

City of Reidsville Press Release – Release Date March 1, 2016

Reidsville names Economic Development Director

An accomplished economic developer with more than 11 years of public-private leadership and project management experience will take the helm of the City of Reidsville's Business Development Department.

Jeffrey M. Garstka, who comes from Moser Mayer Phoenix Associates in Greensboro, has been hired by the City to spearhead its economic development and recruitment efforts, announced Reidsville City Manager Preston W. Mitchell today. His title will be Economic Development Director, and his duties will include industrial, commercial and downtown development. In addition, he will oversee the City's Main Street Program and other matters encompassing Reidsville economic development, Mitchell said.

Garstka should be in place by the end of the month.

"We are pleased to be able to land someone with Jeff's credentials," Mitchell said. "We believe with his invaluable knowledge and contacts, he should be a real asset to the City."

Garstka will report directly to Assistant City Manager of Community Services Tom Wiggins.

"Jeff came highly recommended by area economic development officials that he had worked with in the past," Wiggins said.

While Garstka has most recently been employed in the private sector as MMPA's Director of Business Development, he is returning to familiar ground – public-private partnerships. For nearly four years, he was President of the Wilkes Economic Development Corporation in North Wilkesboro, where he helped bring more than 700 jobs and \$40 million in capital investment during his tenure there. He also created a \$650,000 "Deal Closing Fund", which established the county's first private funding for economic development.

"I am honored to be working for the City of Reidsville and look forward to collaborating with the City's leadership and staff on numerous economic development initiatives," Garstka said. "I see a great deal of potential for the City's future, but equally important I have witnessed a solid foundation to build upon. I am eager to help move the City forward."

Before working in North Wilkesboro, Garstka was no stranger to the Piedmont Triad area. He served as Vice President of Winston-Salem Business Inc., a private, non-profit economic development corporation, from June 2005 to August 2010. Prior to that, he was Manager of Recruitment and Investor Relations at the Greensboro Economic Development Alliance. While in the Triad, Garstka was involved in recruiting Caterpillar, Inc., a move that brought nearly 400 jobs to Winston-Salem in addition to numerous other small and large job creation efforts.

A 2007 graduate of the University of Oklahoma Economic Development Institute, Garstka became a Certified Economic Developer (CEcD) in 2008, a certification he held until joining the private sector. He received a Bachelor of Science in Communications/Journalism from Appalachian State University and a Master of Science in Communications/Journalism & Public Relations from the University of Tennessee.