



Board Appointment Form

City Clerk's Office

Appointing Office	Representative Henry Rivera, District 7
Agenda Placement	Consent
Date of Council Meeting	02/13/24
Name of Board	Capital Improvements Advisory Committee
Agenda Posting Language	
Appointment of Roberto Franco to the Capital Improvements Advisory Committee by Representative Henry Rivera, District 7.	
Appointment Type	Regular
Member Qualifications	
Please see resume.	
Nominee Name	Roberto E Franco
Nominee Date of Birth	██████████
Nominee Email Address	████████████████████
Nominee Residential Address	██
Nominee Primary Phone Number	██████████████████
Residing District	District 1
City Employed Relatives	N/A
Prior Board Membership	
N/A	
Real estate owned in El Paso County	
██	
Previous Appointee	Carmen Arrieta-Candelaria
Reason for Vacancy	Term Expired
Date of Appointment	02/13/24
Term Start Date	10/29/23
Term End Date	10/28/26
Term	First Term

Resume
For
Roberto E. Franco



Mr. Franco has over 30 years of professional experience with emphasis in contract administration, developing and creating 501 3 (c) nonprofit entities, strategic planning, development of business plans, business retention and expansion programs for municipalities, working with banks, developers, construction contractors investors, lenders, foundations, manufactures, negotiations, financial, retail, office, marketing, management, and administering and developing community and economic and workforce development programs.

PROFESSIONAL WORK EXPERIENCE:

Project Vida (PV)/ El Paso Collaborative (EPC) for Community and Economic Development Project CDFI from September 9, 2021, to present. Consultant

Work with a local 501 3c nonprofit, certified by the US Treasury as a Community Development Financial Institution entity. Support the overall efforts in increasing wealth and income to low-and moderate-income families through Project Vida's microenterprise loan and technical assistance programs. Responsible for developing and maintaining, funding relationships with insurance, financial institutions, and government entities for opportunities. Most recently, I was able to obtain a very favorable National Association for Latino Community Asset Builder (NALCAB) \$500K loan to at 4.5% interest only to purchase and revitalize distressed residential homes in El Paso County. Worked on acquiring foreclosed homes and remodeling them with local contractors to ensure they meet the City of El Paso permitting standards. Remodel distressed homes and lease them to low moderate-income families in El Paso that are 65% of El Paso median income. Presently working on eight more homes and funding rehabbing these foreclosed homes. Work with general and subcontractor to do remodeling of these homes.

Ysleta Del Sur Pueblo, (YDSP) a federally recognized Native American Tribe. Economic Development Director: from July 2019 to July 2021

Responsible for financing programs for tribal small businesses, CDFI/US Treasury loan program, led efforts in recently being awarded \$200K to YDSP from a CDFI grant. Supervised federal workforce job training programs annual award of \$600K. Developed and awarded tribal COVID-19 Cares Act small business grants of approximately \$3,500,000. Developed a Business Retention & Expansion program for tribal small businesses. Lead efforts to have Governor and Tribal Council approval on building additional office and medical development facilities alongside the Tigua Medical Center. Lead person in successfully identifying federal New Market Tax Credit (NMTTC) tax credit investors and lenders to acquire gap financing for the Ysleta Del Sur Pueblo medical clinic. This development will bring additional \$8 million annually in revenues to the Tribe Led negotiations to finance the \$56 Million joint venture medical clinic with Indian Health Services out of Albuquerque. Successfully created a 501 C (3) nonprofit to take receive the federal tax incentives, the \$44 million New Market Tax Credit financing from four

community development entities/lenders and NMTCs Investor US Bank from St. Louis, closed December 18, 2020. Monitored and serviced the NMTCs loans with Weststar Bank and four other NMTCs lenders, as well as all community benefits programs.

City of Phoenix in February of 2002 to 2017 and served as the Assistant Community and Economic Development Department (CEDD) Director, Director of Community and Economic Development as well as President of the Phoenix Community Development Investment Corp. for the City of Phoenix. PCDIC is a 501(c) 3 nonprofit formed in 2002 by the City of Phoenix to competitively pursue allocations from the US Dept. of Treasury's New Market Tax Credit (NMTC) program. He served as President and Vice-Chairman and voting board member of the Phoenix Community Development and Investment Corporation (PCDIC), a 501 3 (c) nonprofit he founded. PCDIC is a multi-year NMTC Allocatee awarded three NMTC allocations (2002-\$170MM, the largest award ever issued by CDFI, 2008-\$40MM, and 2010-\$53MM) totaling \$263MM awarded in national competitive rounds from the U.S. Department of Treasury's Community Development Financial Institution (CDFI). Mr. Franco led negotiations with investors, lenders and developed commercial real estate community redevelopment loans and expansion financing for small businesses, manufacturing industry, service, retail, office and nonprofit programs for the NMTCs allocations.

PCDIC's mission is to attract private sector investment to underserved areas of Maricopa County's low-income communities, and to improve the quality of life of persons who live and work in low-to-moderate income communities throughout Maricopa County. Service Area (Phoenix MSA) with a population of 4.09MM. These three NMTC allocations resulted in 29 commercial real estate community redevelopment projects with a total of \$336.3MM in NMTC financing (including redeployments of early payoffs) and \$454.8MM of additional private capital investments, which created 9,383 jobs and an additional 3,852 constructions jobs within low-income communities in the Maricopa County.

Negotiated with: Prudential Insurance, M& I Bank, US Bank and Mutual of Omaha Bank. Responsible for working with private sector, small businesses, manufacturing industry, commercial real estate developers, nonprofits, and small businesses to take advantage of these competitive below market rate loans. Responsible for working with tax and City of Phoenix attorneys for developing a governance nonprofit policy for this 501 3c nonprofit charity entity, as well as working with financial institutions in underwriting and operating, and administering NTMCs loan fund.

Lead the PCDIC Board, staff, nonprofits, private sector, and community stake holders in developing a vision, strategic & implementation plan to utilize the community commercial real estate redevelopment loan programs with our fund investors, and leverage lenders. PCDIC is the Managing Member for 19 for profit LLCs & NMTC entities that finance commercial real estate. properties in low to moderate income census tracts in Maricopa County.

As President & CEO of this 501 (C) 3 non-profit charity community development corporation I was responsible for 19 for profit LLCs which investors and lenders have invested over \$791MM in NMTC financing that require budgets, annual audits, annual, and quarterly financial statements, loan servicing, underwriting, fund operations, working with tax attorneys and CPAs board governance and continuous communication with board members, as well as compliance with U.S. Treasury for the NMTC program.

Lead PCDIC team in recruiting & screening eligible community commercial real estate redevelopment projects that will have a community and economic development impact and included workforce development programs for the members of the low moderate-income community. Negotiated on behalf of the PCDIC Board favorable loan terms, fees, and equity participation on NMTC loans over \$791MM. Led PCDIC team and consultants in providing underwriting, asset management, monitoring compliance with U.S Treasury and our investors & lenders.

Provided staff and board leadership to attain PCDIC's goal in developing an evergreen sustainable fund for future investments. PCDIC projected evergreen fund is expected to generate over \$40 Million of equity to PCDIC in future years, as NMTC loans pay off.

In addition to the NMTC portfolios, I lead our team to develop new PCDIC products and services designed to build and expand businesses and nonprofits that lack enough collateral or operating experience to qualify for traditional lending facilities. These pilot programs form a continuum of lending resources where the traditional lender is not able to fund.

NMTC Financed projects include:

\$25MM for conversion of three historic Phoenix Union High School buildings into the University of Arizona first medical school in downtown Phoenix.

- \$15.7MM for construction and furniture, fixtures and medical equipment of **Phoenix Children's Hospital 9th floor campus.**
- \$50 million for construction of a 1.2 million sq. speculative warehouse where Amazon moved in and created 5,000 new jobs.
- \$41 million for historic rehab of a 30-year vacant & blighted building in downtown Phoenix Hotel Monroe into a 250 room Hilton Garden Hotel, along the light rail. Awarded Governor of Az. Heritage Preservation Honor Award 2016
- \$79MM in subordinated debt to finance four phases of Cityscape, downtown Phoenix's signature redevelopment project, comprised of an office tower, retail, restaurants, entertainment venues and luxury boutique hotel.
- \$37.5 MM for renovation of underperforming Christown/Spectrum regional mall, plus 338,000 sq. ft. of new retail construction. Site was chosen as terminal for Metro Light Rail.

As Assistant Director and Director of Community & Economic Development Dept. I led the transformation of the Phoenix federal Work Force program to be led by the economic development department throughout the community to better serve the employers and job seekers. Work with Ira Fulton School of Engineering at Arizona State University, and Tech de Monterrey of Mexico to analyze supply chain for Mexican manufactures of Phoenix's Foreign Direct Investment Program to distribute their manufacturing products from Mexico to USA. Through Laredo, TX or from Phoenix, AZ.

Business Attraction/Retention & Retail, International and Sports Development Division: directed the city's business attraction/Retention & corporate relations program working with national site selection consultants, real estate brokers, and Chief Executive Officers in attracting the region's cluster industries: advanced business services, aerospace, high

tech/software, and biotechnology to Phoenix.

Developed strategic plans for international & sports programs to attract foreign direct investment, jobs from Canada, and Mexico.

Also responsible for the major retail development, where its mission is to increase net new retail revenue.

Director of Economic Development for the City of El Paso, Texas for over 10.5 years. from May 1991 to January 2002. Led efforts with the El Paso Chamber to recruit industry to El Paso. Under my direction, the City of El Paso's Department of Economic Development created and retained more than 15,000 jobs and increased the city's tax base by more than \$600 million dollars. Developed a Business & Expansion Program for existing businesses. Led the transformation of El Paso's economy from a low-cost textile-manufacturing center to a higher value added, service economy. Incentive programs include Tax Abatement (now called TIRZ) (41 agreements), Tax Increment Finance District (\$10M downtown redevelopment district), State Enterprise Communities, Federal Empowerment Zone's Industrial Revenue Bonds, Foreign Trade Zones, and workforce and training programs. Represented the City of El Paso on the Private industry Council, workforce training programs for the region.

Design and developed a \$4 M multi-bank revolving loan fund with the Economic Development Administration, Texas Department of Community Housing Affairs, and the Small Business Administration. Participating banks include Chase Manhattan, Wells Fargo, State National, Bank of America, and Bank of the West.

Created three new state enterprise zones: adding more than 6,000 new jobs and over \$200 million of capital investment in these state enterprise zones. Incentives developed for these zones are workforce development programs and state sales tax refunds to qualifying companies.

Brown & Root Services, Business Manager Job Order Services Contract at U.S. Army, Ft. Bliss, Texas from 1988 to 1991: responsible for managing and negotiating all financial operations of this \$40 million job order contract with the U.S. Dept. of Defense, at Ft. Bliss, Texas. Negotiated and monitored all construction contracts with more than 120 businesses and worked with 10 engineers all financial operations this job order contract with the U.S. Dept. of Defense, at Ft. Bliss, Texas.

AVANTE International Systems Corporation, El Paso, TX, Phoenix, Arizona, and San Antonio, Texas, Director of Operations: 1983 to 1988

As Director of Operations for AVANTE, I was responsible for supervising five small business development centers in in Austin, Brownsville, Laredo, El Paso, Texas, and Phoenix, Arizona, funded by the U. S. Department of Commerce Responsibilities included overall contract administration for Supervised over 60 professional and administrative staff implementing five contracts (\$5 million) with the U.S. Department of Commerce providing management and technical assistance to small businesses in these cities.

Education:

Mr. Franco graduated from the University of Texas at El Paso, with a Bachelor of Business Administration degree in 1979, with a major in marketing and accounting. He received his Master of Business Administration in 2000 also from the University of Texas at El Paso