

City Council Application

Reference #	11819463
Status	Complete
First Name	Michael
Last Name	Lalich
Phone Number	[REDACTED]
Cell Phone Number	[REDACTED]
Email Address	[REDACTED]
Street Address	[REDACTED] Corydon Rd.
Place of Employment	Greater Cleveland Partnership
Position	Director, Business Development
Length of residence in Cleveland Heights	Almost 2 years
Are you a registered Cleveland Heights voter?	Yes

What special qualities, abilities, skills, insights or perspectives do you possess which would be of value in serving on Cleveland Heights City Council?

I have developed a diverse skill set in economic and community development that would serve me well as a member of Cleveland Heights City Council. The skills I developed working in business attraction and marketing in the Cleveland area give me a unique perspective concerning what a community needs to do to make itself attractive to new business investment and stand out among its peers. I can use these skills to help market Cleveland Heights' wealth of community assets to new businesses and residents. I have worked with many entrepreneurs in Cleveland's startup community and know what it takes to develop an inclusive innovation ecosystem. I can use this experience while on Council to help Cleveland Heights cultivate both mom & pop retail shops and cutting-edge tech and biomedical startups. My experience in community development will serve me well in dealing with housing and neighborhood planning and development issues.

I have a deep respect for Cleveland Heights' past and a vision for its future. I have fond memories of going to shops on Coventry as a teenager and exploring Cleveland Heights' stores and cafes as a college student at CWRU. While in graduate school for City Planning I enjoyed learning about Cleveland Heights' history by reading about its early development and exploring its beautiful neighborhoods and amazing architecture. I truly appreciate Cleveland Heights' diverse and independent community culture. While I appreciate the city's history, I believe the city can't rest on its past successes and needs to continue to adapt and evolve to remain competitive. As a millennial I think the city can do more to attract new young residents and young families. Millennials want different housing options and retail amenities than older generations and I would like to help develop these amenities in Cleveland Heights to successfully recruit new residents from these younger age groups. While I believe strongly

in a millennial attraction strategy, I also believe the city is well positioned to attract more empty nesters due to its proximity to health care and cultural institutions in University Circle and its walkable and affordable neighborhoods.

I am very comfortable working with a diverse variety of community members and stakeholders. I have worked with community organizers, urban farmers, entrepreneurs and company executives to name a few. I enjoy connecting with individuals from diverse backgrounds and helping groups of diverse stakeholders work towards a common goal.

What educational training (formal or informal), employment and other life experiences have helped you develop the qualities, abilities, etc., described above?

I have been involved in the civic realm since my days as a student at Case Western Reserve University. During my undergraduate career at CWRU I worked on a political campaign during the summer of 2008 that was focused on the east side of Cleveland and in Cleveland Heights. I learned the basics of campaigning and gained an appreciation for the Cleveland Heights community while working on the ground with voters. I continued my civic involvement in subsequent years working for a homeless advocacy organization, an urban farm, and a team at CWRU focused on lessening the impact of the foreclosure crisis in Cleveland neighborhoods.

I graduated from CWRU in 2010 with a Bachelor's degree in political science with minors in public policy and economics. I continued my studies at Cleveland State University by earning a Master's degree in Urban Planning, Design, and Development in 2013. I began working in economic development by joining the research team at Team NEO where I worked to attract new business investment to northeast Ohio communities. After four years at Team NEO I moved on to Health-Tech Corridor where I led the organization's business attraction and development efforts in the neighborhoods between downtown Cleveland and University Circle. In addition to attracting new companies to the corridor I worked with startups and entrepreneurs in the neighborhood's incubators and coworking spaces to access the resources they needed to grow and thrive. In July of 2018 I moved on to my current position at the Greater Cleveland Partnership where I work to provide business retention and expansion services to Cleveland area companies. I work with company CEOs, plant managers, and finance and human resources executives to overcome their obstacles to growth and find resources to support their expansion plans.

In the civic realm I was involved in the Little

Italy community in Cleveland while I was a resident there for 9 years. I joined the board of the Little Italy Redevelopment Corporation as a 26 year old and served on the University Circle Inc. - LIRC Alliance Committee that worked to merge functions of the two organizations. I continue to serve on the design review committee for the Little Italy neighborhood. Upon moving to Cleveland Heights in early 2017 I started to volunteer for FutureHeights' Planning and Development Committee.

I grew up living in a few different communities that were very different from each other. I spent the first ten years of my life living in an urban Cincinnati neighborhood and attending a diverse elementary school in the Cincinnati public school system. My family moved back to the Cleveland area when I was in sixth grade where I completed my studies at Chagrin Falls schools. I have spent the last 10 years of my life living in the City of Cleveland and Cleveland Heights and traveling the United States and the world to learn about different communities and different cultures. The unique perspectives I have developed living and working in these diverse communities will serve me well as a member of city council where I have to be able to successfully serve a variety of different constituents and community stakeholders.

Please list your recent community, professional or charitable involvements. List the most recent first.

Little Italy Design Review Committee May 2016 to Present

FutureHeights Planning and Development Committee July 2017 to September 2018

Cleveland Bridge Builders Class of 2018 September 2017 to June 2018

LIRC – University Circle Inc. Alliance Committee August 2015 to March 2016

Director – Little Italy Redevelopment Corporation June 2015 to June 2017

What are your goals for our community and are there areas in which you believe the City needs improvement? How would your service on City Council help achieve those goals and improve the City?

Cleveland Heights has beautiful homes and neighborhoods but needs to ensure that its distressed neighborhoods do not fall behind and that new housing options are built to accommodate both millennials and empty nesters. The City's distressed neighborhoods were hurt by the foreclosure crisis and continue to struggle with disinvestment and blight. The new CRA program is definitely a step in the right direction to incentivizing new investment in these neighborhoods but more can be done. The city can work to promote these neighborhoods to new homeowners and provide resources to invest in repairs and renovations to the older homes to update them for the future. The city also lacks the diverse housing options that today's market desires. The city's housing stock is skewed towards older single family homes with some older apartment buildings mixed in as well. Many young homeowners and empty nesters want lower maintenance options like townhomes or modern apartments. While the city's historic housing stock is beautiful, many of these homes lack modern conveniences like open floor plans, master bedrooms, and walk-in closets that many consumers require today. The city is losing out by not having options to accommodate these potential residents.

The city needs to continue to invest in and promote its major retail districts. Cleveland Heights is well known throughout the region for its independent shopping districts like Coventry, Cedar-Lee, and Cedar-Fairmount. With the increased growth of online shopping these districts need to continue to support their independent stores and work to attract new retailers and customers. These shopping districts are the heart of the community and their health impacts the city's quality of life and home values.

Cleveland Heights is well known for its high tax burden which exists for a variety of different reasons. The city needs to continue to look at potential cost savings through

regionalization although this should not come at the expense of the quality of city services.

Do you have other responsibilities which would prevent you from participating in City Council and Council Committee work during certain hours or on certain days?

I work a typical 9-5 schedule Monday through Friday. I occasionally have evening events to attend for work but these are often voluntary and can usually be skipped if needed.

State any additional information you would like to have considered.

I believe Cleveland Heights is one of the most unique and interesting communities in the world. Although I have only lived here for 2 years, I lived in University Circle and Little Italy for the prior 10 years of my life and definitely feel that Cleveland Heights is my home town. I enjoy the diversity of cultures and independent attitude of Cleveland Heights residents and would be honored by the opportunity to represent them as a member of City Council.

Would you like to upload a Resume?

Yes

Resume or CV Upload (5 MB Limit)

[Resume_2019_Cleveland_Heights.doc \(40k\)](#)

Item # 23

I agree to electronically sign this form.

Signature

Michael Lalich

Last Update

2019-01-15 00:45:13

Start Time

2019-01-14 23:20:59

Finish Time

2019-01-15 00:45:13

IP

[REDACTED]

Browser

Chrome

OS

Windows

Referrer

<https://www.clevelandheights.com/1085/City-Council-Application>

MICHAEL G. LALICH

██████████ | ██████████ | ██████████ Corydon Rd. | Cleveland Heights, Ohio 44118

EDUCATION

Cleveland State University, Cleveland, Ohio

Master of Urban Planning, Design, and Development, May 2014

Case Western Reserve University, Cleveland, Ohio

Bachelor of Arts, Political Science, May 2010

Minors: Economics, Public Policy

EXPERIENCE

Greater Cleveland Partnership, Cleveland, Ohio, *Director, Business Development*

July 2018 to Present

- Manage a portfolio of companies for Greater Cleveland Partnership's business retention and expansion program
- Coordinate and conduct outreach visits to ensure companies have access to northeast Ohio's ecosystem of economic development resources
- Organize and manage business assistance activities and referrals including real estate site searches, workforce and talent resources, financial resources and incentive packaging, and innovation initiatives

Health-Tech Corridor, Cleveland, Ohio, *Project Manager*

August 2016 to July 2018

- Manage business attraction and expansion projects from lead generation to completion
- Market Health-Tech Corridor resources to companies and entrepreneurs
- Plan, organize, and promote community networking events and workshops
- Manage Health-Tech Corridor communications including monthly e-newsletter, website, and social media channels
- Network and partner with economic development organizations, medical and education institutions, and neighborhood resources to further the goals of Cleveland Health-Tech Corridor
- Manage budget and oversee vendor relationships
- Manage Health-Tech Corridor Economic Development Associate and interns

Team NEO, Cleveland, Ohio, *Manager, Research*

July 2012 to August 2016

- Assisted companies and site selectors with business location decisions by providing them with economic, demographic, workforce, and real estate data
- Developed content for Team NEO's website and marketing collateral
- Guided local economic development partners through the revised Northeast Ohio retention and expansion strategy
- Provided expertise in the automotive and aerospace industries to the regional economic development system
- Helped Team NEO's international business attraction team with research on potential foreign investors
- Acted as a regional research resource on economic development for local and county partner organizations
- Spoke to companies and Northeast Ohio stakeholders about the regional economy and economic development resources

Cleveland State University Center for Community Planning and Development, Cleveland, Ohio,
Graduate Research Assistant
January, 2012 - July, 2012

- Assisted in research on the state of the Cleveland community development system and the future role of community development corporations
- Researched opportunities for community development organizations to build partnerships to improve health and education

Case Western Reserve University Center on Urban Poverty and Community Development,
Cleveland, Ohio, *Neighborhood Stabilization Team Assistant*
August, 2011-December, 2011

- Prepared training materials for NST web application and led training classes
- Used GIS software to create maps for NST associates

AmeriCorps, Cleveland, Ohio, *Urban Farming Summer Associate*
May, 2010-August, 2010

- Helped implement Case Western Reserve University organic urban farming initiative to provide locally grown food in university dining halls
- Led students in expanding capacity at an urban farm in Cleveland
- Educated teens about healthy eating and urban farming

Northeast Ohio Coalition for the Homeless, Cleveland, Ohio, *Case Civic Engagement Fellowship*
June, 2009-August, 2009

- Helped set up regional homeless advocacy board that includes religious leaders, government officials, and business leaders.
- Helped organize a partnership among homeless service providers to oversee \$12 million of federal Housing and Urban Development funding for homeless prevention.
- Drafted memorandum of agreement governing service provider roles and responsibilities and helped interpret Housing and Urban Development Department grant rules.

Obama for America Campaign, Cleveland, Ohio, *Obama Organizing Fellow*
June, 2008-August, 2008

- Organized volunteers for voter registration drives, phone drives, and canvassing
- Organized and led house parties with 15-30 participants
- Assisted in opening new branch office.

Community Involvement

Little Italy Design Review Committee	May 2016 to Present
FutureHeights Planning and Development Committee	July 2017 to September 2018
LIRC – University Circle Inc. Alliance Committee	August 2015 to March 2016
Director – Little Italy Redevelopment Corporation	June 2015 to June 2017

Professional Development

Cleveland Bridge Builders Class of 2018

September 2017 to June 2018

National Development Council
ED 101, Economic Development Finance

September 2015