

DATE: April 2, 2012

FROM: Tom O. Vujovich

RE: Recommendation for Ed Curtin/Latitudes, LLC

The following is written in support of the professional services that may be offered to you by Ed Curtin and his Latitudes organization. I have known Ed for more than 25 years as a colleague in various capacities related to local government. He has provided invaluable service to the city of Columbus in his roles with the Columbus/Bartholomew Plan Department and the Columbus Park and Recreation Department. He has also worked in the private sector for several years with a professional planning and engineering firm. The knowledge and expertise that Ed gained from these positions resulted in his selection as the Executive Director of the Columbus Redevelopment Commission in 2008. It is in this role that I would like to expand.

The Columbus Redevelopment Commission hired Ed as its first employee because of the depth of knowledge he possessed having worked in both the public and private sectors. While with the Columbus/Bartholomew Plan Department, Ed was responsible for reviewing development plans to ensure that all applicable ordinances and requirements were addressed and applied appropriately. With the Parks Department he developed construction plans and documents for capital projects to enhance the city's nationally recognized parks system. Through these experiences he interacted with private developers; local, state and federal agencies; contractors; boards and commission; elected officials; the public and the media.

The goal of the Redevelopment Commission is to generate economic development opportunities and jobs in the historic downtown that lead to an expansion of the community's tax base. To accomplish this, Ed worked directly with local and regional planners and developers to identify potential development projects. This required an ability to communicate effectively, to build consensus and to manage diverse expectations. Ed organized and conducted public meetings and made presentations to elected officials, foundations, financial institutions, legal representatives and corporate leadership. As a result, over \$184 million of investment was directed to downtown development within a five year period of time against a ten year expectation. Of this investment, 75% came from the private sector. This accomplishment would not have been possible without Ed's tenacity and unwillingness to give up on difficult to achieve objectives.

Importantly, Ed understands that success builds on itself and the key to key success is a good plan. He knows what it takes to develop good plans and the importance of thoughtful and effective implementation. His experience across various units of government and contacts he has made with local and regional developers provides him a range of skills not often found in one individual. He knows how to assemble the pieces to make development move from a plan on paper to investment in the ground. Significantly, Ed is capable of seeing beyond the immediate project to see inter-relationships and opportunities that can yield further investment.

I believe in Ed's ability to accomplish whatever is set before him. He is a superior worker with great insight who will bring all the elements of his knowledge and experiences to the task at hand.

Tom O. Vujovich

Past President of the Columbus Redevelopment Commission