

Chris Mann Bio



Chris Mann is City Manager for the City of Yucaipa, California. With a diverse professional background which includes extensive experience in the areas of local government administration, public relations, political strategy, and real estate development and management, Chris uniquely provides public service with a private sector approach.

Appointed on January 9, 2023, Chris began his tenure as Yucaipa's City Manager effective March 1, 2023. In his previous role as City Manager for the City of Canyon Lake, California, Chris is widely credited with professionalizing City staffing and operations, and turning around the finances of the City. Suffering from crippling budget deficits for the better part of a decade, Chris implemented popular quality of life programs that increased General Fund revenue by 31% in a four-year period without raising taxes, and taking the City's budget from an \$800,000 deficit to a surplus of more than \$400,000. He also led the City's efforts to start its own fire department. The Canyon Lake Fire Department went into service January 1, 2022, saving the City hundreds of thousands of dollars in its first year and providing faster response times than what the City experienced under its previous contract with the County of Riverside.

Chris brings a wide breadth of experience both in the public and private sectors. Chris started in public service at a young age. At 23 he was elected to the City Council in the City of Westlake Village, in Western Los Angeles County (1999). At 26 he became Mayor. He has also served on two separate elected water boards, the San Geronio Pass Water Agency (2004-2008) and the Yucaipa Valley Water District (2016-2023), where he was selected by his peers as Board President, a position he held for four consecutive years until his appointment as City Manager for the City of Yucaipa.

From 2014 to 2017, Chris worked as an Administrative Analyst and then as Deputy Chief of Staff for a member of the San Bernardino County Board of Supervisors. In this role, he advised the Supervisor on a wide range of policy issues impacting the County's two million residents, including the management of the County's \$5.4 billion budget and 22,000 employees.

Chris is perhaps best known in local political circles as the Founder of the Inland Empire Taxpayers Association, which he started in 2006. The IETA has grown to become one of the most recognized and influential taxpayer advocacy organizations and political action committees operating in Riverside and San Bernardino Counties. Each election cycle, the IETA has raised and spent anywhere from \$100,000 to \$1.4 million in the cause of protecting the interests of taxpayers at the ballot box.

In addition to serving in elected and appointed office and managing a political action committee, Chris has provided strategic counsel on city council, special district, county, and state legislative races, as well as ballot measure races, throughout Riverside, San Bernardino, Los Angeles and Ventura Counties. Having guided scores of successful political and public affairs campaigns, he has served as a trusted and respected advisor to numerous elected officials throughout Southern California.

Much of Chris' professional experience has been in the private sector. From 2005 to 2019, he owned and operated Mann Communications, a public relations firm specializing in helping businesses interface and do business with local government, and helping local government agencies more effectively communicate with the public. The company's client list included local small businesses, residential and commercial real estate development companies, industry associations, labor groups, cities, political action committees and non-profit organizations. Through his work with development clients, Chris has also held ownership interests in numerous commercial real estate development projects. Prior to forming Mann Communications, Chris worked as a Senior Account Executive at O'Reilly Public Relations, one of the largest and best-known public relations firms in the Inland Empire, where he specialized in land-use entitlement, public outreach programs and political strategy.

Chris holds bachelor's degrees in Psychology and Political Science from California Lutheran University, in Thousand Oaks, California, and has completed all required coursework for a master's degree in Public Policy and Administration. He is also a graduate of the ICMA High Performance Leadership Academy. His active professional affiliations include the International City/County Management Association (ICMA), the California City Management Foundation (CCMF) and the Municipal Management Association of Southern California (MMASC). Chris lives in Yucaipa with his wife Annie and their two-year-old son Liam.