College, Cocoa, FL

CURRENT MEMBERSHIPS / AFFILIATIONS

International City/County Management Association (ICMA) – Credentialed Manager
Georgia City/County Management Association
Georgia Public Web Board of Directors 2017 to Present
Downtown Development Authority of Cartersville
Cartersville-Bartow County Airport Authority
Cartersville-Bartow County Chamber of Commerce
Cartersville-Bartow County Convention and Visitor's Bureau

CERTIFICATION / ACADEMIES

ICMA Gettysburg Leadership Institute
National Incident Management System (NIMS) Training
Georgia Academy for Economic Development
Main Street/Better Hometown Training
Instructor, GGFOA Insurance Benefits Seminar
Cartersville-Bartow County Chamber of Commerce Leadership Class

AWARDS RECEIVED

Government Finance Officers Association Comprehensive Annual Financial Report Award – multi-year
Government Finance Officers Association Distinguished Budget Presentation Award