

Professional Summary

Sheila McElroy is a senior consultant with 25+ years experience directing cross-functional responsibilities, including community engagement (outward facing) and strategic planning (inward facing) initiatives that create equitable opportunities where people live, work and play. Sheila has worked extensively with public agencies, private entities, and nonprofit organizations on historic and cultural resource/environmental policy issues (NEPA, CEQA, SEQR) on the national, state, and local level regarding community revitalization, sustainability, and reuse/re-development of underused buildings and brownfields. Sheila meets the Secretary of the Interior's Professional Qualification Standards for Architectural History.

Relevant Project Experience

Senior Consultant | Center for Creative Land Recycling (March 2023 - present)

Leading initiatives that help local entities transform vulnerable communities devastated by toxic practices and environmental impacts through land reuse and neighborhood revitalization including:

- Technical assistance on revitalization and cultural preservation for brownfield development, equitable and accessible public spaces and parks, and identifying related funding resources
- Developing effective relationships and strategic partnerships with public, private, and civic-minded stakeholders committed to supporting transformative, place-based initiatives
- Program design and speaker coordination for educational sessions at the [annual conference](#)
- Curating exhibit from Library of Congress HABS photography collection at CALRC
- Project management of the upcoming land reuse funding fair with the Dept. Environmental Protection Agency, Dept. of Toxic Substances Control, and San Diego State University

Community Engagement Manager, Social Impact | Niantic Inc. (2020-2022)

Directing (remotely) a nation-wide, multi-year pilot project developed as an emergency response to impacts of 2020 in historically Black, and low-income urban neighborhoods across the U.S. including:

- Directing effective guidance, strategic planning, goal setting, and team management for 5 local organizations looking to elevate their most significant programs
- Directing and designing selection criteria for the Community Placemaking Grant initiative: collaborating with [Project for Public Spaces](#) and Midtown Alliance (GA) organizations to develop more equitable and accessible public spaces and programming for a major urban [transit hub](#)
- Art trail designer and event, showcasing over 20 murals and providing public interface for [BLKOut Walls](#) premiere neighborhood celebration event in Detroit, MI, Identifying dynamic art and cultural points of interest for incorporation on game locations
- Developed grant and corporate giving criteria for open space/park development initiatives
- Supervising, managing, and motivating leadership of an educational workshop with the [Black Community Fund](#) where nearly 40 local Black-led organizations came together for grant writing, project visioning, and pitch presentation training

Consultant Interpretive Signage Open Space Project | Lennar Bay Area, Inc. (2021-2023)

Providing subject expertise and community engagement to enhance historic and cultural information signage for a new public park on the former Hunters Point Shipyard (SF), while addressing issues of accessibility and up-to-date accuracy.

- Developing and editing cultural/interpretive signage content for Hunters Point Hilltop Park, as part of the shipyard redevelopment and open space project
- Solving the problem of outdated information and terminology, and limited accessibility solutions, making way for on-going information sharing and educational opportunities

CEO/Executive Director | Circa: Historic Property Development (1999-2014)

Created *Circa* to address the gaps between historic preservation, economic sustainability, and place-equity for the revitalization of underutilized buildings, vacant lots/brownfields, urban neighborhoods, and underrepresented communities throughout California.

- Conducting cultural/historic impact analysis following NEPA and CEQA criteria
- Leading design charrettes for streetscape, alternatives for new construction in traditional commercial districts, brownfield site development and public open spaces
- Leading the design of programmatic frameworks to support equitable and positive social change, particularly for public spaces, public art representation, and cultural expression
- Managing and training of executive leaders of nonprofit organizations, their boards of directors, and volunteers to achieve organizational goals
- Designing and facilitating numerous community meetings, social meetups, team building workshops, stakeholder gatherings, volunteer trainings, and strategic planning processes
- Working collaboratively with topic-specific consultants, developers, contractors, municipal staff, volunteers, and strategic partners
- Managing project budgets, contracts, deliverables, and schedules

Executive Director | Main Street Programs (1990-1999)

Executive Director for two community-based, nonprofit organizations: launching a freshman program in NJ, and rejuvenating a languid program in CA.

- Leading all aspects of nonprofit organizations management
- Worked collaboratively with all levels of staff, members, volunteers, and strategic partners
- Cultivated sponsorships, donors and partnerships for community events
- Designed and spearheaded membership development and volunteer recruitment
- Led the design of programmatic frameworks to support equitable and positive social change, particularly for accessible public spaces, public art representation, and cultural expression
- Facilitated and supported community-based, strategic planning efforts
- Sought out and nurtured community stakeholder relationships with local businesses, government agencies, organizations, and representative individuals
- Researched and managed funding sources, including grants and shared services

Education

M.S. Historic Preservation, University of Pennsylvania, Philadelphia, PA

B.A. Arts Management, Roger Williams University, Bristol, RI

Public Speaking (2021-2023)

- Facilitator, California Land Recycling Conference 2023
- Performer, *Muni Diaries Live*, (in-person) Muni Diaries
- Presenter, *Places with Purpose*, (online) Project for Public Spaces
- Presenter, *Walk, Bike, Places*, (online) Project for Public Spaces
- Presenter, *Downtown Revitalization*, (online) Niantic, Inc.

Volunteering

- Think Round, Inc./Center for the Human Family | board and committee development
- Paint the Void | Pier 70 exhibit volunteer; community mural volunteer
- 9th Annual Holiday Give Back | lunch prep volunteer
- Glide Memorial Church | weekly and special event meal service volunteer
- California Preservation Foundation | board member, statewide conference co-chair