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Office of the Mayor
Gavin Buckley, Mayor
160 Duke of Gloucester Street
Annapolis, MD 21401-2517

August 25, 2022

To: Alderpersons, City of Annapolis

From: Mayor Gavin Buckley

Re: Arts in Public Places Commission appointment

Pending your approval, I would like to appoint Ms. Lyn Farrow to the Arts in Public Places Commission. Ms. Farrow is a resident of Ward 3 and this appointment fills a vacancy on the commission.

Lyn Farrow
1901 West Street
Annapolis MD 21401

A copy of her resume is attached.

Thank You.

GB/hrr

Reviewed by: <u>Rules & City Government Committee</u>	
<u> </u> Favorable	<u> </u> Unfavorable
_____	_____
Committee Chair	Date

LYN FARROW

1000 Primrose Road, #201
Annapolis, Maryland 21403

lynfarrow@msn.com
(443) 386-8096 cell

SENIOR EXECUTIVE --COMMUNITY AND GOVERNMENT RELATIONS

Results-oriented, executive level manager with more than 15 years of experience in public affairs, fundraising, government and community relations, project management and marketing.

CORE COMPETENCIES

- Executive Level Leadership
 - External Relationship Management
 - Fundraising & Grant Writing
 - Grassroots Community Relations
 - Project Management
 - Government Relations
 - Program Planning and Implementation
 - Research and Data Analysis
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CAREER PROGRESSION

Vice President, Development and Public Policy

February 2015 - Present

Goodwill Industries of the Chesapeake, 222 East Redwood Street, Baltimore, MD 21202

The Vice President of Development and Public Policy serves as the primary staff member for legislative issues impacting Goodwill at the local, state and federal levels; and designs and implements a comprehensive fundraising program.

- Serves as a member of the executive leadership team
- Represents Goodwill with public and elected officials, community advocates, and the business community in policy and funding matters
- Seeks grant and contract opportunities, preparing proposals and grant submissions
- Develops annual departmental business plans, budgets, goals and objectives in support of the organizational mission
- Participates in organizational strategic and annual planning efforts

Project Manager

March 2012 – January 2015

Baltimore Metropolitan Council, 1500 Whetstone Way, Suite 300, Baltimore, MD 21230

The Project Manager for The Opportunity Collaborative is responsible for helping to organize and lead a collaborative effort to develop Baltimore's Regional Plan for Sustainable Development.

- Manages the administrative and reporting aspects of HUD's grant award and BMC's relationship with HUD
- Develops and maintains effective relationships with members of the Consortium, state and local elected officials; state, city and regional government agencies; not for profit organizations and the business community
- Manages activities including preparation and oversight of sub-grants, contracts, financial reports, and other administrative matters

Grants Coordinator

December 2009 – March 2012

City of Annapolis, Office of the Mayor, 160 Duke of Gloucester Street, Annapolis, MD 21401

Identifies funding opportunities; acts as the City's liaison to government and private funding sources; and provides oversight for grant writing and management operations throughout City government.

- Guided the overall strategy and policies for grant seeking and management in the City
- Served as a resource for the Mayor, City Council, City Manager, department directors and staff in matters related to external resources
- Served as the liaison to federal and state government relations consultants in order to secure federal and state funding
- Provided technical assistance to departmental grant writers/managers
- Administered the City program that provides grants to local non-profit organizations

CAREER PROGRESSION, CON'T.

Manager, Resource Development

April 2008 – December 2009

The Maryland Mentoring Partnership, 517 N. Charles Street, Suite 200, Baltimore, MD 21201

Developed, implemented and managed fundraising activities.

- Developed and implemented the organization's fundraising/development plan to fund an \$600,000 annual budget
- Maintained relationships with and provided progress reports to existing funding sources
- Oversaw the planning and coordination for an annual fundraising event with 450 attendees and more than \$200,000 in proceeds
- Developed and implemented long term fundraising strategy
- Assisted in the development of marketing, advocacy and public awareness campaigns

Vice President, Marketing and Public Relations

2004 - 2007

The Centre for Management and Technology, 612 E. Pratt Street, Suite 201, Baltimore, MD 21202

Provided executive level management for all marketing and public relations activities.

- Planned, developed, and maintained a comprehensive private and public sector marketing program
- Developed and managed advertising campaigns targeting local, regional and national clients and funding prospects
- Established and maintained relationships with government entities and elected officials
- Worked with consultants to navigated the passage of federal and state legislation supported by The Centre

Program Manager

2003 - 2004

Community Counseling Service (CCS Fundraising), 40 W. Chesapeake Ave., Suite 210, Baltimore, MD 21204

Coordinated activities for multi-million dollar fundraising campaigns with non-profit clients.

- Conducted personal and confidential interviews with prospective high dollar donors and capital campaign leadership
- Tailored campaign solicitation strategies and proposals for specific donors
- Coordinated training sessions and meetings with volunteers and campaign leaders

Deputy Director of Marketing & Air Service Development

Vice President of Communications

2002 - 2003

Maryland Aviation Administration, P.O. Box 8766, Third Floor, Terminal Bldg., BWI Airport, MD 21240

Managed day-to-day operations of the Office of Marketing and Development including personnel issues, training, distributing work assignments, leading staff meetings, and compliance with deadlines.

- Supervised the Director of Communications, four (4) Public Affairs Officers and an Event Coordinator
- Developed alliances and collaborative marketing with private sector groups including the BWI Development Council and the Maryland Chamber of Commerce
- Provided leadership in the redesign and implementation of the marketing and public awareness campaign for BWI Airport's \$1.8 billion expansion program producing a virtual tour and print, radio and television advertising

Department Manager and Assistant Director

1999 - 2002

University of Maryland, School of Nursing, 655 W. Lombard Street, Baltimore, MD 21201

Center for Community Partnerships for Children and Families

Created, implemented and managed program content and delivery methods for the day-to-day operations of the Center and the department, including policies, procedures and protocols.

- Developed partnerships with state agencies, non-profit organizations and academic institutions for Center initiatives
- Managed annual operating grants totaling \$1.3M for accurate and timely reporting
- Developed marketing and fundraising activities; including research and submission of grant proposals, developing new funding sources, producing marketing materials, and event management
- Provided direct supervision of office/program staff and indirect supervision of faculty members

EDUCATION

Master of Science in Business, Johns Hopkins University, Baltimore, MD 21218

Bachelor of Science in Business Administration, Widener University, Wilmington, DE 19803

Biography of Lyn Farrow, MSB



Lyn Farrow is the Vice President, Development and Public Policy for Goodwill Industries of the Chesapeake (GIC). In her role at GIC she is responsible for grant writing and government relations.

Previously she worked as Project Manager for the Opportunity Collaborative, a \$3.5 million initiative funded by the US Department of Housing and Urban Development's Sustainable Communities Planning Grant. The Collaborative housed at the Baltimore Metropolitan Council developed regional plans for housing and workforce development.

Lyn served as the Grants Coordinator for the City of Annapolis from 2009 to 2012. In that role she managed the City's Community Grants program and worked to ensure that all grants to the City were implemented effectively. Throughout her career Lyn has held positions in the non-profit and public sectors related to communications, government relations, marketing and fundraising.

Lyn grew up in West Baltimore. Through her experiences there she developed values for empowering communities.

She is a life-long member of Union Baptist Church in Baltimore where she has served as a member and Chair of the Board of Trustees. Lyn has held other leadership positions there and received numerous awards from the congregation, including those for Faithful and Continuous Service. She is the youngest member to have been nominated Woman of the Year.

She is currently a member of the church's Child Care Board. The congregation at Union Baptist embodies a Servant Leadership philosophy. Growing up in this environment centered Lyn on a life of service and commitment to the greater good.

Goodwill Industries of the Chesapeake has provided her a vehicle to serve those with the least access to economic opportunity in her hometown and surrounding community. Working in an organization that helps so many people access the power of work is especially rewarding for Lyn.

Lyn's life is a vibrant one that includes a host of close friends and family – including her church family. She is a voracious reader. Members of her book club are among her closest girlfriends. In addition to reading they enjoy traveling together throughout the states and internationally.

In her community she is on the Board of Directors for Maryland Hall of the Creative Arts and the Baltimore City Community College Foundation. Lyn is a graduate of Widener University and holds a Master of Science in Business from Johns Hopkins University. She currently lives in the City of Annapolis, Maryland.