



## Michael S. McCall

Before founding Strategic Leisure in 1992, Mr. McCall was Vice President of Development for landmark developer James W. Rouse (best known for projects like Boston's Faneuil Hall, New York's South Street Seaport and Baltimore's Harborplace). From 1982 to 1992, Mr. McCall had the extraordinary experience of learning strategic "placemaking" development from the Master, as the fourth employee of The Enterprise Development Company.

From 1985 to 1988, Mr. McCall led Mr. Rouse's side in a joint venture with The Walt Disney Company. Mr. McCall and his team worked with Disney's Development, Imagineering, Strategic Planning, and Parks & Resorts divisions, strategizing and conceptualizing the future of urban entertainment. During this period, Mr. McCall also authored the repositioning strategy for Disney's Pleasure Island, which was implemented at Walt Disney World. Following the "Rouse/Mouse" work with Disney, Mr. McCall conducted international strategic planning for Mr. Rouse in Australia, England, Japan, Singapore, Spain and the United States. Mr. McCall also led the year-long repositioning strategy for Chicago's Field Museum of Natural History, weaving together product positioning, creative conceptualization, and physical and economic planning.

Strategic Leisure was formed by Mr. McCall in 1992, and over the past twenty one years the firm has worked for such private sector clients as Disney Development Company in Anaheim and Orlando; Sony in San Francisco; Transamerica in Los Angeles; Glimcher Realty Trust in Columbus, Ohio; Sears Tower in Chicago; WonderCamp in Manhattan and Short Hills, New Jersey; Brunswick Corporation in Edmonton, Alberta, Canada; Yuba County Recreation in Northern California; Pigeon Falls Village in Pigeon Forge, Tennessee; Ponte Fresco restaurant in Chicago; Fair Oaks Dairy Farms in Indiana; Select Milk Producers (nationwide).

Strategic Leisure has served such governmental, cultural, and institutional clients as the Columbus America Discovery Group in Columbus, Ohio; Illinois Metropolitan Pier & Exposition Authority's Navy Pier in Chicago; Yorkshire Forward (a British government regional economic development agency); the City of Scottsdale, Arizona & the Scottsdale Convention & Visitors Bureau; Lambs Farm (a Not-For-Profit destination in suburban Chicago); and, (again) the Field Museum of Natural History.

Weaving together arts & culture into strategic, creative and economic placemaking, Mr. McCall also founded and is President & CEO of the Inner Arbor Trust, not-for-profit special purpose developer of the 50 acre, forested Merriweather-Symphony Woods Neighborhood in downtown Columbia, Maryland.

Michael lives in Columbia, Maryland (developed by Mr. Rouse) with Barbara McCall, his business partner, and to whom he has been married for over 30 years. Their son is an Eagle Scout, an Apple trainer and a college student.