

Rebecca Roberts, CPA

10035 Lilac Ct., Charlotte, NC 28215

Maderia Beach

300 Municipal Dr.

Madeira, Beach, FL 33708

Dear Mayor and City Commissioners,

I am writing to express my interest in the City Manager position for the City of Madeira Beach. After many years serving in senior municipal leadership—most recently as a trusted advisor and operational partner to both the City Manager and Assistant City Manager—I am ready and enthusiastic to take the next step in city administration. I also maintain a part-time residence in Florida, allowing for continuity of presence and familiarity with the state’s municipal environment.

Throughout my career, I have worked closely with executive leadership and City Commissions on budget development, capital planning, policy implementation, and organizational management. Serving as the right hand to the City Manager’s office, I have helped translate Commission priorities into actionable plans, coordinated across departments, and supported effective service delivery while maintaining fiscal and operational accountability. This experience has provided me with a comprehensive understanding of how a city functions as an integrated organization.

I am very familiar with Madeira Beach, having lived in St. Petersburg during my tenure with Manatee County Schools, and I appreciate the unique balance the City maintains between a close-knit residential community and a vibrant coastal destination. Madeira Beach’s character, scale, and service profile strongly resonate with my leadership style. I bring a steady, collaborative approach, deep respect for professional staff and elected officials, and a strong commitment to preserving the quality of life that makes “Mad Beach” special. I would be honored to partner with the Commission to guide the City through its next chapter.

Respectfully,

Rebecca Roberts

ROBERTS, REBECCA - CPA

SUMMARY Transformational public-sector Finance Director and Chief Financial Officer with more than 15 years of progressive leadership experience overseeing complex municipal financial operations, including budgeting, accounting, financial reporting, investments, debt management, procurement, payroll, and financial policy development. Proven strategic partner to City Managers, elected officials, and executive leadership teams, with a strong record of fiscal stewardship, transparency, and regulatory compliance.

- COMPETENCIES**
- Government Finance
 - Treasury and Investment Management
 - Budget Development, Forecasting & Cash Flow
 - Government Procurement and Contract Management
 - Financial Reporting & Board Dashboards
 - Internal Control Design & Audit Coordination
 - Stakeholder Engagement & Board Relations
 - Policy Development & Regulatory Compliance
 - Project & Operations Management

EXPERIENCE **FINANCE DIRECTOR/CHIEF FINANCIAL OFFICER**

City of Ocoee, FL

2018 - 2025

- Directed all municipal financial operations—including budgeting, accounting, financial reporting, investments, debt management, procurement, payroll, and financial policy—ensuring fiscal stability, transparency, and regulatory compliance.
- Served as a key strategic advisor to the City Manager and department directors, leading development and administration of annual and multi-year operating and capital budgets, with ongoing analysis of revenues, expenditures, and project performance.
- Led the preparation and presentation of monthly and annual financial statements for elected officials, executive leadership, and independent auditors, while ensuring timely and accurate submission of all State of Florida financial, pension, and budgetary reports.
- Oversaw the City's cash management and investment portfolio, managing short-term and long-term investments in accordance with adopted investment policies while maintaining sufficient liquidity and safeguarding public funds.

- Provided executive oversight of debt financing activities, including bond issuances and participation in state and federal loan programs, supporting long-term capital planning and infrastructure investment.
- Supervised all Finance Department and Procurement Office functions, including payroll, accounts payable and receivable, purchasing, bids, and contract administration, ensuring operational efficiency and internal controls.
- Directed procurement operations, overseeing contract compliance, purchasing policies, and competitive solicitations; developed bid and RFP specifications and approved departmental purchase requests.
- Managed and mentored professional, administrative, and clerical staff within the Finance Department and Procurement Office, fostering accountability, performance excellence, and cross-functional collaboration.
- Collaborated closely with Human Resources to provide financial oversight and analysis of self-insured employee benefit programs, including health, dental, workers' compensation, and property and liability insurance.
- Monitored financial performance throughout the fiscal year, preparing budget amendments and contract modifications as needed to maintain fiscal balance and operational continuity.
- Coordinated personnel and payroll-related matters for the Finance Department, ensuring accuracy, compliance, and alignment with City policies.
- Represented the Finance Department at City Commission and committee meetings, delivering clear financial analysis, reports, and recommendations to support informed decision-making.
- Ensured organizational accountability through successful audits, measurable financial outcomes, compliance with governing laws and policies, and achievement of strategic objectives.

CHIEF FINANCIAL OFFICER

Manatee County School District, Bradenton, FL

2014 - 2018

- Oversaw an \$800M budget and directed grant-based financial operations, capital project budgets (\$200M+), and financial planning initiatives.
- Guided the District successfully through funding challenges—improving its credit rating from BBB+ to A- rating.
- Managed sales tax bond issuance, debt restructuring, and cost-saving initiatives saving \$15M+ annually.
- Implemented ERP (PeopleSoft) and led strategic planning and procurement across finance, HR, IT, and facilities.
- Served as Chair of the Health Insurance Advisory Committee overseeing and guiding decisions related to employee health benefits, broker agreements, pricing and cost containment measures.
- Co- lead negotiator for the district's three bargaining units.

DIVISION CHIEF/CHIEF ACCOUNTANT

City of Baltimore, MD

2010 - 2014

- Directed financial operations and grant accounting across a \$1.6B municipal budget.
- Implemented systems to improve property tax billing and collections, fixed asset tracking, and grant compliance.
- Served on investment, liability, and capital project committees to maintain fiduciary integrity and risk oversight.

FINANCIAL & OPERATIONAL LEADERSHIP ROLES

Multiple Industries • Prior to 2010

- Held leadership roles including VP Operations, Controller, and Audit Director.
- Developed operational controls, compliance frameworks, and team-based financial performance metrics.

EDUCATION & CERTIFICATION

UNIVERSITY OF MARYLAND

Bachelor of Science – Business

CERTIFIED PUBLIC ACCOUNTANT (FLORIDA)

PROFESSIONAL AFFILIATIONS

- Member of the Government Finance Officers Association
- Member of the Florida League of Cities

LEADERSHIP

- Past President of the Board of Trustees; Florida Star Investment Pool

REFERENCES

DR. DIANA GREENE – SUPERINTENDANT, MANATEE COUNTY SCHOOLS

119.071(4)(D)2.Z.(I)

DR. BILL VOGEL – RETIRED FLORIDA SCHOOLS SUPERINTENDANT

119.071(4)(D)2.Z.(II)(

ANGIE OXLEY – FORMERLY OF MANATEE COUNTY SCHOOLS

119.071(4)(D)2.Z.(II)(B)

Public Records Exemptions

Enclosed please find a copy of the response documents for your public records request. The following information is provided to explain the process employed to review and produce the response documents.

Reason	Description	Pages
119.071(4)(D)2.Z.(II)(B)		5