

RESUME

M. Bradley Segal, President
MBA, Columbia University, New York
BA, Urban Analysis, University of California at Berkeley

EMPLOYMENT

- **PROGRESSIVE URBAN MANAGEMENT ASSOCIATES, INC., Denver, Colorado, 1985-87 and 1993 to present**

President and founder of consulting firm providing management, marketing and financial services to advance downtown and community development. Clients include downtown management organizations, local governments, community development corporations and private firms.

Representative projects include:

 - Building consensus and forming business plans for new downtown business improvement districts** in Sacramento, California; Seattle, Washington; Oklahoma City, Oklahoma and Boulder, Colorado.
 - Directing the public process and developing market-based downtown plans** in Salina, Kansas; Anchorage, Alaska; Rochester, Minnesota and Nederland, Colorado.
 - Creating organizational development plans for center city public/private partnerships** in Stockton, California; Lincoln, Nebraska and Kingston, Jamaica.
 - Designing and implementing community-based economic development strategies** for North Hollywood, California; Portland, Oregon and Edgewater, Colorado.
 - Facilitating strategic planning retreats for public/private management organizations** in Pasadena, California; Phoenix, Arizona and Denver, Colorado.
 - Completing business plans** for an historic preservation advocacy organization, a Native American social services center and a high school for at-risk youths.

- **DOWNTOWN DENVER PARTNERSHIP, INC., Denver, Colorado, 1987-93**

Senior Director Designed and managed business development and marketing programs to attract jobs and investment to downtown Denver.

Program areas included:

 - Business Support Office**

Created and managed small business support programs providing one-on-one management and financial counseling. Programs were instrumental in attracting more than \$25 million in new investment and 750 jobs to targeted center city neighborhoods, including the historic Lower Downtown entertainment district. Nationally recognized as a model approach to center city revitalization.
 - Community Lending Programs**

Directed the formation and management of the Rocky Mountain region's first multi-bank development corporation for small business lending. Developed and executed a revolving loan fund for historic preservation projects. Arranged more than 60 layered commercial and real estate financing packages, ranging from \$5,000 to \$2.5 million each.
 - Office Retention and Recruitment**

Managed the repositioning of an office leasing program from national to local brokerage markets. Program was instrumental in attracting 1,700 jobs in an 18 month period.
 - Business Improvement District**

Participated on the management team to form downtown Denver's \$2 million business improvement district (BID). The BID was supported by petitions representing more than 75% of properties and votes representing more than 95% of electors.

■ **PORT MORRIS LOCAL DEVELOPMENT CORPORATION, South Bronx, New York, 1984-85**

Associate Director Formed and managed a local development corporation to pursue industrial revitalization and represent 450 businesses. In the organization's first year, \$750,000 in operational and program funding was secured.

■ **CITY OF MARTINEZ, California, 1979-83**

Coordinator of Housing & Economic Development Directed the \$1.5 million commercial revitalization of a 10-block Main Street area. Included organizing businesses in cooperative marketing, development of a low interest loan program and planning and management of public projects. 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.

RECOGNITION AND AFFILIATIONS

Awards

As a volunteer for Historic Denver, the effort to create the Downtown Denver Historic District was acknowledged in a national award from the International Downtown Association, October 2001.

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

1992 Entrepreneur of the Year Award for the Rocky Mountain region in the category of Supporter of Entrepreneurship. Sponsored by Inc. Magazine, Ernst & Young and Merrill Lynch. Finalist in 1990.

Featured Speaker

International Downtown Association, workshop presenter in Seattle (9/94), Denver (2/95), Winnipeg (9/95), Dallas (9/96), San Diego (2/97), Portland (4/97), Milwaukee (5/98), Charlotte (5/99), Philadelphia (10/99), Los Angeles (9/00), Pittsburgh (10/01), New Orleans (4/02), Cleveland (9/03), Houston (4/04), and Vancouver (10/04).

National Main Street Center National Town Meeting, workshop presenter in Indianapolis (4/01), Fort Worth (4/02) and Albuquerque (5/04).

International Federation for Housing and Planning, Gothenburg, Sweden (10/97).

Urban Land Institute Mayor's Forum, Boise, Idaho (6/98).

Colorado Community Revitalization Association, Boulder (9/01), Colorado Springs (9/02), and Fort Collins (9/04).

Colorado Municipal League, Pueblo (6/03) and Steamboat Springs (6/04).

Professional Affiliations

International Downtown Association, Board of Directors (9/98-9/04)

International City Management Association

National Main Street Center

Urban Land Institute

American Planning Association

Colorado Community Revitalization Association, Board of Directors

Downtown Denver Partnership, Inc.

PUBLICATIONS

The ABCs 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.

Business Improvement Districts: Tool for Economic Development, published by the International City Management Association, March 1997;

An Old Commercial District Goes from Cold to Hot, published in Urban Land, November 1995;

Center City View, columnist for The Denver Business Journal, 1993-96.

RESUME

Jamie Licko, Associate

BA, Journalism and Communication Studies, University of Iowa, Iowa City, Iowa

EMPLOYMENT

■ PROGRESSIVE URBAN MANAGEMENT ASSOCIATES, INC., Denver, Colorado, 2006 to present

Associate: Provide project coordination, research and community outreach for a consulting firm offering management, marketing and financial services to advance downtown and community development. Specialties include marketing and communications strategies, market research, group facilitation and business improvement district formation.

■ CEDAR RAPIDS DOWNTOWN DISTRICT, Cedar Rapids, Iowa, 2003-2006

Executive Director: Managed all facets of a downtown business improvement district and a 501c6 membership organization with an annual budget of \$500,000. Acted as liaison between the private sector and local government, guiding overall public policy to encourage urban development and other projects in downtown Cedar Rapids.

Representative projects include:

Coordinated the process to renew the 20-year-old downtown business improvement district.

Advocated for and directed implementation of a plan to increase on-street parking availability through the conversion of parallel to angle parking.

Developed initiatives with the City of Cedar Rapids to encourage new investment in the central business district, including authoring a downtown sidewalk café ordinance and creating a downtown façade renovation program.

Developed and implemented a free community wireless Internet initiative for downtown Cedar Rapids and partnered with regional organizations to expand the free wireless to other local communities.

Marketing Director: Managed public affairs and media relations, and strengthened marketing efforts to increase downtown's visibility and community support.

Representative projects include:

Developed the organization's first marketing plan and guided it through a name change and re-branding effort that brought increased visibility and name recognition.

Coordinated production of a new interactive Web site which made information about downtown Cedar Rapids more accessible, increasing Web page visits by 80 percent.

Directed all aspects of the \$500,000 Taste of Cedar Rapids music festival, one of the largest local fundraising events.

■ MARKETING AND COMMUNICATION STRATEGIES, INC., Cedar Rapids, Iowa, 2001-2003

Director of Public Relations: Managed public relations strategies for local and national clients for a mid-sized, full-service marketing firm specializing in high technology and communications industries. Developed strategic marketing plans and branding strategies for clients and assisted with implementation.

■ KGAN - CBS NEWSCHANNEL 2, Cedar Rapids, Iowa, 1999-2001

Reporter, Producer: Covered local community issues, responded to breaking news, and developed enterprising story ideas daily. Managed and produced news broadcasts and provided live on-air reporting.

PROFESSIONAL AFFILIATIONS

Awards

Acknowledged as one of the Eastern Iowa area's *40 Under 40* in the inaugural class for commitment to professional excellence and contributions to the community by the Corridor Business Journal, October 2005.

Professional Affiliations

International Downtown Association

Colorado Community Revitalization Association

Cedar Rapids Area Chamber of Commerce Leadership for Five Seasons Program, Class of 2004