

EMPLOYMENT APPLICATION



City of Palm Bay
120 Malabar Road

Palm Bay, Florida - 32907
<http://www.palmbayflorida.org>, (<http://www.palmbayflorida.org>)
Morton, Matthew, Thomas
City Manager

Received: 2/4/25, 10:12 AM

For Official Use Only:

QUAL: _____

DNQ: _____

Experience

Training

Other: _____

PERSONAL INFORMATION

POSITION TITLE:

City Manager

Job Number:

2639

NAME: (Last, First, Middle)

Morton, Matthew, Thomas

PERSON ID:

58277237

Date And Month Of Birth:

04/22

ADDRESS: (Street, City, State, Zip Code)

98 Evans Dr
Palm Coast, FL 32164

HOME PHONE:

386-264-1050

EMAIL ADDRESS:

mmortonicma@gmail.com

DRIVER'S LICENSE:

Yes

State: FL Number: M*****0

LEGAL RIGHT TO WORK IN THE UNITED STATES?:

Yes No

HIGHEST LEVEL OF EDUCATION:

Master's Degree

PREFERENCES

MINIMUM COMPENSATION:

\$225,000.00/yr

ARE YOU WILLING TO RELOCATE?

Yes No Maybe

SHIFTS YOU WILL ACCEPT:

Day , Evening , Night , Weekends , On Call (as needed)

WHAT TYPE OF JOB ARE YOU LOOKING FOR?

Regular

TYPES OF WORK YOU WILL ACCEPT:

Full Time

OBJECTIVE:

Using my education, energy and experience in local government to serve the public, my peers and create legacy for future generations.

EDUCATION

MM Verified No Education History

WORK EXPERIENCE

MM Verified No Work Experience

CERTIFICATES AND LICENSES

Nothing Entered For This Section

SKILLS**OFFICE SKILLS:**

Nothing Entered For This Section

OTHER SKILLS:

Nothing Entered For This Section

LANGUAGE(S):

Nothing Entered For This Section

SUPPLEMENTAL INFORMATION

Nothing Entered For This Section

REFERENCES

REFERENCE TYPE: Professional	NAME: William Whitson	POSITION: Interim Town Manager, Orange Park Florida
ADDRESS: (Street, City, State, Zip Code) 2042 Park Avenue Orange Park, FL 32073		
EMAIL ADDRESS: wwhitson@townop.com		PHONE NUMBER: 904-278-3011
REFERENCE TYPE: Professional	NAME: Eddie Branquinho	POSITION: Palm Coast City Council (retired)
ADDRESS: (Street, City, State, Zip Code)		
EMAIL ADDRESS: branquinho@hotmail.com		PHONE NUMBER: 351-932-317-751
REFERENCE TYPE: Professional	NAME: Becky Nixon	POSITION: Former City Council Member - Owner Pacific Crest Insurance
ADDRESS: (Street, City, State, Zip Code) 26311 NE Valley St Ste 2b Duvall, WA 98019		
EMAIL ADDRESS: b.nixon@pacificcrestinsurance.com		PHONE NUMBER: 206-595-5135
REFERENCE TYPE: Professional	NAME: Jeff Douglas	POSITION: Palm Coast Town Center Master Developer & DRI Master Developer
ADDRESS: (Street, City, State, Zip Code) 145 City Place, Suite 300 Palm Coast, FL 32164		

EMAIL ADDRESS: jeff@douglaspd.com		PHONE NUMBER: 386-446-6226
REFERENCE TYPE: Professional	NAME: Lindsey Vaughn	POSITION: Finance Director
ADDRESS: (Street, City, State, Zip Code) City of Lake Forest Park 17425 Ballinger Way NE Lake Forest Park, WA 98155		
EMAIL ADDRESS:		PHONE NUMBER: 206-368-5440
REFERENCE TYPE: Professional	NAME: NJ Shelsby	POSITION: Former Chamber Director & Current Business Owner and Professional Coach
ADDRESS: (Street, City, State, Zip Code) WA		
EMAIL ADDRESS: nj@njshelsby.com		PHONE NUMBER: 425-780-7605
REFERENCE TYPE: Professional	NAME: Jason DeLorenzo	POSITION: Chief of Staff, City of Palm Coast
ADDRESS: (Street, City, State, Zip Code) 160 Lake Avenue City Hall Palm Coast, FL 32164		
EMAIL ADDRESS:		PHONE NUMBER: 386-212-7810
REFERENCE TYPE: Professional	NAME: William Ibershof	POSITION: Former Mayor / Current Town Manager Madras Oregon

ADDRESS: (Street, City, State, Zip Code)

City Hall
125 SW E Street
Madras, OR 97741

EMAIL ADDRESS:

PHONE NUMBER:

541-475-2344

Agency - Wide Questions

1. **Are you a current employee of the City of Palm Bay?**
No
2. **How did you hear about employment with the City of Palm Bay?**
Other
3. **If you answered "Other" to the previous question, briefly describe where you heard about employment with the City of Palm Bay.**
FCCMA
4. **Were you ever employed by the City of Palm Bay?**
No
5. **Are any of your relatives (by blood or marriage) employed by the City of Palm Bay?**
No
6. **Have you ever been dismissed or asked to resign?**
No
7. **If answered "YES" to any question above, explain in the space provided.**
8. **Have you ever been in the U.S. Armed Forces?**
No
9. **If "YES", list dates of active duties.**
10. **Do you wish to claim Veteran's Preference? If "YES", a copy of your DD214 member 4 must be submitted for eligibility prior to posting close date (per Florida Administrative Code 55A-7.013).**
No
11. **Are you an active volunteer with the City of Palm Bay?**
No

Job Specific Supplemental Questions

1. **Do you possess a valid Driver's License and have and maintain an acceptable driving record?**
Yes
2. **This position requires a bachelor's degree in business or public administration. Please select from the list below your highest level of completed education.**
Master's Degree or higher in business or public administration
3. **How many years of experience do you have in the administration and management of municipal programs and personnel?**
13 or more years
4. **Do you have experience in a business, non-profit organization, or government entity?**
Yes
5. **Are you a member of the International City and County Management Association (ICMA)?**
No
6. **Do you have an ICMA Credentialed Manager designation?**
No

By clicking on the 'Accept' button, I hereby certify that every statement I have made in this application is true and complete to the best of my knowledge. I understand that any false or incomplete answer may be grounds for not employing me. I understand that if employed, **false statements, misrepresentations or omissions** on this application or any other material required for employment shall be considered sufficient cause for disciplinary action or dismissal, regardless of when and how discovered. I understand that I will have to produce documentation verifying identity and employment eligibility in the U.S. I understand that I may be required to take and pass a physical examination after a conditional offer of employment is made and employment is contingent on the results of that examination. I further understand that the physical examination will include a drug and/or alcohol screen. Any illegal or controlled substance which shows in my test result will cause my immediate disqualification for employment with the City. I authorize my former employers to furnish their records of my service. This includes all information they may have concerning me, whether on record or not. I also release my former employers from any liability for any damage in providing this information. I understand that I must notify the Human Resources Division of any changes in my name, address, or phone number.

In order for Human Resources to fully evaluate your education and experience it is required that you complete the education and work experience section of your application. Applications may be rejected if incomplete.

This application was submitted by Morton, Matthew, Thomas

February 4, 2025

Hon. Rob Medina, Mayor
120 Malabar Road
Palm Bay, FL 32907

Dear Hon. Mayor Medina and Councilmembers:

Every day, everything I do is telling a story about what I value. I desire the story my life tells to be a contributing member of a community that seeks to thrive.

Throughout my previous employment experience, I have consistently demonstrated an exceptional approach to engagement, an innovative approach to problem solving and sound municipal finance skills.

I have proven my ability to develop and execute complicated work plans, create environments where employees may thrive and organize and manage complex multilevel operations. I have consistently demonstrated my ability to develop strategic regional partnerships with state and local governments and private enterprise. I have endeavored to create legacy in public service, recognizing that the actions we take now affect future generations. I have exceptional experience in strategic process reorganization with a keen focus on positioning our people and resources to best accomplish the tasks before us today, while also effectively preparing to meet the challenges of the future.

I can offer you:

Leadership: I not only desire to continually improve the leadership I provide to those around me but have enough sincerity and humility to be mentored by leaders at all levels of an organization and throughout the community. I believe in cultivating a passion for shared success and a desire to continually improve performance through relentless empowerment of others.

Core Values: The Core Values of Honesty, Integrity, Respect, Courage, Openness, Diversity, and Balance are an integral part of my character. I believe my demonstrated commitment to these core values provide a foundation for success in my personal and professional life. During the opening day of the Congresswoman Jennifer Dunn Leadership Institute, David Gergen (advisor to Presidents Nixon, Ford, Regan and Clinton) told me a very personal story about a time with President Nixon in the Oval Office and the importance of finding and always keeping your moral compass, no matter the challenge or storm. I assure you I have my compass firmly grasped.

Proven Ability: You will find I am contagiously enthusiastic and willing to be challenged, developed and stretched to where and how I may best serve the councilmembers, the community

and staff. I believe in being active, engaged and cultivating the talent and experience of those around me knowing that there is no limit to what we may accomplish if we do not care who gets the credit.

I have always endeavored to create vibrant and sustained energy in government, forging partnerships and building trust through integrity and transparency. Moreover, I am proud to say that every community I have worked for will emphatically validate the improvement and success we have shared as a result of our partnership together.

I sincerely hope that we will have the opportunity to meet and discuss how my energy and proven track record of success can benefit the City of Palm Bay. I am a creative and motivated individual who would not only give all my efforts to succeed for you, but to continually exceed your expectations. I look forward to hearing from you.

Very Truly Yours,

A handwritten signature in black ink, appearing to read "Matt Morton", written in a cursive style.

Matthew T. Morton

Matthew Thomas Morton, ICMA-CM*, EMPA

98 Evans Dr.
Palm Coast, FL 32164

(c) 386-264-1050
mmortonicma@gmail.com

Summary

It is not enough that public managers simply maintain the continuity of their operations, or even that the city becomes efficient in current tasks. To create public value, we must empower our organization to identify new purposes and anticipate changing conditions. We must embrace innovation, and treat adaptability as the new imperative, all while strengthening public policies that build trust and seek to uncover common purpose. Operating in ways that enhance the transparency and integrity of local government is now more crucial than ever. I have over 25 years of diverse experience in both the Public and Private Sectors with expertise in the following areas:

- Regional and Strategic Partnerships
- Municipal Finance
- Economic Development
- Legislative Advocacy
- Performance Management
- Financial Operations and Budgeting
- Technology and Innovation
- Infrastructure Management & Dev
- Municipal Ethics
- Human Resources Practices
- Labor Negotiations
- Community Development

Relevant Local Government Experience

City Manager, Palm Coast, FL

03/2019 to 06/2021

Palm Coast, located in Flagler County, covers approximately 90 square miles and is strategically situated on the busy Highway I-95 Corridor between Jacksonville and Daytona Beach. Palm Coast is the largest City in Flagler County and is home to more than 100,000 residents (2024, est).

Duties and Responsibilities as City Manager

- Implementation of council directed policy. Administration of day-to-day business of the city along with identification and resolution of long-range issues and long-term facility needs.
- Preparation and administration of capital, operations and enterprise budgets.
- Negotiation with public and private sector entities on a variety of issues ranging from economic development and interlocal agreements to professional service contracts, technology integration, development of P3 Public Private Partnerships.
- Design implement and lead robust strategic communication initiatives focused on “Public Narrative” and storytelling through all available communication platforms.
- Evaluating and modernizing all aspects of city government towards principles of Good Governance and Smart City Operations.
- Management and development of Community Redevelopment Agency (CRA), Community Development District CDD, Innovation District, Innovation Kick Start Program and Opportunity Zone.

Achievements:

- Created the nation's first comprehensive university based Medical Nexus, as a P3, serving as a hub for training, technology, and innovation featuring Jacksonville University and the University of North Florida. <https://www.unf.edu/UNFmednexus/palm-coast.html>
- Created and implemented a “citizen-centric” approach to local government operations.
- Created and hosted the first medical solutions-based Hack-a-thon in the state of Florida. <https://flaglerlive.com/tech-beach-hackathon/>
- Deployed a new Salesforce based CRM to improve customer service and create metrics centered around performance management and organizational transformation.
- Through ICMA and Polco – awarded Voice of The People Award for “Transformations in Foundations of Livability”.
- Created and implemented transformative practices including internal business operations, external business strategies and ecosystem based economic development.
- Created and led internal leadership cohorts aimed at improving leadership, enhancing continuity of operations, and removing barriers to organizational success.
- Created business friendly initiatives that have led to the creation of over 1,100 jobs in Palm Coast.
- Awarded the 2019 ICMA Performance Management Certificate of Distinction for commitment to the principles of performance management and effective communication of performance data with residents and peer communities.
- Empowered staff at every level of the organization to thrive.
- Led through the COVID-19 pandemic with a digital strategy that saw less than a 5% disruption in municipal services and pioneered new strategies in emergency management.

City Administrator, City of Duvall, WA**06/2015 to 08/2018**

Duvall, located in King County, covers approximately 2.5 square miles and is strategically situated on the busy Highway 203 corridor. Duvall serves as a residential and service hub for the high-tech and space industries in one of the fastest growing areas in the United States.

Duties and Responsibilities as City Administrator:

- Implementation of council directed policy. Administration of day-to-day business of the city along with identification and resolution of long range issues.
- Preparation and administration of capital and operations budget.
- Negotiation with public and private sector entities on a variety of issues ranging from economic development and interlocal agreements to professional service contracts.
- Responsibility for the city’s compliance with federal, state and county regulations, rules, policy and law.

Achievements:

- Evaluated, assessed, reorganized and rebuilt City Departments after 16 years without a City Administrator.
- Strengthened local and regional partnerships through advocacy and mutual gain objectives.
- Created a successful 5’0’ Law Enforcement Proactive Community Engagement Program and dramatically increased PD engagement through social media.

- Recognized opportunity and created annual recurring cost savings to the City by remodeling the city approach to liability and risk management.
- Restructure city investment portfolio and financial diversification.
- Served as co-interim administrative police chief to provide leadership, boost morale and create change paradigms to increase efficiency, build legitimacy and increase hiring diversity.
- Completed a city-wide salary survey, compensation metric and FTE deployment analysis.
- Reimagined use for fiber corridors to enhance financial benefit to the city.
- Modernized city operations including; updating and creating a management plan for city owned real estate, created a targeted investment program to reduce capital liability and city-wide maintenance and operations costs.

City Administrator, City of Cle Elum, WA**07/13/2010 to 07/15/2015****Asst. City Administrator, Community Development Director 01/01/2006 to 07/12/2010**

Cle Elum covers approximately 6.5 square miles and is strategically situated on the busy Interstate 90 corridor (regional service area of approximately 10,000). Cle Elum serves as the Upper Kittitas County regional provider for municipal water, wastewater and contracted police services to several neighboring communities and the Suncadia master planned resort.

Duties and Responsibilities as City Administrator:

- Oversight/Management responsibility for the following functions: regional police force, municipal fire department, airport management, roads, regional water and wastewater systems, parks, planning, zoning, municipal finance, general governmental services and personnel.
- Implementation of council directed policy. Administration of day to day business of the city along with identification and resolution of long range issues.
- Preparation and administration of capital and operations budget.
- Negotiation with public and private sector entities on a variety of issues ranging from economic development and interlocal agreements to professional service contracts.
- FEMA Region X Flood Plain Manager and City Emergency Manager.
- Managing board member of the Kittcom Regional 911 EMS, providing executive management, board oversight, interagency cooperation and budgeting.
- General Aviation Airport Manager, FAA IATA S93.

Achievements:

- Conducted a regional water rate analysis and cost model to more appropriately distribute both fixed and variable costs fairly to all parties to encourage growth and economic development.
- Instituted development agreement mechanisms to create predictability for required capital expenditures and created revenue streams for anticipated future capital equipment needs.
- Conducted Industrial System Optimization Studies to improve efficiency and realize utility cost savings at regional water and wastewater plants.
- Eliminated long term lease arrangement and procured a new regional police station facility through short term municipal bonds, resulting in a 40% savings on annualized facilities costs.
- Converted city water meter reading to remote radio read system, reducing labor costs, improving efficiency and streamlining the billing process.
- Championed staff morale initiatives to increase productivity and reduce turnover.

- Successfully authored a variety of over thirty local, state and federal grant awards for public infrastructure, municipal airport improvements, parks, and economic development.
- Negotiated the siting and dedication of the Washington State Horse Park at Cle Elum, a regional equestrian facility, serving as a foundational component of the city's economic development strategy.

Senior Project Coordinator / Strategic Process Reengineering **12/10/2002 to 12/30/2005**

Land Use and Environmental Project Coordinator **11/06/2001 to 12/09/2002**

Yakima County covers over 4,312 square miles and is the second largest county in Washington State (population 243,231). I co-chaired the executive team responsible for improving customer service, increasing staff interactions and productivity, and reducing costs in the countywide development processing and permitting systems.

Duties and Responsibilities as Senior Project Coordinator:

- Served as chief change manager with extensive hands-on experience in managing comprehensive and complex system change, innovative business process re-engineering, strategic change management, permit streamlining, organizational analysis, and integration of new technologies to improve efficiency and reduce costs.
- Worked with the development community to create a new county customer service culture and redefine customer expectations.
- Special projects liaison to the Confederated Tribes and Bands of the Yakima Indian Nation.
- Project coordination and management of complex interdisciplinary land use and environmental actions.
- Represented the county on a variety of intra- and inter- governmental task forces and commissions.

Achievements:

- Dramatically improved interdepartmental communication and efficiency.
- Earned the trust of over 100 employees to be selected as their representative in collective bargaining negotiations.
- Tested and implemented cost saving technology improvements in the county permitting and development process.
- Ensured effective communication on behalf of the county permitting center team to community members, local leaders and regional stakeholders.
- Assisted with the feasibility and cost analysis of the Yakima County Regional Corrections Facility for inmate housing.

Recent Experience

Perihelion Group Consulting, LLC Executive for Land Acquisition & Development & Partner Local Government Visions, INC.

Flagler Beach Florida

06/21 to Present

Duties and Responsibilities:

- Comprehensive direction and implementation of governmental engagement strategies.
- Site evaluation, selection, and acquisition.
- Real property evaluation, selection and management.
- Manage interdisciplinary development professionals and project teams from feasibility stage through final permitting and vertical construction.
- Develop and implement market and development analytics to assess risk, demand, identify trends, and create strategic opportunities.
- Relationship development and stakeholder engagement and management.
- Site acquisition for national and regional single/multifamily homebuilders.
- Secure project financing.
- Represent project owners and stakeholders through the municipal permitting process and public meetings as required.

Achievements:

- Development of successful projects: including multifamily, commercial and residential.
- RFP award for municipal data collection and analytics Vancouver, British Columbia, Canada.
- Designed and led municipal government strategy and conflict resolution retreats.
- Development and implement market and development analytics to assess demand and identify market trends.
- Served as active and trusted advisor to municipal professionals across the United States.

Flagler Veterans Village (FVV), Co-Founder and CEO, Communications Manager 2022-Present

FVV is a State and Federally Recognized 501(C)(3) nonprofit. Flagler Veterans Village aims to provide transitional housing to Veterans in need. FVV also operates several companion service organizations to provide help to all in need in Flagler County with transportation, job coaching, business development, mentoring and housing.

FlaglerVeteransVillage.com

Education

Harvard University, John F. Kennedy School of Government, Cambridge, MA
HKS Program Senior Executives in State and Local Government (HKSEE)

University of South Dakota, Vermillion, SD
Executive Master of Public Administration

Walt Disney Institute, Disneyland, Anaheim, CA
Disney's Approach to Leadership Excellence and Performance Benchmarking

Central Washington University, Ellensburg, WA
Bachelor of Arts Geography and Land Use Planning

Significant Honors and Awards

2020 ICMA/POLCO Voice of the People Award - Transformation in Foundations of Livability

2019 ICMA Performance Management Certificate of Distinction

2017 Washington State Governors Smart Communities Award
Kittitas County Tourism Infrastructure Plan

International City Managers Association Local Government Service Award for 20-Years
Presented at the ICMA 103rd Annual Conference

2016 Washington State Governors Smart Communities Smart Vision Award
Smart Vision Award Watershed Planning

2015 Virginia Mason Hospital Patient Hero and Spokesperson "Be Remarkable Campaign"

2014 Parade Grand Marshall
Honored as the Pioneer Days Parade Grand Marshall for Service and Dedication to the Community

National Incident Management Team 2: Table Mountain Fire
Award of Recognition for Outstanding Support and Significant Contributions, Emergency Management

2010 Newsmaker of the Year NKC Tribune Newsmaker of the Year for the Vision Cle Elum Planning Effort

Selected Economic Development Projects/Initiatives

- Palm Coast Med Nexus
- Genie Industries Industrial Campus
- Kittitas County Chamber/Tourism
- CDA Downtown Revitalization Program
- BBC/General Motors Projects
- WA State Horse Park
- MCA Universal Concerts Expansion
- Amazon Studios Location Filming

Current/Past Professional Affiliations

Florida Real Estate Licensee, Florida Department of Business and Professional Regulation
 Florida City & County Management Association
 ICMA Credentialed Manager* In Renewal Process
 WCIA Washington Cities Insurance Authority Executive Board Member
 Washington City/County Managers Association
 Government Finance Officers Association
 Washington Cities Insurance Authority
 City Planning Commission Member
 American Planning Association
 Economic Development Group of Kittitas County Executive Board Member
 Congresswoman Jennifer Dunn Leadership Institute Executive Board Member

Recent Highlighted Continuing Education/Professional Development

City Management Thought Leader Pieces (AI and Chevron Doctrine)	2025
Florida City Managers Conference	2020-2022
Leadership LITE Team and Palm Coast Leadership Academy (Instructor)	2019-2021
FCCMA Member (Palm Coast)	
FEMA NICS and Emergency Management	2019-2021
Harvard University Public Narrative: Leadership, Storytelling and Action	2021
Kaufmann Foundation National Mayors Conference, Municipal Entrepreneurship	2020
Harvard University & edX - CitesX: The Past, Present and Future of Urban Life	2018
FBI National Academy and Coach Pete Carrol Foundation Leadership Training	2017
WA City & County Managers Association Summer Conference	2017
AWC Annual Conference & Legislative Action Days	2017
FBI National Academy: Lessons Learned: Sandy Hook School Shooting	2016
ICMA International Conference (Attendee and Host Committee Volunteer)	2016
Leadership Eastside Executive Insights Program	2016
National Labor Relations Board NW Institute, NLRB, Labor Negotiations	2015
Sustainable Management of Water and Wastewater Systems, WDOH	2015
Fiscal Sustainability Training: Bending the Cost Curve, AWC	2015
Human Resource Training and Compliance, EEOC & WCIA	2015
Completion of Executive Master of Public Administration	2013
Alliance for Innovation, Consolidation of Municipal Services Training	2013
Washington Cities Insurance Authority, Employment Law Institute	2012
Law Enforcement Oversight and Management Training, WCIA	2012