

DON ROSENTHAL

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PROFESSIONAL EXPERIENCE

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| 2014 - 2021 | Pasco County, FL
Commercial/Redevelopment Project Liaison (2020 – 2021)
Assistant County Administrator (2014 – 2019) |
| 2010 - 2014 | City of Atlanta, GA
Director of Office Buildings |
| 2007 - 2010 | City of Reno, NV
Building and Safety Manager |
| 2000 - 2007 | City of Downers Grove, IL
Director of Community Development (2005 – 2007)
Director of Code Services (2000 – 2005) |

EDUCATION

M.B.A., Finance and Accounting, Regis University, Denver, CO
B.S., Psychology and Military Science, Loyola University, Chicago, IL



Don L. Rosenthal

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Dynamic leader with over 25 years of expertise in City and County Management contributing strategic, operational, and financial stewardship that supports the success of growing communities.

- ☑ Trusted leader who empowers people and innovates through vision, technology initiatives, strong community relationships, proactive government agency partnerships, and a dedication to serve.
- ☑ Forward-looking strategist who partners with community and department leaders to develop and implement projects that improve infrastructure, attract niche industries, support job growth, and improve quality of life.
- ☑ Expertise in applying technological solutions to enhance productivity, expand and improve services, and create new streams of revenue that add millions in surplus to City and County budgets.
- ☑ History of successful stewardship of communities ranging from rural areas with 50K residents to over 550K residents living in fast-growing metropolitan areas including the City of Atlanta.

Key Areas of Expertise

Governmental Operations, Strategic Planning & Operations, Financial Operations & Multi-Million Dollar Budgets, Customer Relations & Support, Accela System Design & Implementation, Program & Project Management, Multi-Department Leadership, Communications, Strategic Partnerships, Employee Training & Development

CAREER EXPERIENCE

COMMERCIAL/REDEVELOPMENT PROJECT LIAISON / Pasco County, Florida

01/19/ 2020 to 02/01/2021

Appointed to a newly created leadership position spearheading all new commercial and redevelopment projects in Pasco County, Florida. Partner with County Engineer, Design Professional, Developer, and Contractor to ensure cohesion and timely department action on all active development projects.

- Partner with the Office of Economic Development to collaborate in County Planning Meetings and ensure that all commercial and redevelopment projects are in alignment with the County's vision for growth.
- Serve as the Point-of-Contact for the public and ensure that contractors and developers have the knowledge and resources to navigate the permitting process with minimal confusion and delays.

ASSISTANT COUNTY ADMINISTRATOR / Pasco County, Florida

2014 to 2019

Managed over 285 County employees and administered over \$347M in county funds for a region of over 550,000 residents. Directed the Office of Economic Growth, Building, Permitting, Plan Review, Unlicensed Contractors, Minimum Standards, Planning and Development, Long Range Planning, Metropolitan Planning Organization, Code Enforcement, Traffic Control/Monitoring/Signal Repair, County Engineer, Capital Improvement Plan, Stormwater, Road and Bridge, Real Estate, Survey, and Project Management.

- Identified over \$15M in USDA grants and county funds to provide clean drinking water and complete off-site road improvements for the Lacoochee area of Pasco County. Transformed a blighted area into a new industrial zone that created 100 new full-time jobs with an additional 500 projected within 3 years of launch.
- Re-zoned 97 acres of the Old Pasco Road Spray Field. Secured a \$3M+ Florida DEO job creation grant, and sourced an experienced regional industrial park developer who will purchase the land at market value and build an 885,000 square foot industrial park generating approximately 1,500 full-time jobs.

- Obtained \$22M in federal funding to extend the airport runway by six hundred feet to allow corporate jets to utilize the airport facility at the Zephyrhills Airport and capitalize on access to an existing rail spur.
- Implemented the VuSpex System allowing Building Inspectors to conduct inspections via the contractor's smartphone, which delivers significant savings in travel time, gas, vehicle maintenance. The software was critical to maintaining business continuity during the Covid-19 social distancing period.
- Deployed the Accela software program to improve management of building projects and launch a customer portal. Improved reporting delivered over \$2M in recovered payments on delinquent accounts. Greater efficiency resulted in the county's building department accumulating over \$28M in surplus funds.
- Launched the *Open Counter* program, which uses Artificial Intelligence to keep itself up-to-date on construction, zoning or planning information, and accurately answers customer inquiries. Migrating customer inquiries from staff to the automated process saves \$95K per year with high customer satisfaction.
- Recipient of the Nov 2019 Innovation and Leadership Award from the Tampa Bay Builders Association.

DIRECTOR OF OFFICE OF BUILDINGS / Atlanta, Georgia

2010 to 2014

Managed a team of 115 including Inspectors, Plan Reviewers, and Certified Permit Technicians serving 425,000 city residents. Directed operations, process improvement, and budget administration for Permitting, Site Development, Zoning, Planning, Plan Review and Inspection functions for Public Works, Office of Buildings, Site Development, and Erosion Control.

- Established communication and productive relationships within the community including Attorneys, Developers, and Contractors who then supported much needed changes for the growth of the City.
- Gained approval from the City Council Board of the City of Atlanta to transition the Office of Buildings to an Enterprise Fund that was self-financed through fees to services to the public. Generated an average of \$12M in annual revenue creating a surplus to the department's \$6M in annual operational expenses.
- Led a \$1.1M project to implement Accela software. Trained specially assigned teams and strategically increased permit fees (that had not been increased in 20 years), which increased revenue from \$4.5M per year to up to \$15M per year depending on the level of construction activity each year.
- Led a 1-year project to transition from City Clerks to Certified Permit Technicians. Of 62 Clerks, 41 completed the Certification and earned a 50% salary increase while reducing overall labor costs for the City.
- Implemented a "triage process" that analyzed why submissions of development projects were failing by almost 70%. Used findings to conducted outreach to contractors and developers, which reduced the fail rate to less than 10% and also improved response turnaround time from 30+ days to 10 days.

BUILDING AND SAFETY MANAGER / Reno, Nevada

2007 to 2010

Managed the Building Department including Plan Review, Building Inspection, Permitting and Code Enforcement serving a population of 250,000 residents. Provided leadership and mentorship for a team of 140 employees and held financial stewardship over a \$6M budget and an Enterprise Fund of \$13M.

- Used existing training programs to fine-tune customer service performance resulting in turnaround times from 30 days to 10 days in Planning and Inspections.
- Optimized use of Accela software to support increases in revenue and ensure residents received top quality service that made them comfortable with fee schedules.
- Implemented zones of responsibility that allowed for better staffing in the Inspection Department. Reduced our roll-over rate (postponed inspections) to zero over a 90-day time period using the new zone approach.
- Invested in cross-training for trade inspectors to increase the inspector ability to inspect multiple trade work on projects, which increased departmental capacity and reduced labor costs.

Managed Community Development and exercised managerial responsibility for Building, Code Enforcement, Planning, Economic Development and Zoning departments serving a community of 50,000 residents. Led planning, development, and operations related to Community Development activities. Spearheaded greater understanding of urban renewal and housing/retail mixes to stimulate growth and development.

- Led large-scale projects generating tax revenue that met and exceeded projections at the two-year mark.
- Consolidated departmental efforts and completed new projects made possible by incremental tax revenue.
- Created and deployed an in-house software program to optimize the building and planning process.
- Initially hired to lead the Code Services Department and subsequently promoted to an expanded role as the Director of Community Development.

EDUCATION

MBA in Finance and Accounting - Regis University
B.S. in Psychology and Military Science - Loyola University

PROFESSIONAL AFFILIATIONS

Certified Manager - ICMA-CM (International City/County Manager Association)
Certified Public Manager - State of Florida
1st Lieutenant-Ansbach, Germany - United States Army

Don L. Rosenthal

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742-6817

February 17, 2022

City of Lake City
Mayor and Councilmembers

RE: City Manager

Dear Mayor and Council,

Please accept this letter and my professional resume as a formal expression of interest in your recently advertised position of City Manager. I am confident that my experience in City and County Management uniquely qualify me to be a valuable member of your leadership team.

My career includes over 20 years of successful stewardship of communities ranging from smaller rural areas with 50K residents to fast-growing metropolitan areas with over 550K residents. Every city and county I have served has offered unique challenges, yet the fundamental objectives are always the same – **to create or improve staff efficiency and provide services that are fiscally responsible and to deliver those services in a manner that contributes to a thriving community.**

In all my roles, I have proactively collaborated with department leaders, community representatives, and government agencies to ensure alignment in securing funds, forward-looking planning, and strategically choosing projects that support community growth.

Select Career Highlights:

- Past roles in the successful Leadership of Office of Economic Growth, Building Departments, Planning & Development, Metropolitan Planning Organization, Code Enforcement, Zoning, and Community Development, Capital Improvement Planning, and Infrastructure Maintenance (Ex: Roads and Bridges).
- Implemented the Accela software program to improve management of building projects. Greater service enabled a fee adjustment which coupled with greater department efficiency resulted in the county's building department accumulating over \$28M in surplus funds.
- Secured a \$3M+ Florida DEO job creation grant, and sourced an experienced regional industrial park developer to build an 885,000 square foot industrial park generating approximately 1,500 full time jobs.
- Certified Florida Public Manager
- Certified Manager by the ICMA-CM, the International City/County Manager Association.

As a leader, I hold myself, staff, and my organization to high standards of productivity, service, and ethical behavior. There are other relevant professional and personal accomplishments in my background that could be of interest to you. Please contact me at **(630) 742-6817** to set a time to meet and explore how my skills and experience can be of value to Lake City.

Thank you for your time. I look forward to meeting.

Don Rosenthal

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