



Scenic Pacifica
Incorporated Nov. 22, 1957

CITY OF PACIFICA

170 Santa Maria Avenue • Pacifica, California 94044-2506

www.cityofpacifica.org

MAYOR
Sue Beckmeyer

MAYOR PRO TEM
Mary Bier

COUNCIL
Mike O'Neill
Sue Vaterlaus
Tygarjas Bigstycck

PRESS RELEASE

March 25, 2021

Chief Financial Sustainability Officer begins April 26, 2021

FOR IMMEDIATE RELEASE (Pacifica, CA) – The City is excited to announce that Yulia Carter will be joining the City's Executive Team as the City of Pacifica's first Chief Financial Sustainability Officer (CFSO), a position which consolidates Finance Director and Economic Development Manager into one position. Her first day with Pacifica will be April 26, 2021. Based on her extensive local government finance and economic development experience, as well as related administrative services experience, Ms. Carter will bring great expertise and insight to this critical CFSO role, which will lead the City's finance and economic development programs.

Ms. Carter has served in city management, finance, and administrative service roles in local government for approximately 20 years. She has managed and implemented award-winning operating and capital budgets with an emphasis on financial transparency, cost allocation plans and rate studies, economic development strategies and programs including a marketing and branding campaign, revenue measure studies, and more. Most recently, Ms. Carter served as the Assistant City Manager/ Administrative Services Director for the City of Sausalito, where she launched an Economic Development program. She has also served as Deputy City Manager/Administrative Services Director for the City of Half Moon Bay, Administrative Services Director for the Town of Los Altos Hills, and management positions with the City of San Carlos and the City of Kansas City.

Ms. Carter joins Pacifica staff as CFSO at a critical time. "The City Council has identified a comprehensive list of priorities which include major infrastructure projects and enhanced services focused on fiscal, environmental, and social sustainability that require strategic financial planning and continuing economic development efforts to afford," states City Manager Kevin Woodhouse, continuing: "Ms. Carter's extensive financial experience coupled with hands-on economic development experience is perfectly suited for this position."

Ms. Carter shared, "I am very excited to join Pacifica's wonderful team and look forward to the opportunity to work on the City Council's strategic goals to contribute to the City's continued success".

As part of a full-service city with an adopted FY2020/21 general fund budget of \$37M, the CFSO will lead the Finance Division, with 6.5 FTEs, and will serve as the Economic Development Manager with analyst and administrative support. The CFSO reports to the City Manager and is a key member of the Executive Team of Department Directors.

Staff Contact:

Kevin Woodhouse

City Manager

(650) 738-7409

cmoffice@ci.pacifica.ca.us

Attached: Photo of Yulia Carter



Distribution: City Council, Executive Team, CMO staff, *Pacifica Tribune*, media outlets