

Blage Zelalich
Assistant to the City Manager/Downtown Manager
Office of Economic Development, City of San Jose

BIOGRAPHY

As Downtown Manager, Zelalich serves as the City's primary lead for downtown issues, opportunities, and relationship management, working with City departments and community stakeholders. As a steward of the City's downtown vision and strategy, she coordinates policies and programs that impact downtown employers, retailers, workforce, residents, and visitors. She also serves as one of the City Manager's two appointees to the PBID Board.

From 2004 until joining OED, she was Deputy Director of San Jose Downtown Association (SJDA), providing leadership for the association's government relations, media relations and advocacy activities, and leading the development of the "property-based improvement district" (PBID) that involves businesses to invest in supplemental services to significantly upgrade the downtown environment. She was also responsible for events and sponsorships representing half of the association's \$3 million annual budget. She joined the San Jose Downtown Association in 1998 as Promotions Manager and then Promotions Director, responsible for all the organization's events, including Downtown Farmers' Market, Music in the Park, SoFA Festival, and Downtown ICE.

Prior to working at SJDA, Zelalich worked as an event and community relations organizer for the San Francisco Giants Community Fund and was a research assistant at Genentech. She holds a bachelor's degree in biomechanics from the University of California, Davis, and an MBA in finance and marketing from the University of San Francisco McLaren School of Business.

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