

## BIOGRAPHY OF MARSHALL W. SNIVELY

Marshall W. Snively is President of the Lancaster City Alliance (LCA). Created as of July 1, 2013, LCA represents the consolidation of two non-profit organizations; the James Street Improvement District and the Lancaster Alliance, both dedicated to community and economic development for the City of Lancaster, Pennsylvania. With a focus of empowering neighborhoods and setting the stage for increased investment, LCA was charged with the development of **Building On Strength**, the City's 15 year economic development strategic plan. Implementation of that plan remains LCA's largest body of work.

At the inception of LCA, Marshall was named Executive Vice President & COO until assuming the role of President in 2016.

Marshall joined the James Street Improvement District (JSID) as Vice President in May of 2007 and in 2012 assumed the role of Interim President. His areas of focus included leading economic development initiatives; coordinated marketing programs; and implementing a business retention, expansion and recruitment strategy for Downtown and Northwest Lancaster City.

He moved to Lancaster City from Downtown Baltimore, Maryland, where he lived and worked for over 15 years. Marshall's career has always revolved around the strengthening of urban communities, from both the non-profit and for-profit perspectives.

Marshall was Vice President of Economic Development and Planning at Downtown Partnership of Baltimore, a non-profit business improvement district. In his 10 years at the Partnership, he spearheaded the development and implementation of strategic plans for both business and economic development initiatives. These included the design of streetscape and public space improvements; and the management of a Downtown retail feasibility study and recruitment program. In this role he also directed the Partnership's economic development department, which was responsible for membership recruitment, the annual State of Downtown Report and leading the Partnership's business retention and attraction efforts.

Before his move to Lancaster, Marshall served as Special Projects Director for Struever Bros. Eccles & Rouse; a real estate development company focusing on restoring and strengthening existing urban communities through the redevelopment of historic properties and in-fill new construction.

Marshall graduated with a bachelor's degree in Architecture from the University of Maryland, College Park in 1993. While in Baltimore he served on the Board of the Baltimore Architecture Foundation where he chaired the Kid's-In-Design Committee for 3 years and served on many Boards and committees including the Executive Committee of the Urban Land Institute's Baltimore Chapter. In Lancaster, Marshall has served on Lancaster City Planning Commission, as well as the Boards of the Lancaster Parking Authority, the YMCA and Lancaster Office of Promotion. Marshall is currently serving on the Boards of Lancaster Equity, SACA (Spanish American Civic Association) Development, and Community Basics, Inc. He also plays regional leadership roles as the ULI Philadelphia Central PA Satellite Council Co-Chair and International Council of Shopping Centers (ICSC) Pennsylvania Alliance Public Sector Chair.