



M. BRADLEY SEGAL

President
Progressive Urban Management Associates

Founder and president, Brad Segal has more than 25 years of downtown management and community development experience as both a practitioner and consultant. A self-proclaimed "urban therapist," Brad is one of the nation's leading authorities on downtown trends and issues, establishing and expanding downtown management organizations and creating business improvement districts to finance them.

Expertise

Progressive Urban Management Associates, Inc., Denver, Colo. – 1993 to present

- Business Improvement District (BID) feasibility, formation and renewal
- Market-based downtown planning
- Global trends and their affect on center city development
- Strategic planning for organizations involved in downtown and community development
- Community-based economic development strategies
- Participatory community outreach techniques
- Retreat facilitation for public/private management organizations

Representative projects include:

Building consensus and forming management plans for new business improvement districts in Santa Monica, Calif.; Cleveland, Ohio; Atlanta, Ga.; and Boulder, Colo.

Directing the public process and developing market-based downtown plans in Cheyenne, Wyo.; Stillwater, Okla.; Rochester, Minn.; and Nederland, Colo.

Creating strategic plans to guide center city public/private partnerships in Seattle, Wash.; Long Beach, Calif.; Lincoln, Nebraska and Kingston, Jamaica.

Designing and implementing community-based economic development strategies for Portland, Ore.; Oklahoma City, Okla.; San Diego, Calif.; and Denver, Colo.

Facilitating strategic planning retreats for public/private management organizations in Hollywood, Calif.; Denver, Colo.; Phoenix, Ariz.; and Washington D.C.

Past Experience

Downtown Denver Partnership, Inc., Denver, Colo. – 1987-1993

Senior Director Designed and managed business development and marketing programs to attract jobs and investment to downtown Denver. Highlights included directing the Lower Downtown Business Support Office, which is credited with helping to revitalize Denver's premier urban district, and being part of the management team that re-engineered the Downtown Denver Partnership's operations, structure and organizational culture.

Program areas included:

- Managing business support offices in the Lower Downtown and Five Points neighborhoods
- Creating and administering innovative community lending programs
- Developing new approaches to office retention and recruitment
- Managing business improvement district programs and assisting with BID renewal

Progressive Urban Management Associates, Inc., Denver, Colo. – 1985-1989

President The first incarnation of P.U.M.A. provided program management, business counseling and resource development for Denver area community development organizations and Colorado American Indian tribes.

Port Morris Local Development Corporation, South Bronx, N.Y. – 1984-1985

Associate Director Formed and managed a local development corporation to pursue industrial revitalization and represent 450 businesses.

City of Martinez, Calif. – 1979-1983

Coordinator of Housing and Economic Development Directed the commercial revitalization of a 10-block Main Street area. Coordinated research, policy formation and implementation of an affordable housing program cited by the International City Management Association as one of 15 national models for housing development reform.

PROGRESSIVE URBAN
MANAGEMENT ASSOCIATES



P. U. M. A.

Recognition, Affiliations, Publications

Honors:

International Downtown Association awards for projects in Denver, Colo. (Downtown Denver Area Plan); Lincoln, Neb. (Downtown Investment Strategy); and Sacramento, Calif. (Downtown Management Plan & Business Improvement District)

Recognized by the International Downtown Association for work performed as a volunteer for Historic Denver for formation of the Downtown Denver Historic District, 2001

Acknowledged as one of the Denver area's Forty Under 40 for commitment to professional excellence and contributions to community by the Denver Business Journal, 1997

Named 1992 Entrepreneur of the Year for the Rocky Mountain region in the category of Supporter of Entrepreneurship, sponsored by Inc. Magazine, Ernst & Young and Merrill Lynch

Professional Affiliations:

American Planning Association

Downtown Colorado Inc, Board Member and President, 2007-08

Downtown Denver Partnership, Inc.

International City Management Association

International Downtown Association, Board Member, 1998-2004

National Main Street Center

Urban Land Institute

Featured Speaker:

Frequent workshop presenter and panelist in conferences sponsored by the International Downtown Association, National Main Street Center, American Planning Association, California Downtown Association and Downtown Colorado, Inc.

Annual meeting keynote speaker for downtown organizations in Dallas, Texas; Memphis, Tenn.; and Seattle, Wash.

International Federation for Housing and Planning, Gothenburg, Sweden

Selected Publications:

Top Ten Global Trends Affecting Downtown and How to Respond at Home, co-authored with Jamie Licko, September 2007

The ABC's of Creating BIDs, published by the International Downtown Association, September 2002

Ten Keys to Creating a Competitive Downtown, co-authored with Arnold Ray, published in Colorado Municipalities, June 2002

BIDs: Making Business Districts More Competitive, published by the American Planning Association, January 2000

A New Generation of Downtown Management Organizations, published in Urban Land, April 1998

Frequent contributor to the *Downtown Idea Exchange* and columnist in the *Denver Business Journal*

Education

MBA, Columbia University, New York

BA, Urban Analysis, University of California at Berkeley

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