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910.261.7001

May 13, 2018

Dear Mayor Colvin and Council Members,

My name is Sharon Moyer, and I love our city. Thank you for the opportunity to share with you how I came to fall in love with Fayetteville, how we can make it a better place to live for our children, and why I am the best choice to fill the vacant District 2 City Council seat.

As a young military bride, I made Fayetteville my home in 1987. It was a very different city back then. Over the years, I have witnessed small ideas with huge potential and grand scale planning that has improved our community. It has been a privilege to roll up my sleeves for such collaborative efforts. Together, we have made Fayetteville a better place.

In 1999, I was hired as the executive director of The Fayetteville Dogwood Festival. Under my leadership, the festival moved to Historic Downtown and became a destination for local citizens and day-trippers. The potential for positive economic impact guided my goals for the festival and the local and regional reputation was enhanced.

In 2003, I initiated "Historic Hauntings : A Gastly Ghost Tour" to showcase Fayetteville's history through stories of a more menacing nature. Constantly seeking partnerships to showcase and beautify our city, I worked with the City and Fayetteville Public Works Commission to revamp the Dogwood Trail in 2005. The 20-mile trail included 31 points of interest, historical sites and architectural features and featured attractions including Cape Fear Botanical Garden, Museum of the Cape Fear, and MLK Park. The trail also include more than 100 freshly planted dogwood trees. ([faypwc.com/tree-power](http://faypwc.com/tree-power)). I left the festival in 2006, or as I like to call it, the Hootie and the Blowfish year.

After spending 15 years working for nonprofits, I went to work at The Fayetteville Observer. In my 10 years there, I was an advocate for nonprofits and community organizations and was able to work with them through corporate sponsorships and in-kind trade agreements. I was also able to develop and implement programs to help shine a positive light on our community like The Fayetteville Observer's 40 Under 40 program. This was time and energy well spent, yet I was overjoyed at the opportunity to work for the Partnership for Children. For nearly 25 years, I have worked toward their mission to ensure all young children have the support they need to reach their potential and arrive at kindergarten healthy and prepared to learn. I believe making a

difference for area children and families is one of the most important ways I contribute to the future of Fayetteville.

So why am I interested in the District 2 seat? I love this city for its rich history and cultural diversity, but I mostly love it for the people. It is the people that keep me involved and focused on making Fayetteville strong. In the past, I did not have a tremendous personal interest in running for public office. However today, I find myself at a tipping point and feel the need to stand up for the residents of my district. District 2 is one of the most diverse districts in Fayetteville. Of the 11 high-poverty areas identified through Pathways for Prosperity, three of them are in District 2.

District 2 is also a high crime area, which has affected me personally. In the past two years alone, our home was hit by a stray bullet, we had an early morning home invasion while my 87 year old mother and I slept, and most recently on Easter Sunday, a mentally handicapped man was beaten to the point of unconsciousness in front of my house.

District 2 proudly includes a number of the city's largest initiatives: Project Home Run, Fayetteville Regional Airport Renovation, VA Hospital/Nursing Home addition, The Friendship House, Friendship Community Garden in Savoy Heights, NC Civil War and Reconstruction History Center, etc.

I am part of the sandwich generation. I am a single mother providing for my daughter and my elderly mother. While I am fortunate to have a good job and own a home, not everyone in my district is as fortunate. For nearly 6 years, I rented a home in District 5. In 2013, I bought a home just over a mile away, in District 2. I often feel like the residents of District 2 believe they are forgotten. District 2 needs a strong advocate who will listen to issues respectfully and suggest common-sense solutions. Having some of the poorest communities and some of the largest economic projects makes District 2 a dichotomy with a broad mix of constituencies, and I would be honored to represent the citizens of my district.

Sincerely,

Sharon Moyer



## Fayetteville City Council District 2 Interest Form

**SUBMISSION DEADLINE – 5:00 p.m. on May 18, 2018**

Please **ENTIRELY COMPLETE** the form and supplementary questionnaire and mail to Office of the City Clerk, 433 Hay Street, Fayetteville, NC 28301, or fax to 433-1606 or email to [cityclerk@ci.fay.nc.us](mailto:cityclerk@ci.fay.nc.us) . You may attach a supplemental resume but it will not be accepted in place of a completed application. **YOU MUST BE A RESIDENT OF DISTRICT 2 TO APPLY.**

|                                                  |                                               |
|--------------------------------------------------|-----------------------------------------------|
| Date:                                            | May 8, 2018                                   |
| Are you a resident of District 2?                | Yes                                           |
| Are you registered to Vote in Cumberland County? | Yes                                           |
| Are you 21 or older?                             | Yes                                           |
| Name:                                            | Sharon Moyer                                  |
| Street Address:                                  | 301 Broadfoot Avenue                          |
| City ST ZIP Code:                                | Fayetteville, NC 28305                        |
| Occupation:                                      | Community Engagement Manager                  |
| Place of Employment:                             | Partnership for Children of Cumberland County |
| Home Phone:                                      | 910-261-7001                                  |
| Work or Other Phone:                             | 910-826-3072                                  |
| E-Mail Address:                                  | smoyer1985@gmail.com                          |

**Are you related by birth or marriage to anyone now employed or serving as an elected or appointed official for the City of Fayetteville?** No. (If yes, provide the name and relationship to you)

**Are you currently serving in one or more appointed or elected positions in any Federal, State or local government agency?** No.

**If so, please give the following information:**

**Organization** Click here to enter text. **Position:** Click here to enter text. **Date Term Ends:** Click here to enter text.

### Community Leadership Training

Please put a completion date by the training events you have participated in or graduated from (mo/yr)

Click here to e Fayetteville Area Ambassador Program Fayetteville Area Convention and Visitors Bureau



|                             |                                                                                                               |
|-----------------------------|---------------------------------------------------------------------------------------------------------------|
| Click here to e             | Multicultural Leadership Development Program - United Way of Cumberland County                                |
| Click here to e             | Leadership Fayetteville Youth Academy – Fayetteville-Cumberland County Chamber of Co                          |
| Click here to enter a date. | Small Business Technology & Development Center – Fayetteville-Cumberland County Chamber of Commerce           |
| Click here to enter a date. | Citizens’ Academy, City of Fayetteville                                                                       |
| Click here to enter a date. | Citizens’ Police Academy, City of Fayetteville Police Department                                              |
| Click here to enter a date. | Fayetteville Institute for Community Leadership - Methodist College/ Fayetteville Technical Community College |
| Click here to enter a date. | Other (please fill in name)                                                                                   |

While I have not been trained through any of these programs I have participated in several of them in other ways. I was a guide for Leadership Fayetteville (adults and youth) for Media Day when I was with the Observer and for Culture Day when I was with the Dogwood Festival. I worked closely with the Fayetteville Area Convention and Visitors Bureau on programs like the 1000/100 project (early 2000’s) which centered around Cultural Heritage Tourism. I served as a Loaned Executive, Campaign Manager and Board Member for the United Way for many years and was very familiar with the Multicultural Leadership Development Program. I was trained as a facilitator for Cracking the Codes, a Community Conversation about Racism (2015).

### Relevant Experience & Education

1. Summarize education, special skills and qualifications you have acquired from employment, previous volunteer work, or through other activities.

#### Areas of Expertise

While I have a varied and unique skill set which I have listed below, I think my best skill is people. I am highly skilled at working with **people** and building **relationships**.

- Communication strategies
- Contract negotiation and management
- Data management and market research
- Development and implementation of comprehensive short-term and long-term plans
- Development and management of marketing, sales and event collateral
- Donor cultivation/relations
- Fiscal management
- Goal-setting and monitoring
- Grant seeking, writing and management
- P&L development and management

- Public and media relations
- Public speaking
- Social media marketing and analysis of analytics
- Sponsorship development
- Timeline development and management
- Volunteer recruitment and management

2. Due to your financial interests, property ownership and/or other matters, personal conflicts of interest may arise during your appointment term. How would you handle a personal conflict of interest?

Disclose immediately and recuse myself from any items where the conflict exists.

3. Have you previously served on a board or commission? If so, please describe the scope of your appointment and share a few of the board's successes.

I have served on many boards and committees in our community.

- Pathways for Prosperity Pre-K Workgroup Co-Leader (2017 – Current)
- Second Harvest Food Bank Advisory Board (2017 – Current)
- Groundswell Pictures Board of Directors (2017 – Current)
- SOAR Committee - Child Abuse Prevention Planning (2017 – Current)
- Military Affairs Council (2018 – Current)
- Cool Spring Downtown District Promotional Work Group (2016 – 2017)
- Partnership for Children:  
Board Member (2011 – 2017), Board Chair (2015 – 2017), Vice-Chair (2014 – 2015),  
Soiree event Co-Chair (2014 – 2015), Board Development Committee Chair (2014 – 2015),  
Public Awareness & Development Committee (2001 – 2013, 2016 - Present)
- Cracking the Codes - A Community Conversation About Racism - facilitator (2015)
- Cape Fear Regional Theatre - Volunteer in various positions including on stage, back stage,  
special events, etc. (1999 - Present)
- Save the Cameo Committee (2012)
- United Way of Cumberland County Board Member (2013 – 2014)
- Faces in the Community Board (2007 – 2010)
- Stage Door Theatre Board (2007)
- St. Ann Catholic School Advisory Board President (2005 – 2007)
- St. Ann Catholic School Principal Search Committee – Chair – (2007)
- NetWorth – Membership Chair (2006 - 2008)
- United Way of Cumberland County Loaned Executive (1999 – 2006) and Campaign  
Cabinet (2002 – 2005)
- Cultural Arts Network – (2000 – 2006; office of President in 2004)
- Fayetteville Chamber of Commerce – MetroVisions Recreation, Arts and Culture team  
(2001 – 2006)

They have all been rewarding in one way or another, but I think the successes I am most proud of are:

The Save the Cameo Committee - We were able to raise money through individual donations to survive the digital transition and keep our historic, beloved Cameo Art House Theatre open.

Chair of the Principal Search Committee for St. Ann Catholic School - St. Ann had always has a Sister as a principal. But the Daughters of Charity were being reassigned and it was up to the committee to find a new principal. St. Ann was formed in 1934 and in the early 1950's, opened what is believed to be the first integrated place of learning in North Carolina. Finding the first lay principal who would continue the growth of this culturally diverse school was a daunting task. We were fortunate to find the perfect candidate who

had spent 29 years teaching in the public school system and was an alumni of St. Ann Catholic School.

The Strengths in Overcoming Adversity through Resiliency (SOAR) - Is a committee I joined last fall. This committee has developed the states first Community Child Abuse Prevention Plan and we are working on the action plan to reduce child maltreatment by 90% by the year 2030.

(<https://ccpfc.org/partners/community-child-abuse-prevention-plan/>)

## Supplemental Questionnaire:

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1. Describe your background and interest in serving on the Fayetteville City Council.

Mother Teresa said, “Do things for people not because of who they are or what they do in return, but because of who you are.”

Service is important to me because of the person I strive to be. My interest in serving on City Council is to continue my service, to represent the citizens of District 2 and work to ensure all citizens in our community have equal opportunities to their best life.

2. Explain why you believe you would be an asset to the Fayetteville City Council.

I have lived in our area for over 30 years. I have worked hard to better the community through my professional and personal life. I have a diverse set of skills, many years of successful board service, and deep rooted relationships throughout our community.

3. Are you willing and able to commit the amount of time necessary to fulfill the duties and expectations (attending meetings, reading agendas, answering emails) of becoming a member of the Fayetteville City Council?

Yes. I believe in being a fully engaged member of any organization, committee or board I am a part of. City Council would be no different.

4. Will your employment allow you time away from your work on a regular basis?

Yes.



5. The City of Fayetteville operates under a Council-Manager form of government. Explain your understanding of the Council's and Manager's role under this form of government.

Similar to a board of directors - executive director function of a nonprofit. In a nonprofit, the executive director serves at the will of the board and the board of directors are the body solely responsible for the organization. In a municipality, Council-Manager means the elected body (Council) is responsible for legislative action, policy setting, etc. and the Manager is employed by the council. The Manager is responsible to the Council for all city administration.

6. Is there anything in your background that could bring your appointment into question or cause controversy/embarrassment to the City?

No, there is nothing in my background other than my divorce and bankruptcy due to that divorce (both in 2008).

7. What experience and contacts do you have with the legislature at the State and Federal level?

Because of my board affiliation and now employment with Partnership for Children, it has always been imperative for me to maintain positive relationships with our lawmakers. At the Partnership, I am responsible for communicating with our representatives, inviting them to events and outreach activities.

8. Please disclose any personal, professional/business or political relationships with PWC, the City of Fayetteville, City Council Members, or legislative delegation that could create the perception of undue influence or conflict of interest.

While I am personally acquainted with many city and PWC staff, I do not see any relationship that would create a perception of undue influence or conflict of interest. I do have a long-term, personal relationship with a reporter from The Fayetteville Observer.

9. What is the most urgent issue you believe the City must address that isn't already included in our Strategic Plan?

I believe the current strategic plan is strong. All six goals are important and relevant. Personally, I think poverty is an urgent issue in the city and it is why I am so heavily involved with the Pathways for Prosperity initiative (Pre-K Workgroup). The development in District 2 could hold a key for the P4P Workforce alignment focus area and assist with job training for individuals. I know the Highway Construction Academy (DOT) is focusing on job training, but maybe develop a pilot program to hire residents from the neighborhoods near the development for on-the-job-training.





10. Provide 2 personal references.

- a. Eric L. Mansfield, MD., 910-257-8754 (mobile) [ericmansfieldnc@gmail.com](mailto:ericmansfieldnc@gmail.com)
- b. Eva L. Hansen, 910-494-4435 (mobile) [evalynnhansen@gmail.com](mailto:evalynnhansen@gmail.com)

# Sharon Moyer

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## Areas of Expertise

- Communication strategies
- Contract negotiation and management
- Data management and market research
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  - Donor cultivation/relations
- Fiscal management
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- P&L development and management
- Public and media relations
- Public speaking
- Social media marketing and analysis of analytics
- Sponsorship development
- Timeline development and management
- Volunteer recruitment and management

## Community Involvement

- Pathways for Prosperity Pre-K Workgroup Co-Leader (2017 – Current)
- Second Harvest Food Bank Advisory

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## PERSONAL SUMMARY

A well-presented, highly personable and efficient professional with an ability to lead others in a changing and multi-tasking environment with numerous and competing deadlines. Focused on growth and development of organization and staff members, delivering quality results, maintaining a high level of creativity and energy. Committed to continuous improvement and quality standards. A fierce advocate for bettering our community. Excellent communication skills and thrives in a fast-paced, hands-on environment.

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## PROFESSIONAL EXPERIENCE

### Partnership for Children – Aug. 2017 - Present COMMUNITY ENGAGEMENT ADMINISTRATOR

- Develops and implements plans to include Public Education Plan, Advocacy Plan, Fund Development Plan, Volunteer Plan, and Crisis Communication Plan
- Manages the design, development, and evaluation of marketing programs and materials, activities, plans and strategies, and other product/program tools that are related to branding. Plan and develop major advertising campaigns
- Plans and implements all fundraising and public engagement events
- Identifies, recommends, and executes public relation opportunities. Coordinates information released to the media and generates media coverage of events
- Responsible for all public engagement activities to including advertising, events, trade shows, collateral development, website and all customer and consumer communications, including processes and programs
- Develops budgets for state funds and unrestricted funds. Sets fundraising goals and prepares P&L statements for events and special projects
- Culture and foster relationships with local groups and businesses to optimize and identify partnership opportunities for the betterment of our community

### The Fayetteville Observer – Multiple positions - June 2007 - Aug. 2017

Events Manager  
October 2007 - August 2017

#### Board (2017 – Current)

- Groundswell Pictures Board of Directors (2017 – Current)
- SOAR Committee - Child Abuse Prevention Planning (2017 – Current)
- Military Affairs Council (2018 – Current)
- Cool Spring Downtown District Promotional Work Group (2016 – 2017)
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- United Way of Cumberland County Loaned Executive (1999 – 2006) and Campaign Cabinet (2002 – 2005)
- Cultural Arts Network – (2000 – 2006; office of President in 2004)
- Fayetteville Chamber of Commerce – MetroVisions Recreation, Arts and Culture team (2001 – 2006)

- Manage creative staff, marketing team, event staff, support staff, contractors and interns
- Market goods and products of The Fayetteville Observer and maintain brand integrity for more than a dozen brands
- Plan and implement all events held by The Fayetteville Observer as well as ensure staffing at FO sponsored community events
- Responsible for implementation of special products
- Responsible for development of budgets, sales goals and P&L statements for events, marketing and special products
- Work with local groups and other business to negotiate trade opportunity
- Culture and foster relationships with media outlets to optimize and identify partnership opportunities

#### CIRCULATION DEPARTMENT

Newspapers In Education Fundraiser, Sales and Marketing Manager, Customer Service Manager  
June 2007 – October 2009

- Managed the fundraising efforts, teacher events and partnerships with local nonprofits and area schools for the Newspapers In Education fund
- Responsible for marketing efforts for subscription and single copy sales of the print and digital newspaper
- Oversaw customer service call center and telemarketing/retention team
- Developed and implemented audience and subscriber engagement plans

#### **Cumulus Radio Group – Jan. 2007 - June 2007** ACCOUNT MANAGER

- Worked with local companies on their marketing campaigns
- Organized small radio events for local companies

#### **Better Health of Cumberland County – June 2006 - June 2007** PROGRAM COORDINATOR – CONTRACT EMPLOYEE

- Recruited and coordinated sites for Eat Smart, Move More program
- Recruited and managed volunteers, gathered data, wrote grants, marketed program, wrote media releases
- Managed and updated company website

#### **The Fayetteville Dogwood Festival – Aug. 1999 - June 2006** EXECUTIVE DIRECTOR

- Single employee of nonprofit responsible for all aspects of daily

## **Personal Skills**

- Able to handle multiple tasks, timelines and projects at once
- Able to work with diverse groups
- Decisive
- Highly articulate
- Resourceful
- Team building and leadership
- Tech savvy

business operations

- Responsible for all aspects of planning, marketing and fundraising for all events
- Responsible for all board and committee development
- Recruited and trained staff/volunteers
- Maintained all financial records, performed all bookkeeping and developed all budgets
- Responsible for grant seeking, writing and management
- Developed timelines and lead committees
- Responsible for all media relations and marketing
- Developed and implemented strategies for organizational improvement and growth
- Collaborated with other organizations on mission based projects

## **Southeastern Speech and Hearing – May 1992 - Dec. 1999** CLINIC ADMINISTRATOR

- Managed non-profit clinic
- Maintained financial records, performed bookkeeping and developed budgets
- Responsible for grant seeking, writing and management
- Worked with county schools, United Way and other organizations to meet the needs of our patients