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## Desire to create stronger urban core motivates Bobby Maly

Business Courier of Cincinnati - by [Lisa Daumeyer](#) Courier Contributor

Bobby Maly's job has him tackling residential real estate projects all over the area. But it's his work revitalizing Cincinnati's urban core that really gets him excited.

Maly, 28, is vice president of development for local real estate construction, development and management company the **Model Group**. He's leading his company's involvement in the Gateway Quarter revitalization project with inner-city development group **Cincinnati Center City Development Corp. (3CDC)**. The first phase of the project sold out in 12 months, even in one of the worst real estate markets in recent history, and construction on a third condominium development is under way.



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Bobby Maly

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Maly's time both in and outside of work is spent on activities centered on urban redevelopment. He sits on the executive committee of the **Over-the-Rhine Chamber of Commerce** and is co-chairman of the Effective Governance Team for **Cincinnati Agenda 360**. He's also part of the **Washington Park Redesign Steering Committee** and founded the Washington Park Music Festival.

Born and raised in the Cincinnati suburb of Greenhills, Maly didn't go looking for a career in real estate. It was a desire to better his hometown that pulled him into it. After earning a degree in English literature and marketing from **Miami University**, Maly went on for a master's of public policy at the **University of Maryland**.

While living in Washington, D.C., Maly kept up on all things Cincinnati. But of all the publications he read, it was the news from home that Maly was most drawn to and most excited about. When he read about the formation of 3CDC in 2003, the pieces came together for him.

"Public-private partnerships, like 3CDC, it's what I was studying at the time. It made me want to move back to Cincinnati and help revitalize the urban core," he said.

He came back in 2004 to begin his work with the Model Group.

A resident of Newport, Maly has found he loves the creative and entrepreneurial aspects of real estate. In 2006, he closed more than \$40 million in local urban development, helping his company attain its largest year of growth.

But as for why this career really works for him, Maly said it has less to do with real estate itself and more to do with Cincinnati.

"I don't necessarily love buildings or construction or finance," he said. "What I love is watching the things we're involved in change neighborhoods. I believe our urban core is the identity of our region, and in order to compete, our center has to be strong."

Maly's ideal vision for Cincinnati is to take the success he's been a part of and expand on it.

"My dream would be 30,000 people living in downtown Cincinnati with good transportation options," he said. "That's a pretty picture for me."

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