

CALEENA M. SHIRLEY

Professional Summary

Senior Executive and accomplished professional with over eighteen years of economic and community development experience. Effective decision maker and team builder possessing an innovative drive to advance the revitalization of neighborhoods, while preserving the cultural and historical integrity of those communities. Respected leader, recognized for outstanding performance and effectively engaging community stakeholders.

Experience

Regional Director – North FL Black Business Investment Fund, Inc. 2019 – Present

- ☞ Opened the North Florida Regional office in Jacksonville, FL in November 2019 and has deployed \$6.6 million to date in capital support to small businesses
- ☞ Responsible for identifying and creating new business lending opportunities and partnerships related to forwarding the organization's mission of community stabilization and economic development.
- ☞ Developed a lending partner network for potential loan referrals from national banks, technical assistance engagements and client support services.
- ☞ Expanded and maintain business partnerships leading to the award of \$365,000 in grant support allocations for deployment in the North FL region
- ☞ Supports efforts to ensure compliance and adherence to certifications related to lending operations including CDFI annual renewal and quarterly reporting
- ☞ Educate customers on lending options as well as various types of technical assistance available from BBIF
- ☞ Perform assessment of commercial loan applications, pre-underwriting analysis and financial review to make lending recommendations.
- ☞ Provides business advisory services to small businesses for the development of short and long term operational/strategic activities, revenue diversification and contract management while developing business solutions aimed at enhancing business growth

Principal Catalyst Planning & Development 2017-Present

- ☞ Produced development strategies and site design for single family/multifamily housing projects
- ☞ Advised on development, construction and zoning consents, permits, approvals and variances necessary for the project
- ☞ Identified appropriate subsidy sources for each unique development including: local government funded programs, State Housing Initiatives Partnership (SHIP), Florida Housing Finance Corporation (FHFC) funding (i.e. low-income housing tax credit, PLP and RFA's) , Rural Development, Federal - HUD funded programs (CDBG, HOME, ESG & HOPWA), Federal Home Loan Bank Affordable Housing Program
- ☞ Evaluates project financial feasibility and identify capital stack resources
- ☞ Organized and convene workshops on various topics related to community and economic development, affordable housing and local government policy/special projects

Housing Operations Manager/

Property Administrator

City of Jacksonville, FL

2014-2015/2016-2017

- ☞ Supervised four staff members overseeing multiple program areas including fair housing, environmental reviews, federal and local government compliance regulations, Foreclosure Property Registry and affordable housing surplus property development
- ☞ Administered the City's residential surplus property program; managed 469 city owned properties and facilitated property donation or sale to qualified entities for the development of affordable housing
- ☞ Served as Foreclosure Property Registry Program Administrator; responsible for managing registry related local governments contracts, development and implementation of community redevelopment strategies using registry funding and program revenue
- ☞ Solidified \$1.5 million increase in annual Foreclosure Property Registry (FPR) program revenues through the establishment of FPR late fee and Magistrate enforcement process
- ☞ Managed \$3.2 million FPR budget, implemented six community programs focused on stabilizing distressed communities impacted by blight, establishing new grass-roots neighborhood organizations and process for helping homeowners save their homes from pending foreclosure action
- ☞ Administered multiple vendor contracts, prepared program legislation for appropriation of funds and established target areas for community revitalization initiatives using GIS data analysis

Technical Advisor

Florida Housing Coalition

2015-2016

- ☞ Provided local government and nonprofit organization training/technical assistance on topics such as income compliance, rehabilitation of single family and multifamily projects, program administration, funding tracking and reporting, fair housing and equal opportunity, design and implementation of housing initiatives, community planning, economic development and social service programs
- ☞ Performed analysis of local government housing elements to incorporate strategic affordable housing programs such as inclusionary zoning, Community Land Trusts (CLT's), and incentive- based land development regulations
- ☞ Conducted training modules related to planning for affordable housing needs, forming a community land trust, overcoming regulatory barriers to affordable housing and property redevelopment, state and federal funding sources
- ☞ Analyzed local program data relative to state and federal affordable housing program regulations to provide recommendations for program optimization and ensure municipal compliance

Planner

City of Winter Park, FL

2005-2014

- ☞ Evaluated development plans to formulate recommendations regarding their relevance to municipal code of ordinances, development standards and conformance with comprehensive plan
- ☞ Presented planning proposals and recommendations to city council, advisory boards, and department task force groups
- ☞ Responsible for Comprehensive Plan policy creation, amendment and conformance with State Regulations

- ☞ Performed and facilitated development of GIS mapping products and data analysis for Planning & Zoning Department, Building Department and Community Redevelopment Agency (CRA).
- ☞ Worked in concert with CRA Manager on the development and implementation of economic development programs targeted within the City's major commercial corridors and Central Business District (i.e. Micro Loan Program, Business Façade Matching Grant Program, Main Street Program study)

Education

Bachelor of Arts, Environmental Studies & Civic Urbanism w/ Minor in Economics
Rollins College Winter Park, FL

- ☞ Cum Laude
- ☞ Rollins College Exemplary Community Service Award, 2014

Accolades & Recognitions

- ☞ National Association of Black Women in Construction (NABWIC) – Vice President & Legislative Chair, 2022 – present
- ☞ National Association of Minority Contractors - NE Florida Chapter President, 2023
- ☞ Greater First Coast Chamber of Commerce Innovation and Trade – Vice President, 2022 – present
- ☞ City of Jacksonville Environmental Protection Board, 2020 - 2021
- ☞ City of Winter Park representative for the East Central Florida Regional Planning Council's Fair and Affordable Housing Task Force, 2014
- ☞ The Gardens at DePugh Nursing Home Board of Directors, 2012- 2015
- ☞ City of Winter Park 2011 Employee of the Year
- ☞ Hannibal Square Community Land Trust Board of Directors 2008-2013 (Chair 2012) – Project Manager – Single Family Housing Developments (Affordable/Workforce Housing): 10 new construction and 3 rehabilitation projects