



PAMELA PHOX

Market Analyst
Progressive Urban Management Associates

Expertise

Pamela Phox serves as market analyst for Progressive Urban Management Associates. Pamela's specialties include market research and dissemination of information in a variety of media, survey design and interpretation, plan development, presentation design, database and project management. Having managed the market research division of the Downtown Denver Partnership prior to joining P.U.M.A. in 2001, Pamela is an acknowledged national expert in applying market research to downtown management and development contexts.

Representative projects include:

Creating economic profiles for a variety of downtown and neighborhood-based business districts, including Edgewater, Westminster and Nederland, Colo.; Salina, Kans.; Rochester, Minn.; and Cheyenne, Wyo. Also implementing the market research framework for Denver's Neighborhood Marketplace Initiative, including market profiles for the Morrison Road, Welton Corridor, Tennyson Street and Colfax Bluebird commercial corridors.

Preparing existing conditions and trend analyses for strategic planning assignments in Denver, Colo.; Seattle, Wash.; and San Diego, Calif.

Conducting retail demand surveys and retail leakage analysis for Lincoln, Neb.; Denver, Colo.; and Castle Rock, Colo.

Undertaking specialized research for a variety of communities, including arts district feasibility in Aurora, Colo.; business improvement benchmarking techniques for San Jose, Calif.; downtown management "best practice" models for Cleveland, Ohio.; and determining the feasibility of establishing a sidewalk vending district in North Hollywood, Calif.

Past Experience

Downtown Denver Partnership, Inc., Denver, Colo., 1993-2000

Research Coordinator, Economic Development Services Created and managed the research and information services program, collecting and communicating market trend information in written, verbal, graphic and digital formats to a variety of user markets, including prospective and current investors, employers, developers, commercial real estate brokers, retailers and others. The Partnership's market research program is viewed as the premier model for downtown management organizations throughout the nation. Program services included:

Research Products/Online Resources Developed a wide variety of downtown maps and aerials, graphics, and the investor prospect package, an American Economic Development Council (AEDC) award-winning marketing tool. Designed and managed an in-house library of continuously updated market information, ranging from retail to transit trends. Undertook periodic updates of company website as designated "web mistress."

Surveys Design of the downtown Denver vacant building survey and coordination of employee attitude, pedestrian intercept and workforce demographics surveys. Working knowledge of statistics and user-friendly formats to disseminate survey information.

Databases Designed and managed pedestrian count, downtown employer, housing comparable (for rent, for sale), office building information, historic building, downtown retail, property and property ownership databases.

Other Relevant Experience, Denver, Colorado – 1977-1993

Research, office management and project support for a variety of organizations, including the Denver Botanic Gardens, Colorado Costume Company, Colorado State Library, and Planners, Etc., an urban planning firm. Additional experience includes working as a visual artist and staffing several Denver political campaigns.

Recognition, Affiliations, Publications

Honors:

Appointed by former Denver Mayor Wellington Webb to the Denver Landmark Preservation Commission, 2003
Noted in Who's Who of American Women as a fiber artist, Sixteenth Edition, 1989-1990.

Professional Affiliations:

Downtown Colorado Inc. (featured speaker)
Denver Association of Business Economists
Downtown Denver Partnership, Inc.
International Downtown Association
Urban Land Institute

Publications:

Downtown Denver Thrives on All Fronts, Colorado Real Estate Journal, November 2000

Education

BFA, University of Denver, Denver, Colorado

PROGRESSIVE URBAN
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P.U.M.A.