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Profile

From downtown development and creative placemaking to teaching and government relations, one constant has been my desire to make a difference in my community.

I'm experienced at developing and implementing long-range plans including capital improvement projects, marketing programs, and fundraising campaigns. I'm accomplished at media relations, marketing and promotions, and brand development. I've organized arts and music festivals and other special events and I can handle unforeseen problems without panicking (at least not too much).

I occasionally teach at Stephens College, focusing on communication skills and public speaking. I live in a historic bungalow on a bike boulevard and can usually be found biking into downtown to work or play.

Skills

- **Accomplished at marketing and public relations.** I've written and implemented any number of marketing, organizational identity, and customer outreach plans and I'm skilled at brand management, both in traditional and social media. I've also served as the communications point person for both a mayor and a state representative. Not only do I have experience as a spokesperson for an organization, I am also experienced at preparing others to speak to the media, constituency groups, and other organizations.
- **Experienced at developing and implementing long-range plans, including organizational restructuring, branding campaigns, and capital improvement plans.** I've taken community improvement projects from brainstorming to planning to implementation. In doing so, I've worked closely with city departments such as the Office of Cultural Affairs, Public Works, Parks and Recreation, and Water and Light. Some of our most notable projects include the SBD's Downtown Beautification Plan, the Traffic Box Art Program, and the Broadway canopy removal.
- **Significant fundraising experience.** This includes membership programs, events, corporate sponsorships, and grant writing. In my first year with The District, I raised close to \$45,000 in cash and \$60,000 in free media promotions--over 700% more than the original yearly budget. Most recently I passed two new downtown assessments, despite the lagging economy. The CID property assessment passed with 71% support and a new CID sales tax passed with 63% of the vote. As a result, revenues increased by nearly 300% and I managed a yearly budget of over \$600,000, finally allowing the organization to accomplish some key District improvement projects.

- **Strong emphasis on benchmarking and program evaluation.** Much of my work has focused on quality of life, beautification, and arts and culture and I understand the importance of using key metrics to emphasize the economic value of these efforts. Specifically, I changed the conversation in Columbia about cultural events through a surveying and benchmarking program of key festivals, shifting the focus to the arts as an economic generator for the city.
- **Skilled at working with others, in both partnership and supervisory situations. Able to build consensus among team members and across diverse groups.** My position with The District required I report to a 15-member board and remain accountable to 300+ property owners, 750+ business owners, the City of Columbia, and tens of thousands of Columbia residents. Despite the expected differences in opinions, I usually guided my board to a consensus position that focuses on what is best for our central city.
- **Statewide and local lobbying experience.** Successfully lobbied for a number of critical statewide laws and local ordinances, including the Missouri Downtown Economic Stimulus Act (MODESA) and the State Historic Preservation Tax Credit.

Experience

Executive Director, Business Loop CID 2015 - present

The Business Loop is a 1960's auto thoroughfare that's been neglected for decades. A recently established Community Improvement District will help create some needed attention to this area focusing not just on walkability and beautification but on the infrastructure and investment necessary to make this an innovation corridor.

Director of Communication and Public Relations University of Missouri Health System 2014 - 2015

University of Missouri Health Care's core mission is to advance the health of all people, especially Missourians. Through exceptional clinical service, University of Missouri Health Care supports the education and research missions of the University of Missouri. I manage a team in charge of web development, social media, publications, presentations, and more.

Executive Director, The District 2000 – 2014

The District is a live/work/play neighborhood that sparks the creative, the eclectic, and the local. We're a constantly adapting community of people, with tradition blending harmoniously with high tech and the latest trends in fashion, food and the arts My work ran the gamut from public relations to government relations, from event planning to urban planning. There was never a dull day in my office.

Adjunct Faculty, Stephens College 2008 - Present

Campaign Manager, Lt. Governor Joe Maxwell 1999 - 2000

Political Director, MO Democratic Party 1997 - 1999

Campaign Manager, Joseph Vitale for Senate New Jersey 1997

Press Secretary, Mayor Susan Bass Levin New Jersey 1997

Chief of Staff, Assemblywoman Arline Friscia New Jersey 1996

Campaign Manager, Burnam for Representative Texas 1995 - 1996

Press Secretary, Wisniewski & Friscia for Assembly New Jersey 1995

Volunteer Experience

Board Member

PedNet Coalition
2014 - Present

Board Member

International Downtown Association
2012 - 2014

Board Member

Job Point
2012 - 2014

President

Missouri Downtown Association
2004 - 2008

Board Member

Columbia Art League
2002 - 2005

Member

Cultural Tourism Collaborative
2000 - 2014

Member

Standing Committee on Public Art - Traffic Box Art Subcommittee
2007 - 2014

Honors and Awards

Downtown Director of the Year

Missouri Downtown Association

Leadership and Management Award

International Downtown Association

Partners in Education Program with Douglass High School

Professional Excellence Award Finalist

Columbia Daily Tribune "Women in Business Awards"

Golden Addy Award

Mid Mo Addy Awards

"Discover the District" Newspaper Campaign Design

Excellence in Redevelopment Award

Missouri Department of Economic Development

Best New Media Promotion in Missouri - District Website

Excellence in Redevelopment Award

Missouri Department of Economic Development

Special Event in Missouri - Twilight Festival

Downtown Planning Strategy of the Year

Missouri Downtown Association

Helping Urban Beautification (HUB) Plan

Reynolds Preservation Award

Missouri Alliance for Preservation

Removal of the Broadway Canopy

Smart Growth Award

Boone County Smart Growth Coalition

Creation of the Downtown Columbia Historic District

Education

PhD, Communication

University of Utah

California State University, Fullerton

MA, Speech Communication

California State University, Fullerton

BA, Speech Communication