

Larry J. Lallo



July 23, 2020

Dear Mayor Williams, and City of Cocoa Council Members,

It is a great honor and gives me great pleasure to request your consideration of my qualifications for the position of City of Cocoa, City Manager.

Given my tenure as Cocoa Economic Development Manager, I have given this opportunity much thought. When I think of Cocoa, I feel an extraordinary bond to the City, and this is primarily because of the collaborative relationships that I have developed there, the people, and the wonderful projects I have been blessed to be a part of. It is extremely rewarding to see many of these projects visibly coming to fruition at this time.

Cocoa is a remarkable City. It is unique. It is diverse, it has incredible history, and beauty, and yet in many ways its challenges are every bit as complex as a much larger City. With the right Leadership, for a time such as this, I believe that Cocoa is well positioned for a remarkable future.

If provided the opportunity to serve as your City Manager, I would work hard to build a working relationship with you, the staff, our citizens, and our key stakeholders, recognizing that transparent communications and affirming the value of our people, are an essential building block to build upon our strengths.

I am applying for this position, not because it is easy, as I know it is not, but because, I feel an incredibly strong alignment of my ideals, strengths, experience, knowledge, and abilities, with your description of the Ideal Candidate.

To affirm this point, I am attaching a recent independent evaluation of my strengths, and a resume of my qualifications. I believe you will enjoy reading this, and it will provide you with some keen insights as to how well my qualifications fit your search for the Ideal Candidate.

I look forward to hearing from you, and an opportunity to discuss this opportunity further.

Warm regards,

A handwritten signature in cursive script that reads "Larry J. Lallo".

Larry J. Lallo

LARRY J. LALLO

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OBJECTIVE

An Executive Leadership position serving as City Manager, for the City of Cocoa.

QUALIFICATIONS/ACCOMPLISHMENTS

- Selected to attend Brevard County Executive Leadership Institute, Class of 2021
- Worked with City of Cocoa Community Leadership, City's Consulting Team, and Community Development Staff in facilitating creation of the 2018 Cocoa Waterfront Master Plan Update.
- Facilitated opening and work force development process with Career Source Brevard, and Walmart Regional Management, to accommodate the opening of Cocoa's Walmart Regional Distribution Center, a \$150 million project in Cocoa Florida.
- Worked with City of Cocoa Leadership, in authoring, procurement and management of a \$450,000 Florida Inland Navigation District (FIND) grant to supplement FEMA funding for restoration of Cocoa's Waterfront features, post Hurricane IRMA.
- Worked as integral part of City of Cocoa Management Team, in obtaining and managing grants and grant management for City of Cocoa's Waterfront Connector project.
- Worked as advocate and integral part of City of Cocoa Team, in serving the Diamond Square CRA Board and Citizenry, on the Dr. Joe Lee Smith Community Center project, leading to funding, and final choice of site location.
- Co-Founded and raised funding for an International Faith Based micro business development organization which is sustainably operating today in three nations in West Africa reaching over 10,000 micro business clients with loans.
- Chairman, Brevard County Small Business Economic Relief Task Force - charged with advising County Management team in design of CARES Act funded programs.
- County IEDC Certified Economic Development Professional CEcD (One of few in the region).
- Certified Economic Development Finance Professional (ECFRP) National Development Council
- Executive experience involving start-up, growth, and development of multi-million-dollar private and government sector community development organizations.
- Procured grant funding to create an EDA & CDBG \$1.2 million Job Creation Revolving Loan Fund.
- FEMA National Training Grants Subject Matter Consultant specializing in Economic Recovery.
- Facilitated final phases of the \$3.6 Million Cone Road Storm Water Septic to Sewer and Road Improvement project. This involved a collaboration with Brevard County, the Merritt Island Redevelopment Agency, three other government agencies/funders, and 60 small businesses.
- Planned and developed three start-up business park developments from conception through to TIF, construction and lease up resulting in 30 new construction business expansion projects.
- Acquired and managed turnaround of a 150-acre 300 lot housing subdivision previously operated by partnership of Ryan Homes and Forest City.
- Facilitated 2018 Cocoa Redevelopment Agency Community Redevelopment Planning Process, working with Community Leaders, City Management, Consultant and Development Team.
- Facilitated attraction of Rocket Crafters an aerospace growth company, to the City of Cocoa, in support of the development and testing of their patented scaled hybrid-rocket engine.
- As Director of an Economic Development Agency, facilitated in structuring over \$100 million in business attraction/expansion projects creating 2000 jobs for small businesses.
- Played a collaborative leadership role with City Administration, local Business and Industry and Stark State College to establish a \$2.3 Million satellite campus facility. This won a recognition award for innovation in workforce development from Ohio's Economic Development Association.
- Have served as development project facilitator/collaborator on numerous projects working with small, to larger capitalization companies such as PPG Industries, Babcock and Wilcox, and Alcoa.
- Obtained and managed \$1.6 million EDA grant and \$1.55 million PRI investment to build 120-acre Business Park.

- Key Team Member – Lima-Allen County Regional Planning Commission Year 2000 Plan
- Provided Executive leadership at a critical time for the Barberton Community Foundation in the creation of organizational ten-year Strategic Plan.
- Lead Consultant on Copley Township CIC Creation, Board Selection and Public Participation process.
- Collaborated with City and property owners in a \$1.5 million Brownfield environmental Project to create a shovel ready commercial corridor site.
- Lead acquisition and remediation of an environmentally contaminated 20-acre brownfield to become a viable rail served industrial site.

EXPERIENCE

EXECUTIVE DIRECTOR - MERRITT ISLAND REDEVELOPMENT AGENCY - PRESENT

- Responsible for initiating, planning, and coordinating the implementation of the 30 year adopted Redevelopment Plans.
- Work with Community Groups and Conduct Public Relations and Presentations on behalf of the Agency.
- Oversee day-to-day operations of the Merritt Island Redevelopment Agency. Serve as Liaison to Real Estate Developers, the Business Community, County Commissioners, Department Directors, and key agencies on the Space Coast to further the economic development objectives of the agency.
- Work with Board, Staff, and County Management Team in the development and management of the Agency's Budget.
- Chairman Brevard County CARES Small Business Economic Relief Task Force
- Identify Projects, create plans and budget annually for capital improvements and programs.
- Conduct public relations, real estate negotiations and acquisitions, administer professional service and consulting contracts, write, and manage grants. Work with, equip, communicate, and develop the Board of Directors.
- Responsible for initiating, planning, and coordinating the implementation of the 30 year adopted Redevelopment Plans.
- Negotiate and package redevelopment and economic development projects; coordinating private initiatives to assure compliance with public policy.

ECONOMIC DEVELOPMENT MANAGER— CITY OF COCOA, FLORIDA – 2017 - 2018

- Responsible for administering the City's Economic Development Programs.
- Work with City Management playing a lead role in activities and initiatives to attract investment and business opportunities to the City of Cocoa.
- Meet with Business Owners and Developers to actively support business retention and expansion (BR&E) activities.
- Demonstrate strong civic and community leadership,
- Undertake analysis and evaluation of economic and business development opportunities and identify Attend and facilitate community meetings, often with Council members, to provide information and updates to the public at large
- Build relationships with economic development partners, the business community, and City Staff.
- Provide oversight to management of the City's, three community redevelopment agencies and all related economic and community development activities.
- Grants Management Waterfront Reconstruction Florida Inland Navigation District Grant

EXECUTIVE DIRECTOR - MERCY ECONOMIC DEVELOPMENT INTERNATIONAL CORPORATION 2014- 2017

Worked in Charitable Community to scale up fiscal sustainability of West Africa Affiliates of a multinational faith based economic development organization. Directing technical formation, training, and development of its multinational mission in creating affiliate Economic Development Organizations and capitalizing with revolving loan funds, reaching with more than 5,000 micro business clients in Southeast Asia, and West Africa.

EXECUTIVE DIRECTOR OF THE BARBERTON COMMUNITY FOUNDATION (BCF) 2010 - 2014

- Provide executive leadership on behalf of two large nonprofit organizations – operated by the Foundation, each having 15-member boards and a 2-6-member professional staff.
- Management of total Assets of approximately 90 million.
- Oversee \$100 Million Budget in Annual Community Development/Planning grants, Community Education initiatives, and Scholarship awards.
- Oversee \$7-million-dollar Program Related Community Development Investment Program.
- Oversee \$500K Housing Improvement Program Related Investment Program
- Oversee \$500K Early Growth Stage Economic Development Fund
- Manage 150-acre neo traditional housing development involving Ryan Homes.

EXECUTIVE DIRECTOR OF THE BARBERTON COMMUNITY DEVELOPMENT CORPORATION (BCDC) - 1990 - 2010

- Plan, organize, start-up day-to-day administration and operations of the corporation's program including extensive revolving loan fund portfolio management, land acquisition, project planning, program planning development and management.
- Board development, training, and management of a 20-member Board of Directors.
- Make effective Public Presentations about the corporation's efforts and organize and attend all meetings regarding the City's economic development efforts.
- Prepare and implement the organizations' annual budget with Budget Committee.
- Consult with and structure economic proposals with business leaders, developers, and site selectors on business expansion projects as to feasibility, available incentives, including market opportunity, economic factors, and physical relationships of each proposal.
- Negotiate with persons or firms for the purchase, sale, and redevelopment of lands in redevelopment project areas.
- Collaborate Capital Campaign Fund to solicit funds for the organization from private sector, federal, local, and state representatives.
- Advise and make recommendations to the City administration on all matters relating to economic development/business assistance functions.
- Coordinate CDC programs with other City programs and departments.
- Direct a staff of 4 persons involving business technical assistance, credit analysis and revolving loan fund management activities aimed at obtaining necessary requirements for new development prospects.
- Direct staff to prepare communications and site data base materials for marketing showing trends in tax rates, labor supply, transportation, public utilities, cultural environment, and available markets.
- Confer with government officials to affect changes in local policies or ordinances to encourage new development.

EDUCATION

M.B.A. Tiffin University, Tiffin, OH. 2002 Member by Invitation to Delta Mu Delta Honors Society
B.A., UNIVERSITY OF AKRON, AKRON, OH. MAJOR: URBAN/REGIONAL GEOGRAPHY - PLANNING
R.P.A. CERTIFIED REAL PROPERTY ADMINISTRATOR - BOMI INSTITUTE -YEAR 2000
FOUNDATION AND FEDERAL GRANTSMANSHIP - UNIVERSITY OF TOLEDO – 1980
COMMERCIAL PROPERTY AGENT AND APPRAISAL INSTRUCTOR – HONDROS COLLEGE 2016

OTHER ACCREDITATIONS

E.D.P. Certified Economic Development Finance Professional - *National Development Corp.*
CEcD. Certified Economic Developer - *International Economic Development Council*
R.C.S. Rehabilitation and Construction Specialist - *National Association of Housing and Redevelopment Officials*

U.S. COAST GUARD LICENSED MERCHANT MARINE CAPTAIN 100 Ton

A W A R D S / V O L U N T E E R / A C T I V I T I E S P A S T A N D P R E S E N T

COMMITTEE MEMBER	Port Canaveral Propeller Club Maritime Education Committee
COMMITTEE MEMBER	Cocoa Beach Regional Chamber of Commerce Government Affairs Committee
COMMITTEE MEMBER	International Committee, International Economic Development Council
COMMITTEE MEMBER	Northeast Ohio Rotary District 6630 Grants Committee
BOARD MEMBER	Ohio EDA Comprehensive Economic Development Committee Chair 2016
BOARD MEMBER	Stark State College Foundation – 2013-2014
BUSINESS LEADER	<i>Business Leader of the Year, Southern Summit County Chamber of Commerce</i>
COMMITTEE MEMBER	<i>Ohio Rural Development Partnership</i> and Governor Rural Development Task Force
COMMITTEE MEMBER	International <i>Economic Development Council</i> - Governmental Affairs and Legislation Committee
VOLUNTEER	<i>Mercy Ships International</i> - Caribbean Mercy Technical Crew Member - North Pacific and Atlantic Ocean areas - Tours of Duty
TEAM LEADER	1999 Hurricane Mitch Construction Relief Team Leon, Nicaragua
MEMBER	Port Canaveral Propeller Club for Maritime based workforce development Career Source Brevard Logistics Workforce Development Advisory Committee
TRUSTEE	<i>Willowdale Lake Club</i> Dams, Roads, and Bridges Trustee
OTHER	Included in Who's Who Among Rising Young Americans in Business
References	Provided at your request