



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, www.miamibeachfl.gov

DEPARTMENT OF MARKETING & COMMUNICATIONS, Tel: 305.673.7575

Tonya Daniels, E-mail: tonyadaniels@miamibeachfl.gov

Melissa Berthier, E-mail: melissaberthier@miamibeachfl.gov

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Miami Beach Appoints New Economic Development Director

— *Leading Business Development Executive Rickelle Williams* —

Miami Beach, FL – The Mayor and City Commission have appointed Rickelle Williams to serve as the city’s new Economic Development Director — charged with facilitating economic revitalization and serving as a critical resource to local businesses.

“Rickelle is an experienced and effective leader with a stellar track record for successfully managing economic and community development initiatives,” shared City Manager Jimmy Morales. “We’re excited to have her join the team, especially during such a critical time where we are looking to rebound as quickly as possible from the effects of this global pandemic.”

In her most recent role, Williams held the position of Executive Director at the Dania Beach Community Redevelopment Agency (CRA). Since 2017, she managed various programs and initiatives for the CRA, including marketing a successful mixed-use development spanning 102 acres with over 1 million square feet of retail/restaurants and an affordable housing program to facilitate infill housing development and down-payment assistance for low-to-moderate income households. She also developed and implemented a rebranding initiative for the City of Dania Beach, led a multitude of economic development programs, commercial and residential improvement initiatives, workforce training, urban farm and gardens, capital projects and much more.

Through Williams’ active engagement with the Greater Fort Lauderdale Alliance, the Dania Beach CRA partnered with Enterprise Florida, Inc., Florida Department of Economic Opportunity and Broward County Office of Economic and Small Business Development to provide a job creation incentive package for Spirit Airlines to relocate from Miramar to Dania Beach. Spirit is investing \$250 million for a new Class-A office headquarters, operations center and corporate housing facility. The relocation is also set to transfer 1000 jobs from Miramar to Dania Beach and create 225 new high-wage jobs.

Prior to joining the Dania Beach CRA, Williams served as the Economic Development Manager for the Miami-Dade Economic Advocacy Trust, an agency of Miami-Dade County. In this capacity, she developed and implemented initiatives to strengthen and prepare individuals and businesses for economic success. Williams also worked as the Capital Improvement Projects

Coordinator at the City of Miami Gardens, administering a \$60 Million General Obligation Bond program for public facilities and public safety infrastructure and technology. In addition, she has also worked as a Project Development Analyst at the Housing Finance Authority of Miami-Dade County, which offers bond financing for multifamily affordable housing developments.

“I look forward to joining the City of Miami Beach team in enhancing and cultivating economic activity and promoting a diverse and resilient business community,” added newly appointed Director of Economic Development Rickelle Williams.

Williams received a master’s in public administration from Florida International University, as well as a Master of Arts in Mass Communication from the University of Florida. Her professional credentials include being a Project Management Professional and LEED Accredited Professional. She has also served as an Adjunct Professor for Miami-Dade College in their School of Business since 2014.

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