

## Christopher J. Roog, CEcD

610 Clematis Street, Apt 331 ▪ West Palm Beach, FL 33401 ▪ 561.262.6901 ▪ chrisroog01@gmail.com

### EDUCATION

**Int'l Economic Development Council**  
Certified Economic Developer  
October 2019

**Florida Atlantic University**  
Bachelor of Arts in Political Science  
December 2003

**Palm Beach Community College**  
Associate of Arts Degree  
December 2001

### EXPERIENCE

#### **City of West Palm Beach, West Palm Beach, FL**

Director of Economic Development  
September 2013 - Current

Chief of Staff  
December 2012 - September 2013

- Researched, developed, coordinated and measured economic development policy for the City of West Palm Beach
- Helped improve the City's business climate, resulting in over 4,000 businesses to open and register
- Authored the 2014 and 2019 City Economic Development Strategy Plan
- Initiated and worked with the Planning Department to Master Plan a dated industrial park for business development
- Managed an economic development budget of over \$1 million, including incentives to local businesses
- Developed terms for the successful negotiation to bring a new Major League Baseball Stadium to the City
- Launched the branding and marketing campaign of the City's Flagler Financial District and business recruitment efforts
- Executed the 2018 Economic Development Study
- Attended the U.S. Conference of Mayor's work session on innovation districts and applied the findings to the City
- Coordinated the implementation of the City's first public bike sharing system
- Managed a public realm study performed by Gehl Architects to improve the human condition in the City
- Co-Authored a winning entry of the Knight Foundation's Cities Challenge adding retail shops to the Clematis Street
- Helped negotiate the purchase of a 28,000 sq. ft building on Clematis Street as a small business incubator
- Initiated the City's first intersection repair project that included local arts students
- Managed all City economic development partnerships
- Worked with the local Business Development Board to highlight the City to site selectors and CEOs
- Directed the City's responsibility of a memo of understanding with the School District to improve literacy
- Initiated, fundraised and approved a project contract with Florida Atlantic University for a mobility intelligence project
- Assisted local businesses through the building permit process
- Engaged in the transition process between Mayors and administration

#### **Cornerstone Solutions LLC, West Palm Beach, FL**

Project Manager  
May 2012 - December 2012

- Managed all aspects of the Palm Beach County wide Ric Bradshaw for Sheriff Campaign
- Executed grassroots communication to the community for the Sheriff's campaign
- Organized a campaign booth at the Festival de Pueblo with over 3,000 attendees from the Hispanic community
- Researched election laws in the State of Massachusetts resulting in a day turnaround for issues polling

#### **Gold Coast Builders Association (GCBA), West Palm Beach, FL**

Executive Vice-President  
September 2010 - May 2012

Director of Governmental Affairs  
February 2005 - September 2010

Executive Assistant  
August 2004 - February 2005

- Directed the implementation of the policies set by the Board of Directors
- Managed the budgetary plan and obligations for the association
- Created greater efficiencies in the operations of the organization
- Introduced and implemented cost saving practices
- Handled all staffing needs (including the hiring and termination) of employees
- Developed plans to generate revenue for the association, including events and sponsorship programs
- Served as the Chairman of the Executive Officers Council of Florida Home Builders Association
- Assisted the Regulatory Climate Steering Committee to implement efficient changes in the development review process county-wide, including a universal building permit application
- Active participant in the Six Pillars Program to improve the overall quality of Palm Beach County
- Negotiated and managed the merger of Gold Coast Builders Association and Builders Association of South Florida
- Developed and maintained valuable relationships with elected officials at the state and county level, including senators, representatives, mayors, commissioners, and councilors

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- Facilitated internal and external communication for GCBA in a variety of settings, including county and city commission meetings
- Influenced the outcome of housing policies and zoning regulations that benefited communities throughout Palm Beach County, such as West Palm Beach, Jupiter, and Boynton Beach
- Created the Construction Industry Alliance unifying the construction industry in Palm Beach County
- Handled all media inquiries for home building industry's positions on governmental issues
- Coordinated lobbying blitzes of the Florida Legislature during Florida Home Builders Legislative Conference
- Organized, executed and lead a successful citizen's initiative, "Vote No on Supermajority" in Lake Worth
- Assisted in creating Palm Beach County's Workforce Housing Ordinance
- Managed the financial reporting of six Political Action Committees to the State of Florida
- Spearheaded the 2010 Public / Private County-wide Interview Project that resulted in improvements in the development review process across all the cities in Palm Beach County
- Served on the Building Size and Mass Taskforce, working with the residents of the West Palm Beach
- Managed the "Great Debate" in 2006 and 2008, a televised debate forum for candidates for elected office
- Coordinated the grassroots efforts in the award-winning approval of the ½ Cent Sales Tax, recognized by the National Association of Home Builders

### **Town of Lantana**

*EMT/Lifeguard (Part-time), January 2005 – November 2016*

- Provided preventative safety measures and engaged in rescue operations
- Educated the public about beach safety and ocean awareness

### **Public Concepts, West Palm Beach, FL**

*Intern, Political Affairs Department, August 2002 - December 2002*

- Coordinated and assisted in grassroots efforts that directly affected the outcome of state House and Senate campaigns during the primary and general elections
- Functioned as the "eyes and ears" of the campaign observing what effects the campaign was having in the community

### **HONORS & AFFILIATIONS**

Graduate of Urban Land Institute Leadership Institute 2019

Pi Sigma Alpha Political Science Honor Society, Dean's List at FAU Fall 2003

Appointed as Boca Raton Judge in FAU Student Government 2002