

NATE GEINZER

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PROFESSIONAL PROFILE

Driven, effective, and creative professional with a strong background in economic development, strategic planning and facilitation, team development and leadership, and project and change management. Demonstrated oral, written, and public communication abilities with an aptitude for creating relationships with organizational and community stakeholders. Effective builder of open, collaborative, and values based organizational culture across diverse functional areas. Principled and passionate leader with high standards for professional conduct and a commitment to excellence.

PROFESSIONAL HIGHLIGHTS

- Robust community and economic development background with strength in developing stakeholder relationships prioritizing a concierge customer service approach to community and economic development versus a regulatory process focus.
- Pragmatic approach to budget development and execution guided by the goals and priorities of the elected body while anticipating lifecycle costs and unforeseen challenges.
- Builder of strong management and staff teams through talent attraction, recognizing and developing internal staff assets, and reinforcing a positive, supportive, and team based, yet accountable, organizational culture.
- Accessible leader who welcomes the opportunity to collaborate on shared jurisdictional priorities and to assist staff and stakeholders in addressing community and customer service challenges.

PROFESSIONAL EXPERIENCE

DOUBLE HAUL SOLUTIONS, LLC, BRIGHTON, MICHIGAN
Founder/Chief Executive Officer

OCTOBER 2021 – CURRENT

Provide as needed municipal and organizational consulting services focusing primarily on strategic planning, facilitation, organizational development, and capacity support.

SELECTED ACHIEVEMENTS

- Effectively collaborate with the Michigan Municipal Services Authority (MMSA) Executive Director to administer and grow the service offerings available to support the unique and evolving needs of Michigan's communities.
- Positively engage elected officials, staff, and community stakeholders to facilitate the development of strategic and actionable community and organizational priorities.

CITY OF BRIGHTON, BRIGHTON, MICHIGAN
City Manager

FEBRUARY 2016 – MAY 2022

Serve as the Chief Administrative Officer of a full-service and growing community of 8,000 people within a surrounding population of over 100,000. Judiciously administer a budget of ≈ \$33.0 million (FY 21/22 - \$10.1 million General Fund, \$9.7 million Utilities Fund, and \$13.1 million in other funds). Work collaboratively with a seven-member city council to develop and implement policies, service priorities, and capital investments. Lead fifty-seven employees, including a core management team of seven, in the efficient and effective delivery of exemplary services: always seeking continuous improvement.

SELECTED ACHIEVEMENTS

- Successfully maneuvered an organization-wide transition following the departure of the 26-year manager incumbent and long tenured management staff by rebuilding the organization and management team, which resulted in improvements in organizational culture, service delivery, capital maintenance and investment, and fiscal sustainability.

- Effectively orchestrated, in collaboration with the Community Development Manager, a departmental customer service overhaul by enhancing relationships with the community and developers through concierge level customer service. This approach has earned the city a formidable reputation with developers resulting in a project pipeline of well over \$100 million with additional development/redevelopment opportunities being assessed.
- Innovated to create a more robust economic development team apparatus through an expanded contractual relationship with Ann Arbor SPARK. This new model has been embraced by Ann Arbor SPARK and incorporated into its broader regional economic development strategy.
- Collaborated with Community Development staff to engage a planning consultant to develop a truly comprehensive master plan. This plan includes, and integrates, a master land use plan, downtown plan, complete streets plan, and parks and recreation plan.
- Developed and led various strategic planning and team building activities with City Council, Downtown Development Authority, and city staff.
- Continue to assist City Council in facing and addressing the city's "fiscal realities" and significant capital investment needs. Examples include failing streets and related infrastructure, crippled capital equipment, aging utility systems, and unfunded pension and OPEB liabilities with substantial progress made to date including, but not limited to:
 - Implemented, and continue to implement, organizational and operational strategies to improve city services and financial stability through organizational optimization and developing a fiscally conscious management team who are protective of the limited resources available and the needs/wants of the whole.
 - Successfully collaborated with the City Council Fiscal Realities Task Force and city staff to develop and implement a robust strategy to address the city's massive street infrastructure investment needs. This \$2 million strategy was built around a community compromise that included a 2.5 mill Headlee Override generating \$1.2 million, the generation of additional revenues through increased fees, DDA revenue sharing to support costs associated with the downtown, new economic development, and approximately \$500,000 in additional operational cost savings.
 - Worked with City Council, employees, retirees, and unions to convey the circumstances surrounding the city's unsustainable pension and OPEB liabilities and the impacts of changing assumptions. Developed contract negotiation strategies, working with the Human Resources Manager and Labor Counsel, which exceeded City Council expectations for controlling benefit costs, while avoiding arbitration. Estimated reductions in unfunded liabilities, per 2020 actuarial reports and the Comprehensive Annual Financial Report, include approximately \$1.1 million in pension liabilities and approximately \$4.4 million in other post-employment benefit liabilities.
 - Developed new budget policies to ensure revenues were directed to funding the city's Capital Improvement Plan by designating the "first mill" to capital improvements and funding 10% of annual depreciation.
 - Maximized the city's new and more stable financial position, in conjunction with record low municipal bond interest rates, to launch a \$17.5 million capital improvement bond program to bolster capital investments across the city's portfolio of needs.
- Redesigned the city budget document to provide an engaging, interactive, and user-friendly document that effectually communicates relationships between revenues/expenditures and city goals, priorities, and functions. Further enhancements were gained following the city's transition to the ClearGov platform.
- Secured nearly \$5.0 million in state grants and federal aid to support the rehabilitation of various major streets.
- Worked with the city's management team to maintain service delivery throughout the COVID-19 pandemic, while implementing strategies to contain expenses, buffering the City from unknown financial impacts.

CITY OF FARMINGTON HILLS, FARMINGTON HILLS, MICHIGAN

OCTOBER 2007 – FEBRUARY 2016

Assistant to the City Manager (2012 – 2016)

Management Assistant (2007 – 2012)

Supported the City Manager in providing effective policy development and execution within a diverse community of 80,000 constituents and over 6,000 businesses. Responsible for the management of special projects, including cross-departmental and multi-jurisdictional, ombudsman to constituents, corridor redevelopment, energy and environmental sustainability, and other duties as assigned by the City Manager.

SELECTED ACHIEVEMENTS

- Represented the city at local, regional, and statewide meetings, conferences, events, and speaking engagements.
- Cooperatively facilitated multiple cross-jurisdictional and cross-departmental projects including the Grand River Corridor Improvement Authority, 10 Mile and Orchard Lake Road PlacePlans Project, and the Georgetown University Energy Prize effort in collaboration with the City of Farmington.
- Efficiently coordinated over \$12 million in facility improvements including the 52,000 ft² LEED Gold certified City Hall Revitalization Project without interrupting public service and remaining open during construction.
- Effectively administered the city's sustainability initiatives including the Commission for Energy and Environmental Sustainability, Georgetown University Energy Prize effort, annual Earth Day event, www.sustainablefh.com, and energy efficiency projects contributing to over \$200,000 in annual savings that established Farmington Hills as a statewide leader in sustainability.
- Served as front line liaison to city residents and businesses, particularly working with major utility companies to resolve issues of power reliability and coordinating utility related projects within the community.
- Worked productively across all departments and with the City Attorney to develop and implement city policies, projects, and procedures.
- Successfully applied for and administered over \$1 million in federal, state, and nonprofit grants, as well as over \$100,000 in project sponsorships.

CITY OF BERKLEY, BERKLEY, MICHIGAN

APRIL 2007 – OCTOBER 2007

Downtown Development Authority Manager

Provided administrative support to Downtown Development Authority Board including project management.

SELECTED ACHIEVEMENTS

- Authored the updated Berkley DDA Development and Tax Increment Financing Plan
- Participated in Main Street Oakland County Mentoring Program

CITY OF BRIGHTON, BRIGHTON, MICHIGAN

SEPTEMBER 2005 – OCTOBER 2007

Principal Shopping District Consultant (April 2007 – October 2007)

Planning/Community Development Tech (January 2006 – April 2007)

Student Intern (September 2005 – January 2006)

Supported the Planning and Community Development Director and downtown businesses with marketing and promotional efforts including advertising, business recruitment, and special events. Provided research into downtown best practices as seen in other model communities. Assisted the City Manager with policy and procedural research including technical reports and budget analysis.

SELECTED ACHIEVEMENTS

- Successfully built productive relationships with downtown business and property owners, Downtown Merchants Association, Chamber of Commerce, and City Council.
- As an intern, researched Principal Shopping Districts (PSD) and worked with a local business champion on the development and implementation of a PSD including \$100,000 general fund "seed" money and three-year special assessment generating over \$70,000 in annual revenue.

EDUCATION AND CREDENTIALS

MASTER OF PUBLIC ADMINISTRATION DEGREE IN PUBLIC MANAGEMENT
Eastern Michigan University, Ypsilanti, MI

BACHELOR OF SCIENCE DEGREE IN SOCIAL SCIENCE AND HISTORY
Eastern Michigan University, Ypsilanti, MI

OTHER TRAINING

COMMUNITY LEADERS CAMP: 13 Ways Inc (April 2022)
LEADERSHIP THROUGH COMMUNICATION EXCELLENCE AND CRITICAL CONVERSATIONS: Michigan State University
IS-700, ICS-100, ICS-200, ICS-300, & ICS-400: FEMA National Incident Management System
ECONOMIC DEVELOPMENT BASIC COURSE: Michigan Economic Development Association
REAL ESTATE DEVELOPMENT AND REUSE: International Economic Development Council
EMERGING LEADERS DEVELOPMENT PROGRAM: International City/County Management Association

PROFESSIONAL AFFILIATIONS, SERVICE ORGANIZATIONS, & VOLUNTEER ACTIVITIES

INTERNATIONAL CITY/COUNTY MANAGEMENT ASSOCIATION
MEMBER SINCE 2008

Breaking into the Profession Task Force (2012)

MICHIGAN MUNICIPAL EXECUTIVES
MEMBER SINCE 2008

Board of Directors (2014 – 2016)
Professional Development Committee 2010 – 2016 & 2019 – Present (Chair 2012 – 2016)
Nextgen Committee 2011 - 2014 (Vice Chair 2011 - 2012)

MICHIGAN MUNICIPAL LEAGUE

Energy, Environment, and Technology Policy Committee 2012 – 2018 (Chair 2015 – 2018)

ECONOMIC DEVELOPMENT COUNCIL OF LIVINGSTON COUNTY

Board Secretary 2022 to Present
Executive Committee 2021 to Present
Board Member 2016 to Present

BRIGHTON ROTARY CLUB

MEMBER 2016 - 2021

Foundation Board Member (2017 – 2020)
Top of the Mountain Dash or Crash Volunteer