

Transforming Public Spaces through Data, Design, and Strategic Leadership.

Tomás Herrera-Mishler, MLA *Principal, Parks and Recreation Analytics*

EXECUTIVE PROFILE Transformative Public Landscape Leader with 25+ years of success revitalizing and managing complex park systems. Expert in uniting strategic planning with financial reality, having managed budgets exceeding \$40M and secured over \$60M in funding through public-private partnerships. Specializes in operational efficiency, capital stack development, and sustainable landscape management.

CORE COMPETENCIES

- **Strategic & Master Planning:** Visioning, feasibility studies, and comprehensive master plan execution.
- **Financial Strategy:** Capital campaigning, grant writing, bond financing, and earned revenue modeling.
- **Operational Excellence:** Maintenance management, water conservation strategies, and organizational restructuring.
- **Community Engagement:** Inclusive outreach (PLAYCE method), bilingual stakeholder management, and DEI initiatives.

PROFESSIONAL EXPERIENCE

City of Westminster | Westminster, CO *Director of Parks, Recreation, and Libraries (2022 – 2024)* Led a diverse department of 1,200 staff and a \$42.6M operating budget across 64 parks and 6,700 acres.

- **Capital Delivery:** Secured \$13.7M in debt financing and managed \$27M in active capital projects, including recreation center renovations.
- **Sustainability:** Executed a water-wise landscape conversion resulting in a **27-million-gallon annual water reduction**.
- **Social Impact:** Launched the "Continuum of Compassion," achieving a **33% reduction in homelessness** within the park system.

Nathan Benderson Park Conservancy | Sarasota, FL *President & CEO (2020 – 2021)*

Directed operations for a premier sports tourism venue, generating **\$20M in economic impact** during the pandemic.

- Hosted major national events (NCAA Women's Rowing, Olympic Trials) safely and profitably.

- Launched a new Arts & Culture program and led a comprehensive organizational rebranding.

Balboa Park Conservancy | San Diego, CA *President & CEO (2015 – 2020)* Led strategic initiatives for one of North America's premier urban cultural parks.

- **Fundraising:** Secured nearly **\$20M in resources**, including state grants and private philanthropy for tree restoration and botanical gardens.
- **Data-Driven Management:** Commissioned the park's first baseline Economic Benefits Study and implemented a comprehensive signage/wayfinding plan.
- **Sustainability:** Winner of the 2017 Balboa Park Sustainability Award for park reforestation.

Buffalo Olmsted Parks Conservancy | Buffalo, NY *President & CEO (2008 – 2014)*
Orchestrated the renaissance of the nation's first historic park system.

- **Capital Growth:** Executed **\$30M in capital projects** and secured a new 10-year partnership agreement with the city.
- **Revenue Generation:** Increased business operation revenue by 200% and grew the volunteer program from 100 to 2,200 participants annually.

EDUCATION & AFFILIATIONS

- **Master of Landscape Architecture & Regional Planning**, University of Michigan
- **Bachelor of Arts (Spanish)**, Eastern Michigan University
- **Memberships:** American Society of Landscape Architects (ASLA), World Urban Parks Organization, National Association for Olmsted Parks, named a Fellow of the Lambda Alpha International Land Economics Honor Society, American Public Gardens Association