



Progressive Urban Management Associates (P.U.M.A.) is a national leader in providing consulting services to advance downtown and community development. We provide management, marketing, financial and implementation tactics to help communities and organizations compete in a changing economy.

Consulting Services



Market-Based Planning

P.U.M.A.'s market-based plans merge an understanding of the marketplace with organizational development to create community niche strategies and the tools to implement them.

Market-Based Downtown Plans:

Market-based downtown plans evaluate trends, demographics, community attitudes, stakeholder perspectives and competitive destinations to create a distinctive niche and positioning strategy for downtown. To capitalize on market opportunities, we identify development districts, clustering strategies and site-specific project options. Recommendations are developed for public/private partnerships to create effective programs and mobilize capital for implementation.

Community-Based Economic Development:

P.U.M.A. looks at all of the commercial areas within a community and develops an economic development strategy tailored to capitalize on opportunities within each district. In addition to extensive community outreach, the process may include conducting an economic profile, retail leakage analysis, resident survey, site readiness evaluation and/or development feasibility analysis. Implementation tactics utilize financial and organizational tools that best fit the economic, political and budgetary characteristics of client communities.

Organizational Development

P.U.M.A. helps to create, grow and refocus public/private organizations that advance downtown revitalization, community development and other civic agendas.

Business Plans:

P.U.M.A.'s approach identifies business centers within complex community development organizations and seeks operational solutions to improve effectiveness, accountability and fiscal sustainability. We engage our clients in building consensus among board members, staff and constituents, resulting in a seamless transition from plan to implementation. P.U.M.A. has prepared business plans for downtown management organizations, community development corporations, non-profit agencies and private firms.

Strategic Planning Retreats:

P.U.M.A. designs and facilitates retreats and workshops for organizations to gain consensus on strategic planning, budgeting, work programs and marketing objectives, providing the vision and focus necessary for success.

Feasibility Analysis for Community Projects:

P.U.M.A. combines its market-based planning and community outreach processes to determine the best outcomes for community projects. Feasibility analysis includes an evaluation of market implications, community goals and vision, management options and financial sustainability.

Business Improvement Districts

Business improvement districts (BIDs) have proven to be effective at maintaining, managing and marketing downtowns and business districts. P.U.M.A. is acknowledged as an international leader in BIDs, bringing experience from throughout North America and a track record of success to BID development, start-up and operations.

BID Creation, Expansion or Renewal:

P.U.M.A. works with communities to start, renew, expand and consolidate BIDs. We facilitate a participatory process with property owners, merchants, residents and other stakeholders to determine priorities and develop an overall management game plan. The result is a BID crafted to fit local legislation, markets and politics.

BID Program Start-Up:

Having experience as downtown practitioners as well as consultants, P.U.M.A. can assist in initiating new programs after a BID has been established. Start-up activities include board development, budgeting and inter-governmental relations. We also help BIDs and downtowns develop an appropriate organizational and brand presence.