



JILL MENDOZA

Associate
Progressive Urban Management Associates

Expertise

Jill Mendoza joined the Progressive Urban Management Associates team in 2010. Jill provides project support for P.U.M.A.'s downtown management, planning and community development practices. Her specialties include strategic planning, economic development and marketing strategies, and market research. Jill has hands-on experience in directing a successful Main Street revitalization program, including the development and management of innovative financial incentives for development.

Past Experience

Jackson Downtown Development Corporation, Jackson, Tennessee, 2007-2009

Executive Director: Managed all facets of a 501(c)3 non-profit economic development organization, attracting new investment to the downtown business district by capitalizing on its historic integrity and unique sense of place. The organization had 3 employees and an annual budget of more than \$200,000, funded primarily by membership dues, sponsorships and grants.

Main Street Program: Employed the Main Street Four-Point Approach™ that includes program and committee management in the areas of design, promotions, economic restructuring and organization.

Economic Development: Strong program emphasis in economic development, including design and implementation of a business recruitment and retention program that attracted more than 20 new businesses and reduced vacancy rates. Administered tax abatement, tax credit and low interest loan programs, and advocated for new incentive programs.

Marketing and Communications: Facilitated all board and committee meetings, utilized a wide variety of print and electronic media to promote downtown and redesigned the organization's website, increasing site traffic by more than 50 percent.

Corporate and Product Marketing, 2001-2006

Several years of experience in brand management and corporate marketing for Proctor & Gamble and Archer Daniels Midland Company. Achievements included developing marketing strategies and media that targeted the Hispanic market, coordinating a company-wide rebranding initiative and conducting specialized market research.

Affiliations, Recognition & Special Skills

Professional Affiliations:

International Downtown Association
National Main Street Center
National Trust for Historic Preservation
Downtown Colorado, Inc.

Recognition:

Featured Speaker at the Tennessee Preservation Trust Conference, 2009
Leadership Jackson graduate, 2007

Special Skills:

Proficient in Spanish language
Resided, studied and worked for several years in Mexico and Puerto Rico

Education

MBA, Thunderbird School of Global Management, Glendale, Arizona
BS, University of Colorado, Denver, Colorado

PROGRESSIVE URBAN
MANAGEMENT ASSOCIATES



P.U.M.A.