



RENA MASTEN LEDDY

Vice President
Progressive Urban Management Associates

Expertise

Rena Masten Leddy has nearly 20 years of downtown management experience as both a practitioner and consultant with an emphasis on business improvement districts (BIDs). Prior to joining PUMA, she worked in 25 cities in seven states, including more than a dozen years in executive and program management positions with BIDs. Her specialties include BID feasibility, formation and renewal as well as government relations, organizational development, strategic planning, urban planning, public space management, marketing, event planning, and program development.

Past Experience

Executive Director, Town Green Special Services District, New Haven, Connecticut, 2009-2011

Managed a \$1.2 million business improvement district including public space management, clean and safe programs, wayfinding signs, visitor information, marketing, retail promotions and economic development.

Vice President BID Development and Operations, Urban Place Consulting Group, Inc., Los Angeles, California, 2004-2009

In addition to co-managing the company, worked in the following areas:

Provided interim management of BIDs; Performed feasibility, establishment and renewal of BIDs; Worked on BID start-up and implementation (including non-profit status, bylaws, implementing clean and safe programs and hiring and training program staff); Facilitated board retreats; Created strategic plans

Executive Director, Portland Downtown District, Portland, Maine, 2001-2004

Created strategic plans and guidelines for the organization's programs and worked with City Council; Wrote and gained City Council approval for a Nightlife Safety Plan and other public space management policies; Leveraged the annual marketing budget with corporate and media sponsorships, created and implemented signature annual events, wrote newsletters and annual reports and managed the reworking of the website.

Deputy Director and Director of Operations, Stamford Downtown Special Services District, Stamford, Connecticut, 1993-2001

Created organization-wide benchmarking programs to quantify project results; Conducted research and proposal writing for all new district programs; Wrote and implemented a traffic and parking master plan, clean and safe programs, landscape and a beautification program; managed a public/private capital improvement project; and managed a federal crime grant for the City's police department; Collected data for new brand and positioning strategy for downtown, developed customer satisfaction surveys, implemented street pole banner program, and wrote quarterly newsletters and annual reports

Recognition and Affiliations

Honors, Awards, Featured Workshop and Panel Speaker:

International Downtown Association

Connecticut Main Street Center

Quebec Downtown Center

California Downtown Association

U.S. Dept. of Justice Office of Community Oriented Policing Services

Honored by Los Angeles Mayor Antonio Villaragosa for establishment of the North Hollywood BID

Appointed by New Haven Mayor John DeStefano to Parking Authority Board

Appointed by Stamford Mayor Dannell Malloy to facilitate the Neighborhood Beautification Grant Program

Acknowledged as one of "Portland's Most Influential" by The Portland Phoenix, 2002 (Portland, ME)

Professional Affiliations:

International Downtown Association, Board Member (2011) and Advisory Panel

Elm City Market Food Co-op, Board Member

Connecticut Mental Health Foundation, Board Member

New Haven Chamber of Commerce, Board Member

Portland Chamber of Commerce, Board Member

Kappa Alpha Theta, Wesleyan University Facility Corporation Board, Past President

UConn Alumni — Fairfield County Chapter, Past Vice President

Education

Masters of Public Administration, New York University, New York, NY

Bachelor of Arts, University of Connecticut, Storrs, CT

PROGRESSIVE URBAN
MANAGEMENT ASSOCIATES



P.U.M.A.