

# Patrick Murphy



(518) 897-3217



230 Park Avenue,  
Saranac Lake, NY  
12983



patrick@murphyminded.com

## - EDUCATION -

### **Community and Economic Development, M.A.**

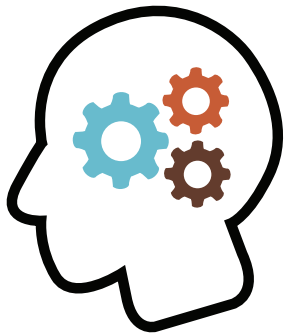
2018 | SUNY Empire State College

### **Nonprofit Management, Advanced Graduate Certificate**

2018 | SUNY Empire State College

### **Ecology and Evolutionary Biology, B.S.**

2011 | Marshall University



# MURPHY MINDED

MISSION-DRIVEN MANAGEMENT

## - EXPERIENCE -

### ***Executive Director, Saranac Lake Area***

#### ***Chamber of Commerce***

| Oct. 2018 – May 2021 | [slareachamber.org](http://slareachamber.org)

- Collaborate with the Board of Directors to create and update the strategic plan that focuses on providing business services, developing marketing and promotional programs, and convening the community around important topics that impact business and community development
- Act as chief operations officer for the organization with responsibility over budgeting, accounts receivable, financial projections, grant management, and human resources
- Advocate on behalf of the community with local, state, and federal officials regarding initiatives and programs that can benefit business and community development
- Co-founder of the business incubator and co-working space, The Carry, with a mission to support entrepreneurs and freelancers in the Saranac Lake community
- Experience supporting business succession planning and transitions as a Liaison Partner with the North Country Center for Businesses in Transition program
- One-on-one business support consultation including but not limited to financing, business expansion, marketing, advertising, and business plan development

### ***Saranac Lake Local Development Corporation***

| April 2017 – Present |

***Chair of the Board of Directors*** | Nov. 2019 – May 2021 |

***Vice Chair*** | April 2017 – Nov. 2019 |

- Aided local businesses with grant programs operated through the Saranac Lake Revitalization Fund such as the Covid-19 Reopening Mini-Grant program
- Initiated \$60,000 crowdfunding campaign for the Nori's market business expansion

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## - SKILLS & ABILITIES -

### **Management**

- High performance that emphasizes attaining goals based on proven strategies/tactics
- Policy process with unique perspectives from the private, nonprofit, and government sectors
- Employee and volunteer development that emphasizes mentorship and collaboration
- Budgeting philosophy that emphasizes connecting strategic goals and objectives to funding sources, realistic revenue goals, fiscal accountability, and staff development
- Fosters positive board/staff relations that aims to foster the presence of a symbiotic relationship
- Commitment to a strong stakeholder process with experience coordinating members, funders, local, state, and federal officials, local businesses, and community members

### **Marketing**

- Integration of marketing objectives to coincide with strategic planning and operations
- History developing campaigns to educate a variety of stakeholders on public policy issues ranging from business regulations to outdoor recreation to member engagement
- History coordinating on marketing initiatives including but not limited to content development, distribution, new partner acquisition, vendor management, and tourism destination management
- Ability to coordinate; goals, strategies, and tactics for acquisition of new partners/customers in target markets

### **Communication**

- Stresses the importance of understanding the distinction between market research and development with developing communication methods and tools
- Ability to coordinate and implement complex plans among a variety of stakeholders
- Proven record engaging with new partners to formulate strategic mutually beneficial relationships

## - EXPERIENCE CONTINUED -

### **The Wild Center**

| Feb. 2015 – Oct. 2018 | [wildcenter.org](http://wildcenter.org)

#### **Community Engagement Coordinator**

| Dec. 2017 – Oct. 2018 |

- Managed external relationships to increase earned and unearned revenue
- Grant manager for the “Ways of Knowing” exhibit and liaison with the people of Akwesasne
- Maintained daily outreach schedule focusing on connecting with visitors and tourism partners
- Co-created business membership program and conducted outreach to current and new business partners to foster relationships that can lead to advocacy and future giving
- Implemented admission program with regional accommodations including 15 partners
- Co-founded the international tourism initiative, “GoNorth,” in partnership with regional partners

### **Group Sales Coordinator** | Feb. 2015 – Dec. 2017 |

- Group reservation intake, reservation input and upkeep, greeting and onsite management of groups, public program management including team leader on public program initiatives and participation on public program teams

### **Village Trustee, Saranac Lake**

| April 2018 – July 2020 | [saranaclakeny.gov](http://saranaclakeny.gov)

- Elected at-large representative for the legislative body of the Village of Saranac Lake with oversight of village budget, staff, and public programs
- Sponsored and passed the Village’s Climate Smart Community Pledge and lead the task force for Bronze Certification with New York State
- Experience writing, reviewing, and administering local zoning and development codes
- Sponsored and passed supportive planning/zoning laws for craft breweries and childcare facilities
- Respond to and resolve constituent issues and concerns