



City of Anaheim

APPLICATION FOR APPOINTMENT CITY COUNCIL, DISTRICT 2

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2021 SEP 8 10:42

OCROV – Verified Qualified Elector

The City of Anaheim is accepting applications to fill a **District 2** City Council seat vacancy for a term ending November 2022. Pursuant to Section 501 of the Charter, interested candidates must be a resident and qualified elector of District 2 at the time of and for the thirty (30) days immediately preceding appointment.

DUE DATE: Applications are due to the Office of the City Clerk by Wednesday, September 8, 2021 at 5:00 P.M. (Postmarks not acceptable) Submit to: Office of the City Clerk, City of Anaheim, 200 S. Anaheim Blvd., Ste. 217 Anaheim, CA 92805; Email : cityclerk@anaheim.net Fax: (714) 765-4105

Note: This application is considered public information and will be released to the public, including being posted to the City's website.

Applicant Information

Prefix:	Name: Carlos A. Leon		
Address:	City: Anaheim	State: CA	Zip Code: 92804
E-Mail:	Phone Number: <input type="radio"/> Home <input type="radio"/> Work <input checked="" type="radio"/> Cell	Alternate Phone Number: <input type="radio"/> Home <input type="radio"/> Work <input type="radio"/> Cell	

Years lived in District 2, City of Anaheim: 25	Years lived/worked in City of Anaheim: 25
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Professional and Educational background (may submit Resume):

I am currently the Senior Manager of Business Development for a records management consulting firm, working with Fortune 500, mid-sized, and smaller companies as well as public and federal agencies. My responsibilities include reviewing agreements, creating proposals and statements of work, coordinating the firm's responses to requests for proposals (RFP's), and developing and executing the firm's marketing and sales strategies.

Prior to my current position, I was proud to serve as the Regional Director of Chapter Operations for Youth Leadership America, a non-profit organization founded here in Anaheim. In addition, I was the Senior Resident Advisor for Thurgood Marshall College at the University of California, San Diego, where I received my B.A. in Political Science with an emphasis on Public Policy, along with a Minor in Business.

I am proud to have called West Anaheim and District 2 my home. I'm a proud Head Start student and product of Anaheim public schools:

- Magnolia High School ('11)
- Dale Junior High School ('07)
- Mattie Lou Maxwell Elementary ('05)

I attribute my success to the countless teachers, volunteers, school officials, and community leaders who helped guide me throughout my path to college and beyond. Without this community's support, I would not be where I am, and I am proud to put my name forward as the homegrown candidate to represent District 2.

Office of the City Clerk · 200 S. Anaheim Blvd., Suite 217, Anaheim, CA 92805 · (714) 765-5166

Name: Carlos A. Leon

List any City of Anaheim, County, and or other Board/Commissions and/or organizations on which you have served (professional, technical, community, service):

Youth Involvement:

- Anaheim Community Services Soccer Program
- Student Council President, Mattie Lou Maxwell Elementary
- Anaheim Achieves (YMCA)
- City of Anaheim's Kids in Action Program

Involvement while at Magnolia High School:

- Anaheim Union High School District Student Ambassador
- Drum Major, Magnolia HS Sentinel Regiment
- President Pro Tem, 34th Senate District, Young Senators
- Drum Major, Santa Ana Winds Youth Band
- Volunteer, Anaheim VolunTEEN Program
- Recipient, Anaheim Mayor Tech Scholarship
- Mayor Pro Tem, City of Anaheim's Youth in Government Day
- Student, Tiger Woods Learning Center
- Associate and Advisor, Youth Leadership America

Service while at University of California, San Diego

- Commencement Speaker
- Research Assistant, Mexican Migration Research Program (Tunkás, Yucatán and Anaheim)
- Advisor, Youth Leadership America
- Sr. Resident Advisor, Thurgood Marshall College
- Representative, Student Conduct Standards Group
- Representative, Undergraduate Housing Appeals Committee
- Representative, Housing and Dining Advisory Committee
- Board Member & Committee Chair, UCSD Student Foundation
- Marching & Music Instructor, Magnolia HS Sentinel Regiment

Recent Service:

- Volunteer, COVID Vaccine Clinics
- National Referee and Director, USA Powerlifting
- Member, ARMA International

Reasons why you are interested in serving. State your interest in the position, qualifications, skills, or experience that can best serve the residents of District 2 and the City of Anaheim (separate attachment may be included):

The City of Anaheim has been my home since I was 3 years old. I attended Anaheim public schools, played soccer through the city's community services program at 5 years old, and was a direct beneficiary of city resources and after-school programs like Kids in Action and Anaheim Achieves.

Since I was young, my Mom instilled a sense of service to others- lending a hand to those who need it and standing or speaking up when others couldn't. This was my upbringing, and it would lead me to serve as Student Council President at Maxwell Elementary and set me on a path of volunteering and giving back to the community.

As an Anaheim VolunTEEN for two consecutive Summers, and amassing over 150 hours of volunteer experience, I was fortunate to work with the city's Tree Power Program. I learned not only about different tree species, but also the importance of energy conservation and the city's efforts to battle fast-rising utility usage with natural resources- an issue that we continue to see today. This opportunity helped me solidify the utmost importance that local government has in helping our residents through resources, information, and actionable steps that can help improve their quality of life.

As the Senior Manager of Business Development, I work with in-house attorneys and C-Suite level executives daily, coordinating and reviewing contracts, proposals, and answering Requests for Proposals. This, along with program management, are among my primary responsibilities. These skills will equip me to be a strong advocate for District 2 when contract reviews and negotiations are brought to the council for consideration.

Having been raised in the district provides me with a unique perspective on the needs of our diverse community and the future of the city, our youth. I am committed to finding new and innovative ways to serve and better prepare our youth. I aim to use my experiences to be a voice for the many District 2 residents who have long felt ignored.

My community involvement and professional background have allowed me to acquire the skills that are invaluable to a city council member in representing their constituents' best interests. Having a fresh perspective of local issues, and being a passionate, homegrown candidate who wants to do what's right by the community through consensus-building, would be a strength and an asset to the City of Anaheim and its residents.

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Name: Carlos A. Leon

What do you see as the top issues facing District 2 and the City of Anaheim? (Separate attachment may be included):

Some of the top issues facing District 2 and our city are:

- Public Safety
- Homelessness
- Affordable and workforce housing opportunities
- Parking availability
- Community engagement and resource awareness

What are your priorities for District 2 and the City of Anaheim? (Separate attachment may be included):

My top priorities for District 2 are to:

- Find opportunities to create more affordable and workforce housing
- Increase community engagement throughout the district
- Facilitate resort-like investments in the district and West Anaheim
- Increase youth engagement and programs
- Provide and bring more awareness of resources at constituents' disposal

While engaging the neighborhoods across District 2 and speaking with constituents, it's evident that there is a lack of awareness of the services available to them. I would work with city staff and colleagues to ensure residents have access to and understand where to find resources for their basic needs.

Moreover, constituents have continuously expressed concern that District 2 is "forgotten" when it comes to community reinvestment as opposed to the resort area. As a resident, I share this sentiment, and this is why I am committed to being an advocate on the council to ensure that District 2 residents always have a strong voice on the dais. As the representative for this District, I will work to prioritize new investment and other economic opportunities so that all residents of our city have the opportunity to truly enjoy where they live, work, and play.

I am ready to work with city staff, stakeholder groups, community-based organizations, and businesses, regardless of political affiliation, to deliver for District 2.

VERIFICATION

Pursuant to Section 501 of the Charter, I am and have been a resident and qualified elector of District 2 at the time of and for the thirty (30) days immediately preceding possible appointment to office. I declare under penalty of perjury under the laws of the State of California that the information contained herein is true and accurate to the best of my knowledge.

I acknowledge that the City has the right to verify the truth and accuracy of all information submitted and that this is a public document.

Signature:



Carlos A. Leon

Date:

Sep 7, 2021



City of Anaheim

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Experiencia Educaional y Profesional:

Actualmente soy gerente de desarrollo de negocios para una consultoría enfocada en el manejo de información corporativa. Trabajo regularmente con corporaciones que están en la lista de "Fortune 500" y también con agencias públicas y federales. Mis responsabilidades incluyen revisar contratos, crear propuestas y también ser el encargado de la creación, desarrollo y lanzamiento de nuestras estrategias de mercadotecnia y ventas.

Antes de ésta posición, tuve el honor de servir como Director Regional para "Youth Leadership America", una organización no lucrativa, que fue fundada aquí en la ciudad de Anaheim. También fui consejero de estudiantes residentes en el colegio Thurgood Marshall en la Universidad de California, San Diego. Fue en esta Universidad en donde recibí mi licenciatura en Ciencias Políticas con énfasis en Póliza Pública con sub-especialidad en negocios.

Estoy orgulloso de llamar a Anaheim y al Segundo Distrito mi hogar. Es un orgullo para mi el haber recibido educación preescolar en el programa "Head Start" y soy producto de las escuelas públicas de nuestra ciudad:

- Preparatoria Magnolia ('11)
- Secundaria Dale ('07)
- Primaria Mattie Lou Maxwell ('05)

Atribuyo todos mis éxitos al gran número de maestros, voluntarios, administradores y líderes de la comunidad que me han guiado en mi trayectoria hacia la universidad, práctica profesional y más. Sin el apoyo de ésta comunidad, no estaría donde estoy. Por eso, orgullosamente presento mi nombre para consideración para representar el segundo distrito y mi comunidad en la que crecí.

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Name: Carlos A. Leon

Involucración en la Ciudad de Anaheim:

Involucramiento Juvenil:

- Programa de Fútbol de Servicios Comunitarios de Anaheim
- Presidente del Consejo Estudiantil - Primaria Maxwell
- Estudiante del programa "Anaheim Achieves" (YMCA)
- Estudiante del programa "Kids in Action" de Anaheim

Servicios desempeñados en la Preparatoria Magnolia:

- Embajador de Estudiantes del Distrito Escolar AUHSD
- Líder de la Banda, Banda de la Preparatoria Magnolia
- Presidente Pro Tem del Programa De Senadores Jóvenes
- Líder de la Banda Juvenil "Santa Ana Winds"
- Voluntario del Programa "VolunTEEN" de la Ciudad de Anaheim
- Alcalde Pro Tem de Día de Jóvenes en el Gobierno de Anaheim
- Recipiente de la Beca "Mayor Tech-Scholar" del Alcalde de Anaheim
- Estudiante del Centro de Aprendizaje Tiger Woods
- Participante del Programa "Youth Leadership America"

Servicios desempeñados en la Universidad de California, San Diego

- Orador de Graduación
- Asistente de Investigación del Estudio de Migración Mexicana (Tunkás, Yucatán y Anaheim)
- Director y Consejero - Programa de "Youth Leadership America"
- Consejero de Residentes - Colegio de Thurgood Marshall
- Representante - Grupo de Normas de Conducto
- Representante - Comité de Apelaciones de Vivienda
- Representante - Comité Consultivo de Vivienda
- Miembro del Comité de la Fundación Estudiantil
- Instructor de Marcha y Música, Banda de la Preparatoria Magnolia

Servicio reciente:

- Voluntario en clínicas de vacunación en contra del COVID-19
- Arbitro Nacional y Director, "USA Powerlifting"
- Miembro de "ARMA International"

Razones por las cuales estoy interesado en servir.

La Ciudad de Anaheim es mi hogar. Mi madre y yo nos vinimos al lado oeste de la Ciudad cuando tenía 3 años y poco después empecé a asistir a las escuelas públicas de la ciudad. Jugué fútbol en el programa de servicios comunitarios de la ciudad cuando tenía 5 años. He sido beneficiario de los recursos y programas para después de la escuela como "Kids in Action" y "Anaheim Achieves".

Desde pequeño, mi madre me inculcó el sentido de servicio a otros, ayudando y colaborando con las necesidades de otros. El haber recibido esta educación me motivó a iniciar mi servicio a mi comunidad como Presidente del Consejo Estudiantil de la Primaria Mattie Lou Maxwell.

Como voluntario de la Ciudad de Anaheim, tuve la oportunidad de acumular más de 150 horas de experiencia voluntaria y fui afortunado de poder trabajar con el programa "Tree Power" de la ciudad. No solo aprendí sobre las diferentes tipos de árboles, sino también la importancia de conservar energía y los esfuerzos hechos por la ciudad para que nuestros residentes puedan usar los recursos naturales que tenemos a nuestra disposición.

Como Gerente de Desarrollo de Negocios, trabajo con abogados y ejecutivos diariamente. Coordino y reviso contratos, propuestas y también nuestras respuestas cuando nos piden más información sobre nuestros servicios. Esto y el manejo de nuestros programas y proyectos son parte de mis responsabilidades primarias. Estas habilidades me dan las herramientas que se necesitan para representar al Distrito 2, especialmente cuando haya contratos que revisar y negociaciones para considerar al frente del consejo municipal.

Haber crecido en el Distrito 2 me da una perspectiva única de las necesidades de nuestra diversa comunidad y el futuro de nuestra ciudad y juventud. Yo me comprometo a encontrar nuevas maneras de servir y preparar a nuestra juventud para su futuro. Quiero usar mis experiencias para ser la voz de los muchos residentes del Distrito 2 que por mucho tiempo se han sentido ignorados.

Mi involucración en la comunidad y antecedentes profesionales me han dado las habilidades que son invaluable para ser un miembro del consejo municipal y representar los intereses de los votantes del distrito. Sería una gran ventaja y un efecto fuertemente positivo para la Ciudad de Anaheim y el Distrito 2 tener un representante que tiene la experiencia y conoce cuales son los problemas de nuestra comunidad, un representante apasionado en el servicio que creció aquí en esta ciudad, y que su mayor deseo es tener un impacto positivo en y para la comunidad.

Name: **Carlos A. Leon**

Cuales son los problemas que tienen el Distrito 2 y la Ciudad de Anaheim?

Para mí y muchos de los residentes del Distrito 2 y de nuestra ciudad, los problemas a resolver son:

- Seguridad Pública
- Ayudar a las personas sin hogar
- Alojamiento accesible para los trabajadores
- Disponibilidad de estacionamientos
- Participación comunitaria y conocimiento de recursos
-

Cuales con mis prioridades para el Distrito 2 y la Ciudad de Anaheim?

Mis prioridades para el Distrito 2 y nuestra ciudad son:

- Encontrar oportunidades para crear más viviendas accesibles y alojamiento para los trabajadores de la ciudad
- Incrementar la participación comunitaria
- Facilitar más inversiones en el Oeste de Anaheim y el Distrito 2
- Incrementar la participación de nuestros jóvenes en programas disponibles para ellos
- Trabajar con la ciudad y nuestros vecinos para que haya más conocimiento sobre los recursos que están disponibles para nuestros residentes.

Mientras he estado caminando por los vecindarios del Distrito 2 y platicando con residentes es evidente que muchos desconocen cuáles servicios y recursos están disponibles. Trabajaría con la ciudad y mis colegas para asegurarnos que nuestros residentes tengan acceso a estos recursos e información de donde encontrarlos y cómo obtenerlos.

También, nuestros residentes han expresado consternación en relación a que el Distrito 2 ha sido "olvidado" cuando estamos hablando de reinversión comunitaria en comparación con otros distritos en la ciudad. Como su representante, trabajaré para priorizar nuevas inversiones y oportunidades económicas para que todos los residentes de nuestra ciudad tengan la oportunidad de que verdaderamente disfruten donde viven, trabajan, y juegan.


Estoy listo para trabajar y colaborar con los empleados de la ciudad y cualquier organización, independientemente de afiliación política, para poder entregar los mejores resultados para el Distrito 2 y nuestra comunidad.

VERIFICATION

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Carlos A. Leon (Sep 7, 2021 15:53 PDT)

Date:

09/07/2021