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Joel Freiser

Summary of Expertise

- Successful public and private sector, policy development and funding strategist sourcing and raising over \$300 Million Dollars in public and private investment.
- Effective government and nonprofit executive and board leader with \$1.2 Million to \$ 50 Million operating and capital budgeting responsibility.
- Design, structure and coordinate public financial incentives for complex urban economic development and institutional capital project planning and implementation.
- Lead government and private sector project teams planning and implementing real estate and capital projects over one billion dollars (aggregate value for all projects) (Hoboken, Newark, New Jersey, New England).
- Identify, cultivate and secure adoption of legislation and policies by government (grants and Congressional earmarks), corporate, individual and foundation funding for government and nonprofit organizations, over \$25 Million, aggregate. Advocate responsible pro-business public policy.

Experience

2009

John Jay College Adjunct Faculty

Teaching graduate courses in the Department of Public management: Personnel administration and organization theory

2007-2008

Town of Kearny, NJ Municipal Department Head- Redevelopment and UEZ

Provide leadership for \$100 million economic development projects: planning and implementation services for a Town of 40,000 people and 10 square miles. Report to mayor and town manager. Retirement, effective August 1, 2008.

2002-2007

City of Newark Office of the Urban Enterprise Zone Newark, NJ

Director and Coordinator of Urban Initiatives

Reporting to the Chief Operating Officer, provide New Jersey's largest city with economic development policy, business attraction and recruitment, planning and project management services while managing New Jersey's largest Urban Enterprise Zones. Instrumental in planning and implementing major citywide economic development plans, strategies and projects with net valuation of over \$2 Billion Dollars.

1989-2002 Newark Economic Devel. Corp. Newark, NJ

Deputy Executive Director (Acting Executive Director from September 2001 through March 2002)

- Manage daily operation of company and twelve staff members with \$1.2 million dollar operating budget.
- Interpret development proposals and secure Municipal Council approvals for project funding and incentives worth \$ 750 Million over thirteen years.
- Manage planning and implementation of industrial, commercial and retail development projects valued at over \$100 Million Dollars.
- Design, integrate and negotiate public/private project financing.
- Lobby for public funding and approvals at State and Federal level.
 - Federal EDA Planning Grant Advisor to City of Newark at \$300,000.
 - Federal Enterprise Community, Chair, Economic Development Task Force secured \$2 Million Dollar grant for Newark.
- Organized Newark Brownfield's Working Group. Secured and managed implementation of USEPA National Brownfields Pilot Program and NJDEP Brownfield Demonstration Area designation for City of Newark, New Jersey by USEPA for \$300,000.
- Advise municipal government on economic development policy, project structure and financial incentives.

1988-1989 UMDNJ Office of Academic Affairs Newark, NJ

Coordinator, Special Projects

- Helped secure \$1 Million Dollars regional AIDS education center grant.
- Staffed University committee on academic computing.
- Conducted special studies and projects for the Office of the Sr. Vice President for Academic Affairs

1985-1988 New York City Partnership New York, NY

Director, Economic Development Projects

- Advanced the Partnership economic development agenda for NYC.
- Conceived and established New York City Industrial Technology Assistance Corporation (to retain NYC manufacturing industries), with NYS grants and NYC funding of \$250,000 annually.
- Lobbied for NYS Legislature to reduce real estate tax on telecommunications switching equipment leading to major business retention of data centers in NYC, with value of hundreds of millions to the

private sector.

- Coordinated and contributed to comprehensive study of high technology economic development with Booz-Allen & Hamilton for the Partnership and developed long-range strategy for New York City's high technology economic development program.
- Secured \$250,000 grant funding and directed first NYC Technology Development Organization from the NYS Science and Technology Foundation.
- Staff to the Partnership's High Tech and Commercial Development Committees.
- Registered Lobbyist in the City of New York

1983-1985 Carteret Savings Bank Morristown, NJ

Financial Services Officer

- Direct sales of financial products and services for large savings bank.
- Completed government affairs assignments for company management.
- Secured over \$50 Million Dollars in certificates of deposit.

1980-1983 Essex County, New Jersey Newark, NJ

Director, Department of Planning and Economic Development

- Successfully completed financing for \$200 million dollar resource recovery facility for Essex County, New Jersey with Port Authority
- Managed a \$20 Million operating staff budget of over 100 positions in six divisions:
 - Division of Housing and Community Development
 - Office of Transportation Planning and Management
 - Division of Employment Training (CETA)
 - Division of Economic Growth and Development
 - Office of Solid Waste Management
 - Attracted and helped finance new jobs and ratables for County.

1977-1980 US Dept. of HUD, Area Office Newark, NJ

Community Planning & Development Representative

- Coordinated and reviewed applications for Urban Development Action Grants (UDAG) for commercial, industrial and residential economic development projects throughout New Jersey, with aggregate value over \$250 Million Dollars.
- Monitored, provided technical assistance to county, municipal governments for HUD Community Development Block Grants of \$50 Million Dollars.

1973-1977 Hoboken Model Cities Agency Hoboken, NJ

Deputy Director*

- Secured Federal, State and private funds to redevelop a (then) depressed city. Attracted \$50 Million Dollars, public & private investment.
- Identified and developed real estate development projects.

- Administered a multi-faceted community development organization.

1969-1973 US Dept. of HUD New York, NY

Model Cities, Urban Renewal and Multi-family Housing Representative

- Reviewed and processed applications for Federal assistance for \$15 Million Dollars.
- Monitored and assisted municipal governments in New England and New Jersey administer HUD housing and redevelopment projects, with project valuations of \$50 Million Dollars.

1966-1968 Peace Corps Bombay, India

Peace Corps Volunteer

- Assisted in development and operation of public health education and family planning programs.
- Helped design and carry out public education and marketing programs.
- Worked closely with Indian government, medical practitioners and various ethnic communities in Bombay, India.

1964-1966 Brooklyn Bureau of Social Service Brooklyn, NY

Vocational Evaluator and Sheltered Workshop Supervisor

- Evaluated vocational potential of disabled adults.
- Administered standardized tests of manual dexterity and education skills.

Education

Bachelor of Arts, Psychology, 1965 Hofstra University, Hempstead, NY
 HUD National Training Center, 1971, Economic Development Training
 Graduate studies at New School, Harvard; NYU in real estate finance, development and urban design, Harvard Kennedy School of Government, Program for Senior Executives in State and Local Government, July 2005.
 Master of Public Administration, Rutgers Newark, January 2009
 Phi Alpha Alpha, National Honor Society for Public Affairs and Administration

Community Affairs

President, Bd. of Trustees, Hudson School, Hoboken, NJ 1996-present
 Chair, Hoboken Waterfront Corporation, Hoboken, NJ, 1993-1997
 Trustee at Large and Past Pres., United Synagogue of Hoboken.
 Board of Trustees, City Without Walls Gallery, Newark, NJ, 1993-1997.
 Executive Board, Essex County Boy Scout Council, 1993-1997
 Chair and Member, Hoboken Zoning Board of Adjustment, 1982-1986. Vice Chair, Development, Robert Treat District, Boy Scouts, 2007-present.

Publication

Urban Development Action Grant, chapter in Mobilizing Capital: Program Innovation and the Changing Public/Private Interface in Development Finance, edited by Peter J. Barse, 1982, Elsevier Scientific Publishing Company, New York. Reports and articles for magazines and specialized publications, including The Bond Buyer.

Teaching

Adjunct Faculty, John Jay College, Department of Public Management.,
2005-2006, 2009.

Substitute Instructor, appointed Fall 2010

Licensing

State of New jersey, Licensed Real Estate Salesperson

NJ Driver's License