

**Blage Zelalich**

Downtown Manager | City of San Jose  
Office of Economic Development

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 Downtown Property Business Improvement District Board. From 2004 until joining OED, she was Deputy Director of San Jose Downtown Association.