

Amber V. Tarrac

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SUMMARY

- 20 years progressively responsible government and nonprofit experience
- Economic and Workforce Development, Communications, Public Policy, Legislative and Public Affairs, Strategic Advisor, Grants, Nonprofit, and Continuous Improvement experience at local and state levels
- IT – Salesforce CRM implementation; website updates; CityWorks for city Community Development, Planning, and Business Licensing; worked with internal IT staff and external vendors to develop and execute Statements of Work; led IT projects to develop solutions, project budgets, timelines, and managed projects
- HR – Hiring Manager for city, county, and state agencies; led learning and development including curriculum design and delivery; evaluated and updated staffing models based on work volume and implemented IT enhancements; handled recruitments including updating job descriptions, assembled diverse interview panels, created assessments, conducted interviews, hiring, onboarding and training; worked with labor unions; performance management including progressive discipline; Appeals Officer; led administrative, professional, first line, and second line supervisor team of 26
- Finance - Managed \$22 million in local, state, and federal grant funds; \$15 million in state contracts; \$45 million budget; experienced with budgeting principles and administrator of department and program budgets; saved city over \$250,000 in costs through a strategic reorganization, technology implementation, updated staffing model, and outsourcing select functions to an external vendor
- Diversity, Equity, and Inclusion (DEI) leader and Speaker's Bureau Chair
- Designed award-winning economic development programs and strategic partnerships
- Successfully attracted global retailers, financial services, and technology firms to cities
- Positively influence people, processes, and organizational culture to accomplish goals
- Engage diverse customers and employees to achieve service and performance results
- Fluent in Spanish

EDUCATION

- International Economic Development Council Certified Economic Developer (CEcD)
- California Association of Local Economic Developers (CALED) Accredited Economic Developer and Instructor
- Master of Public Administration, San Diego State University
- Bachelor of Criminal Justice Administration with Distinction, San Diego State University
- California State Association of Counties County Senior Executive Credential and Fellow

EMPLOYMENT EXPERIENCE

Founder, FounderFuego 2023-Present

- Creator of FounderFuel, an economic development newsletter using Mailerlite, designed to amplify diverse founder stories, share funding opportunities, resources, and networking events to support business owners and nonprofit leaders
- Design and deliver training programs/workshops for entrepreneurs and nonprofits

Adjunct Lecturer, San Diego State University, School of Public Affairs 2022-Present

- Teach public affairs, urban planning, and public administration coursework

Southern California Local Engagement Specialist (SSMI)

2022-2023

State of California, Governor's Office of Business and Economic Development, San Diego, CA

- Economic and workforce development outreach and engagement expert serving Southern California small business owners and technical assistance partners
- Developed and provided digital and print resources in Canva for display in person at exhibitor booth, digital campaigns, MailChimp, and SharePoint to help small businesses with retention and expansion, entrepreneurship, economic mobility, resilience, access to programs, new business starts, policy advocacy in the state legislature, and referrals to technical assistance providers
- Developed and executed communications and marketing strategies, including creation of original newsletter content, thought leadership pieces and digital and print collateral for LinkedIn, social media, and MailChimp newsletter
- Project Manager for the Entrepreneurship and Economic Mobility Task Force
- Assisted with Southern California Inclusive Innovation Hubs (iHubs)
- Developed internal communications guides including Standard Operating Procedures (SOP) manual and IT training curriculum
- Led team trainings on various topics: travel, administrative best practices, technology

Economic Development Assistant Director, City of Miami Beach, FL

2021

- Responsible for 5 employees, operations of the department, and SOPs
- Managed \$1.7 million in business attraction incentives and workforce training grants
- Recruited tech and financial services companies to relocate and expand in the city
- Responsible for communications: press releases, marketing, communications strategy, website, creation and publication of monthly newsletter and original blog content
- Developed alliances with key business sectors and partners – Technology, Financial Services, International Business, Arts and Culture, Hospitality, and Education
- Responsible for data analytics and developing economic impact analyses
- Developed marketing/communication strategies and workforce recruitment strategies
- Administered federal CDBG-CV grant program to promote socioeconomic equity for low-income business owners and employees, support mobility and resiliency projects
- Created and maintained database of vacant/underutilized commercial properties
- Liaison for Business Improvement Districts, Chamber of Commerce, Beacon Council, business and property associations; staff and coordinate committees/advisory groups
- Served on evaluation committees for RFLI, RFQ, and RFPs for diverse projects

Economic Development Deputy Director, City of Escondido, CA

2020-2021

- “Chief Business, Workforce, and Community Relations Officer”, key advisor to City Manager, Mayor and City Council; staffed advisory groups
- Responsible for 3 analysts and contractors to administer Economic Development, Tourism and Marketing, and Business License programs
- Media spokesperson answering questions on camera, over the phone, and in writing
- Created top-performing newsletter in Constant Contact and performed Word Press website updates
- Managed \$2.1 million revenue and 10,433 business licenses
- Created and launched \$1.7M CARES Act Small Business Grant Program
- Identified \$260,000 staffing and \$41,000 contracted services savings
- Conducted site selection searches; attracted high profile private sector companies to relocate/expand in the city; ushered in development projects; and provided resources for incentives, permits, workforce development, and financing

- Data analytics, performance metrics, benchmarks, and Key Performance Indicators
- Recruited top national retailers to expand in the city
- Collaborated with City departments to streamline business processes
- Applied for and city won IEDC and Helen Putnam Economic Development awards
- Liaison for local, state, and federal agencies, Innovate78, Chambers of Commerce, business and tourism associations and Economic Development Councils (EDCs)

Southern California Regional Manager (SSMI)

2019-2020

State of California, Employment Training Panel, San Diego, CA

- Responsible for 12 professional analysts and administrative staff to develop and monitor performance for over \$15 million in state employment training contracts with businesses
- Developed and updated policies to ensure compliance with legislation and regulations
- Collaborated with businesses, consultants, Chambers of Commerce, EDCs, and community colleges to market program, design Panel proposals; monitor contracts
- Assisted with statewide Salesforce CRM transition and redesign
- Operations Manager responsible for facilities, workload management, developing proposals, QA/QC, monitoring reports, presenting project proposals at Panel meetings

Manager, County of San Diego, San Diego, CA

2016-2019

- Responsible for 26 first and second-line supervisors, professional, and administrative staff to secure/enforce debts owed to county, court and victims of crime
- Managed \$2 million in victim restitution and account audits of debts owed by customers
- Policy development to ensure compliance with legislation and regulations
- Worked with the team to create business processes and manuals for all four units
- Led DEI outreach training for over 20% of the County workforce
- Produced Public Information, Awareness and Outreach campaigns:
 - Victim services awareness flyer for November 2016 and 2020 Presidential election voter guide that reached 1.9 million registered voters
 - Designed and distributed Escrow/Title company outreach brochure that reached over 175 local partners and effectively reduced inbound FAQ call volume
- Drafted Statements of Work to leverage technology to automate reports and processes
- Developed Enhancing Victim Services Workgroup Public Safety (DA, Public Defender, Sheriff's Department, Probation, Superior Court, State Prisons) strategic partnerships

Policy Advisor, County of San Diego Board of Supervisors, San Diego, CA

2010-2016

- Advised supervisor on diverse legislative and public policy areas: economic development, redevelopment, budget, air pollution and flood control, health, water, public works, airports, housing, animal services, and environmental health
- Managed over \$16.5 million for the office's two discretionary grant programs
- Handled redevelopment dissolution for two redevelopment agencies and redistricting
- Produced Don't Get Hooked senior scam prevention events for 50,000 residents
- Analyzed proposed operational plan/budget, provided summary and recommendations
- Determined/articulated legislative impacts; initiated board action in support/opposition
- Special projects: Alzheimer's Project and Residential Care Facility Initiatives

Senior Office Assistant, County of San Diego, San Diego, CA

2008-2010

- Responsible for 24 employees at an eligibility office
- Led agency-wide efforts to convert 600,000 hard copy files to a digital format in one year
- Ensured compliance with eligibility program rules, regulations, and procedures

AWARDS

- National Latina Women's Business Association 2024 Latina Business Leader of the Year
- Village Up San Diego 2024 Inclusive Champion
- Helen Putnam Award for Arts in Community for city outdoor expansion mural program
- IEDC Award for Innovate78 regional partnership and accomplishments

PROFESSIONAL MEMBERSHIPS AND INTERESTS

- International Economic Development Council Member
- California Association of Local Economic Developers Member and Instructor
- Municipal Management Association of Southern California Member/Conference Speaker
- International City/County Managers Association (ICMA) Member
- San Diego County Latino Association Past-President and CEO/Advisor (nonprofit)
- County of San Diego Diversity, Equity, and Inclusion Task Force/Speakers Bureau Chair