

CRYSTAL, David

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This application form is required as part of the City Commission Group IV Vacancy application submittal. The completed application **MUST** accompany your letter of interest, current resume, photograph, and City of Miami Beach oath. You may attach additional sheets, if necessary, to provide the required information. See the Notice of Commission Vacancy for additional information.

Crystal	David	S.	
_____ Last Name	_____ First Name	_____ Middle Initial	
6970 Indian Creek Dr. Miami Beach FLORIDA 33141			
_____ Home Address	_____ City	_____ State	_____ Zip Code
917-750-1229	dave@crystalcleartutors.com		
_____ Cellular Telephone	_____ Email Address		
Crystal Clear Tutors	CEO		
_____ Business Name	_____ Occupation		
PO Box 416151 Miami Beach, FL 33141			
_____ Business Address	_____ City	_____ State	_____ Zip Code

- Have you been a resident of Miami Beach for a minimum of one year? Yes No
- Are you a registered voter in Miami Beach? Yes No

Florida Voter Registration Number (located on your voter information card): _____

- Are you presently a registered lobbyist with the City of Miami Beach? Yes No
- Have you ever been convicted of a felony? Yes No
- Have you been issued a violation(s) of the City of Miami Beach Code that remains open or pending?
 Yes No

If yes, please explain in detail: _____

- Do you currently owe the City of Miami Beach any money? Yes No

If yes, please explain in detail: _____

- In what organization(s) in Miami Beach do you currently hold membership?

Organization Name

Position

Organization Name

Position

- List all properties owned or in which you have an ownership interest in Miami Beach:

- How long have you lived in Miami Beach? 12 years

- Have you served on any City of Miami Beach Board(s) or Committee(s)? Yes No

If yes, which Board(s) or Committee(s)? RFQ Committee for MB Convention

What were your contributions to the Board(s) or Committee(s)? _____

Voted on architectural firms to use for plans for new convention center.

- Why are you interested in serving on the City Commission? I ran for public office

twice in Miami Beach. My passion is public service, and I've always had a particular love for
Miami Beach. There are till this day many issues that I and my neighbors believe have not been
raised or addressed by the City. I seek to raise those issues on the Commission.

- How does your education and/or experience complement the powers and duties of the City Commission?

When I ran for office and lost, I nonetheless made points and raised issues that were later
vindicated by history. As examples: I was the first candidate to publicly call for an independent
inspector general, which we now have; I was the first to publicly expose the shakedown
racket in Code Compliance, resulting in the FBI arresting 12 CMB employees.

- Will you run for a City Commission seat in 2019? Yes No Undecided

I HEREBY ATTEST TO THE ACCURACY AND TRUTHFULNESS OF THIS APPLICATION.


Applicant's Signature


Date

NOTE:

The completed application MUST accompany your letter of interest, current resume, photograph, and City of Miami Beach oath. You may attach additional sheets to provide the required information.

The completed application along with all accompanying materials may be submitted via:

- Email to RafaelGranado@miamibeachfl.gov
- Hand delivery to the Office of the City Clerk, 1700 Convention Center Drive, First Floor
- Postal mail to City of Miami Beach, Office of the City Clerk, Attention: Rafael E. Granado, 1700 Convention Center Drive, Miami Beach, FL 33139

PUBLIC RECORD:

Pursuant to Chapter 119, Florida Statutes, this application and everything attached to it is a public record. The materials you provide will be posted on the Office of the City Clerk's Election webpage and will be available for inspection. If you are an individual listed in Section 119.071, F.S., whose home address is exempt from disclosure, the City Clerk will maintain that confidentiality if you submit a written request.


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CITY OF MIAMI BEACH OATH

STATE OF FLORIDA
COUNTY OF MIAMI-DADE

Before me, an officer authorized to administer oaths, personally appeared David Crystal
_____ to me well known who, being sworn, says that he/she is seeking
appointment to the Office of City Commissioner (Group No. IV) for the City of Miami Beach,
Florida; that he/she is a qualified elector of said City residing within the City at least one year
before applying for this office; that his/her legal residence is:
6970 Indian Creek Dr. Miami Beach FL 33141

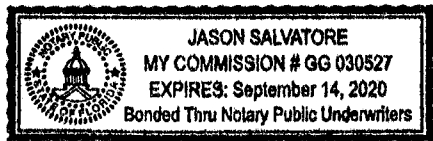
Miami Beach, Miami-Dade County, Florida; that he/she is qualified under the ordinances
(including Miami Beach City Code Chapter 38 governing "Elections") and Charter of said City to
hold such office.

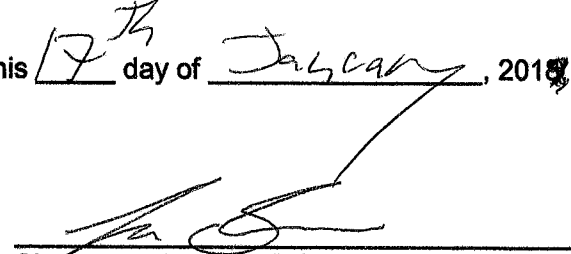


Signature of Candidate

Sworn to (or affirmed) and subscribed before me this 17th day of January, 2018
by DAVID CRYSTAL

(NOTARY SEAL)





Signature of Notary Public-State of Florida

JASON SALVATORE

Name of Notary Typed, Printed, or Stamped

Personally Known _____ OR

Produced Identification X
Type of Identification Produced FLORIDA DRIVER LICENSE



January 11, 2019

Dear Mayor and Commissioners:

I respectfully submit this Letter of Interest in application for the currently vacant seat on the Miami Beach Commission representing Group IV. My interest in serving the people of our city has long been demonstrated by over a decade of community involvement and leadership, as elaborated upon herein, and my two runs for public office in 2011 and 2013.

First, let me state without qualification that I have no interest in using this seat as a springboard to run for local office in the near-term. Let me now reiterate emphatically: I hereby affirm that if appointed to serve in Group IV, I will NOT be running for Miami Beach Commissioner or Mayor within the next 3 years. My desire today is as it always has been: to serve the best interests of the people of Miami Beach, and to bring light and publicly scrutiny to issues heretofore unaddressed.

In both my runs for office, I broke Miami Beach historical records for best Vote/\$-spent ratio in a competitive race. In 2013, I received nearly 20% of the popular vote having spent just \$17,000 on our campaign. Each of my opponents spent over \$300,000. That should tell you two things: 1) I am horrible at raising money; 2) The vast majority of votes I received were from people I spoke to PERSONALLY (as I certainly did not have the funds for more than 1 mailer). The latter fact should demonstrate that I have long held the pulse of the people, and that many in our community share many of my beliefs along with the notion that many of these concerns have gone unaddressed.

In two important veins, I and my campaign volunteers have revolutionized Miami Beach politics for the better and greatly helped the Miami Beach taxpayer just by sheer virtue of running and losing. When I ran for Mayor of Miami Beach in 2011, I became the first public candidate in recent history to publicly call for an independent inspector general. The public outcry for said IG that my campaign ignited slowly and surely snowballed, culminating recently in the current Commission's creation of such an office. I speak on behalf of all my prior volunteers when I thank you all for bringing an independent inspector general to Miami Beach! Secondly, my campaign was the first such to publicly expose the shakedown racket that was prevalent in the Miami Beach Code Compliance division at the time. Again, we didn't win the election, but suffice it to say we got this issue a lot of attention. Just a few months after I lost my election for Mayor, the FBI arrested 12 Miami Beach Code Compliance employees and two related Miami-Dade employees. My campaigns were also original in highlighting the ballooning pension liabilities, which have since been mitigated due to the ensuing public pressure that did not exist prior to 2011.

My losses were electoral, but not moral. History demonstrates that I have been right on certain issues, and I have aided my fellow citizens immensely just by raising these issues; imagine how much I could help our community if I were empowered to work and lead on these and other issues.

The fact that I have run for office twice is of added benefit to this Commission in the making of this difficult decision: it means that I have been publicly vetted twice by both the political system and the media that covers it. I have never committed a crime or misdemeanor in my life, and that is a public fact. Unlike some other politicians who have run for office or even served in office here, I have NEVER committed an act of corruption or malfeasance. I would urge you to Google, "Dave Crystal Miami

Beach," and try to find even an accusation of corruption or malfeasance levied against me by my opponents or anyone else. You will not find any. This is due to the fact that I fear G-D and believe the only true measure of a man is his morals and ethics. Money comes and goes; morals stand forever.

A synopsis of my other public service in Miami Beach is as follows: As a proud resident of Miami Beach, I have served my community by being the Secretary of the 5600 Condo Association, the President of the 7149 Bay Drive Association, Chairman of the Miami Beach Leadership Academy Alumni Association, a member of the Request For Qualifications Committee for the new Miami Beach Convention Center, a board member of Miami Voice, a member of Miami Beach United and a volunteer tutor in the Miami Beach Senior High tutor program. I am the recipient of the 2007 Cystic Fibrosis Foundation's Beauty and the Best Award and a 2009 Jewish Community Hero Award. I was also one of the chief organizers of the 2010 "Fair Play For Israel" rally in downtown Miami.

I thank all members of the Commission in advance for considering my candidacy.

Sincerely,

A handwritten signature in black ink, appearing to be 'DC' with a long horizontal stroke extending to the right.

David Crystal

DAVID S. CRYSTAL

PO Box 416151 • Miami Beach, Florida 33141
(917) 750-1229 • Dave@CrystalClearTutors.com

MANAGEMENT: Education, Finance, Marketing, Political, Communications and Business Development Professional

Motivated finance, marketing and communications professional experienced in creating and implementing promotional initiatives for political campaigns and financial institutions across multiple platforms. Expert at developing various promotional material, including seminars, advertisements, and presentations to enhance event and business exposure for the general public, industry leaders, and specific demographics. Excellent organizational and oral skills with a background in conducting speaking engagements at leading institutions. Skilled in managing and implementing political marketing projects and campaigns, as well as financial seminars. Published author and speechwriter. A self-starter and team-player with a strong commitment to achieving high levels of successes in dynamic environments. Areas of expertise:

Project Leadership • Strong Communication Skills • Strategic Planning • Website Content
Marketing Analysis • Product and Event Promotions • Internet Advertisements • Public Presentations
Due Diligence • Creative Thinking • Political Strategies • Business Acumen • Client Relations •
Investor Relations • Financial Advisory

PROFESSIONAL EXPERIENCE

CRYSTAL CLEAR TUTORS, Miami Beach, Florida • 2006-Present

One-on-one tutoring services specializing in standardized test preparation.

Tutor-In-Chief

Successfully tutored hundreds of students ranging in age from 11 to 50. Specialize in preparing test-takers for the SSAT, SAT/ACT, GRE and GMAT and for admission into Ivy League and other top Universities. All students seeking admission into top-100 universities have achieved the same. Manage roster of 5 -10 other tutors as demand dictates.

DAN GELBER FOR MAYOR OF MIAMI BEACH, 2017

Consultant and Jewish Outreach Coordinator

Provided ongoing consultancy to Mr. Gelber and his campaign managers for the purpose of securing the majority of the Jewish vote in Miami Beach. Secured the private support and backing of the majority of rabbis and local Jewish leaders. Crafted talking points and content for mailers, emailers and speeches. Helped to organize campaign events. Mr. Gelber won with 82% of the vote.

CRYSTAL FOR COMMISSIONER, 2013

Candidate and Campaign Manager

Ran for Commissioner of Miami Beach, yielding 19% of the vote against two highly financed candidates with just \$17,000 spent on campaign, thus achieving the greatest vote/\$ spent ratio in the history of Miami Beach politics. Per capita success was attributed to superior speech-writing, superior debate performance and a highly cost-effective Facebook ad campaign.

CRYSTAL FOR MAYOR, 2011

Candidate and Campaign Manager

Ran for Mayor of Miami Beach against three-time incumbent and two other candidates. Was first candidate to publicly expose the shakedown racket in code compliance and certain unsustainable pension practices. Was also first candidate to publicly call for an independent Inspector General for the city of Miami Beach.

MORGAN STANLEY, Aventura, Florida • 2007-2008

Private Client Wealth Management

Financial Advisor (Series 7, Series 66, Series 31 and 215- Life, Health and Variable Annuity)

Created informational seminars to promote financial sales opportunities and procedures. Conducted presentations from prepared scripts and marketing material for private investors and industry leaders. Produced 60-second sales pitches for effective cold calling techniques. Developed promotional brochures for general public outlining company services, unique features, philosophy, and mission statement. Successfully managed and consulted on client portfolios, focusing on maximizing Sharpe ratios.

3RD CHANNEL, INC., New York, New York • 2000-2005

Local provider of online e-commerce solutions for small and mid-sized businesses.

President and Director of Sales and Marketing

Developed and implemented full-scale marketing and promotions campaign for successful start-up initiative. Created products and services material for sales marketing staff to promote business to new and existing clients. Managed and coordinated business presentations with clients as needed and guided teams to increase base through effective marketing and communication. Led advertising initiatives, including website presence on Google search engine and industry websites. Created and implemented online ads and produced multiple PR campaigns geared toward exposure in newspapers, magazines, and trade associations. Recruited and trained all sales personnel.

MERRILL LYNCH CONSULTS, Jersey City, New Jersey • 1999-2002

Separately-managed account platform for more than \$60 billion in investments.

Investment Manager Research Analyst

Produced multiple time-sensitive and in-depth researched quarterly reports, year-end analyses, and ad hoc written updates on money managers for Merrill Lynch financial advisors. Performed statistical as well as qualitative assessments. Provided primary coverage of five different money managers and secondary coverage of several others. Gave regular guidance by phone to top Merrill Lynch advisors.

EDUCATION

Master of Business Administration in Finance and Marketing

2007

(75% merit-based scholarship)

University of Miami School of Business

Coral Gables, Florida

Bachelor of Arts in Philosophy, Politics, and Economics

1999

Cum Laude with Honors

University of Pennsylvania

Philadelphia, Pennsylvania

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