

Greg Folsom

4805 Duval St., Fairfield, CA 94533

707.900.1260

mookster64@gmail.com

Experience/Accomplishments

City Manager, City of Suisun City, CA

April 2019 to October 2023

Turned around a city in decline by attracting development, building revenues, improving public safety, fixing existing issues and improving processes.

- ❖ From August 2019 to January 2022, assumed Development Services Director responsibilities in addition to City Manager role and significantly increased the level of development activity in the city.
 - Attracted developer for a high-end hotel development project on the waterfront.
 - Attracted commercial developer for retail project on Housing Authority owned property.
 - Attracted new fine dining restaurants for downtown ground up developments.
 - Attracted major industrial developer to begin entitling first major industrial parks in city.
 - Attracted affordable housing developer and other housing developers for vacant properties that now are under construction.
- ❖ Improved city GF revenues nearly \$2M from FY 2018/19 to FY 22/23 from new sources or increased fees.
 - Implemented cannabis ordinance that had sat for three years and approved cannabis retailers that have provided significant revenues to the City in excess of \$1M per year.
 - Facilitated hotel development project through multiple issues doubling TOT revenue.
 - Increased franchise fees and fees for services providing over \$300k/yr in additional revenues.
 - Pipeline development projects will contribute over \$4M/yr in direct revenues to city at buildout.
- ❖ Improved Public Safety
 - Upgraded Fire Department from the only Basic Life Support agency in Solano County to providing Advanced Life Support (Paramedic).
 - Increased overall staffing levels in Fire Department to run two engines.
 - Restored mutual aid agreements with surrounding cities that would not allow Suisun City fire department in their city.
 - Improved an Emergency Operations Center that had fallen in disrepair and closed for several years.
 - Updated Emergency Operations Plan from the 1990's.
- ❖ Resolved a number of issues throughout the organization from years of poor management and oversight including:
 - Reorganized several city departments to remove unqualified staff, better distribute workload, improve morale, and provide a higher level of professionalism.
 - Improved employee morale with improved employee communications, including open door policy, bi-monthly, in-person all hands updates, and positive working relationships with labor unions.
 - Identified and fixed multiple fire and building code violations at City Hall and other City facilities.
 - Improved security at City Hall and eliminated access codes that had existed for over a decade.
- ❖ Improved communication with Council, staff, and the community.
 - Created weekly City Manager update newsletter for Council and staff.
 - Created monthly public newsletter for community.
 - Started bi-monthly all hands staff meetings.
 - Created annual State of the City event for the community.
 - Currently implementing new communications strategies using new technology platforms.
- ❖ Saved over \$1M per year and provided better service to the public by transitioning to micro-transit from fixed route bus service.

- ❖ Saved Downtown Business Improvement District on the verge of disestablishment due to poor management and unsatisfied members.
- ❖ Created first Strategic Plan in city history, along with first city Mission Statement and Vision Statement.
- ❖ Collaborated with Travis Air Force Base through TRAFIC, TCC, and other projects. I am on the Executive Committee for the Travis Regional Resiliency Infrastructure Report project.
- ❖ Implemented a sustainability project that has won a national Smart 50 Award and was the small city recipient of the U.S Conference of Mayors Climate Protection Award for 2022.
- ❖ Added a land recognition statement to Suisun.com website acknowledging the ancestral land of the native peoples.
- ❖ Established Indigenous Peoples' Day in Suisun City as the second Monday in October.
- ❖ Received recognition through a Congressional Commendation from Congressman Garamendi.

City Manager, City of Clearlake, CA

June 2015 to April 2019

- ❖ Turned around a city in decline and improved revenues, infrastructure, employee morale, and public image by creating/implementing a Strategic Plan focused on making the city “Cleaner, Safer, Better.”
- ❖ Spearheaded the successful approval of a special 1% transactions and use tax (Measure V) for the City of Clearlake that has increased revenues for road improvements by over \$2.4M per year.
- ❖ Worked with a developer through numerous issues to redevelop an abandoned grocery store into a retail center that generates over \$200K per year in sales tax for the City.
- ❖ Created and implemented a mandatory garbage ordinance and increase in franchise fee that generates over \$250K per year to the City and greatly assist in reducing illegal dumping.
- ❖ Assumed role of Community Development Director in addition to City Manager role until moving that responsibility to newly promoted Assistant City Manager in July 2019.
- ❖ Successfully created a commercial cannabis ordinance and approved cannabis businesses that generated over \$300K per year in new income for the City and created many new jobs in the community.
- ❖ Built the first new arterial road since incorporation of the city.
- ❖ Funded \$2.1M road maintenance project entirely with CDBG and other grant funding.
- ❖ Worked with Adventist Health to develop Restoration House, a transitional housing and respite facility to help address homelessness and high utilizers of emergency services.
- ❖ Worked closely with the Koi Nation in implementing AB 52.
- ❖ Worked closely with Lake County Tribal Health in establishing a new 20,000 sf health clinic in Clearlake.
- ❖ Managed the City through five disasters or near disasters calling for various levels of evacuation, including the Sulphur Fire, which burned 158 homes in Clearlake and required massive interaction with state and federal agencies and politicians, and the Mendocino Complex Fires.
- ❖ Successfully managed the first update to the City of Clearlake's General Plan in 34 years for under \$250k.
- ❖ Worked with the tourism industry in Lake County to create the first Tourism Improvement District in county history and was a founding board member.
- ❖ Worked with Lake County, city of Lakeport, and various other entities to create Lake County Economic Development Corporation and was a founding board member.
- ❖ Created the annual “State of the City” event in Clearlake which included my 90-minute presentation of achievements and project updates to the community.
- ❖ Updated City logo and city graphics to help improve the image of the City.
- ❖ Created signature annual Soapbox Derby event.

Planning Commissioner, City of Menifee, CA

January 2015 to June 2015

Consultant – eZone Advisors

January 2012 to June 2015

- ❖ Reviewed and scored federal grant applications for such programs as the New Market Tax Credits (NMTC), Capital Magnet Fund (CMF), and Native American CDFI Assistance (NACA).

Deputy Director, Economic Development, Riverside County EDA

February 2014 to January 2015

- ❖ Facilitated the \$100M expansion of the Desert Hills Premium Outlets shopping center near Palm Springs.
- ❖ Retained major sales tax generator (iHerb) in Riverside County by assisting in finding a new location.
- ❖ Worked closely with the 28 cities and three Economic Development Corporations in Riverside County to coordinate economic development marketing efforts.
- ❖ Selected as a CALED Ambassador by the CALED Board.

Deputy Director of Economic Development, City of Stockton, CA

May 1993 to December 2011

- ❖ Managed the daily operations of three divisions within the Economic Development Department, including Economic Development, Redevelopment, and Real Property.
- ❖ Attracted several major retail shopping developers to town resulting in the construction of two power center projects and one neighborhood grocery anchored center creating over 500,000 square feet of new retail and generating several million dollars per year to the city.
- ❖ Facilitated the approval of several large industrial parks that led to the development of several million square feet of industrial development.
- ❖ Collaborated with the Port of Stockton on locating numerous industrial projects to the Port.
- ❖ Developed and implemented several highly successful programs such as the Façade Improvement Program, Micro Loan Fund, Downtown Financial Assistance Program, Nonresidential Fee Deferral Program, and development fee reduction program.
- ❖ Successfully managed redevelopment projects including the Fox Theatre, Children's Museum, Weber Median Reconstruction, and Miracle Mile Parking Lots Reconstruction projects.
- ❖ Successfully managed the creation of the Stockton Tourism Business Improvement District.
- ❖ Managed Fox Theatre and was the city's major events coordinator for multiple years.

Education/Certifications

University of Southern California, 1989

MBA - Finance

Consortium for Graduate Studies in Management scholarship award winner.

Golden State Minority Foundation award winner.

San Jose State University, 1987

Bachelors - Business Administration

Graduated with honors.

Diversity, Equity and Inclusion in the Workplace Certificate, 2022

University of South Florida, Corporate Training and Professional Education

Boards, Additional Titles/Responsibilities, and Affiliations

Director of Emergency Services, Suisun City

Executive Director of Suisun City Housing Authority

Executive Director of Suisun City Successor Agency

Harbor Master, Suisun City

Board Member, Solano Economic Development Corporation

Board Member, Solano Emergency Medical Services Cooperative

Former Founding Board Member, Lake County EDC

Former Founding Board Member, Lake County TID

Member: CALED; CALPELRA; ICMA; ICSC

Enrolled Tribal Member, Choctaw Nation of Oklahoma