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**CONTACT:** Brad Segal  
President  
303.997.8754 (direct)  
[brad@pumaworldhq.com](mailto:brad@pumaworldhq.com)

**2020 EDITION OF “TOP 10 GLOBAL TRENDS AFFECTING NORTH AMERICAN  
DOWNTOWNS AND HOW TO RESPOND AT HOME” NOW AVAILABLE**

DENVER – October 24, 2019 – A go-to resource for American downtown management organizations, business leaders, and local decision-makers since 2007, **P.U.M.A.’s 2020 Global Trends Report** examines trends through three lenses, including demographics and lifestyles. This year, a new section has been added on disruption, exploring how the forces of divisive politics, technology, climate change, and social equity are impacting the shape of cities and the role of downtowns.

The 2020 edition of P.U.M.A.’s Global Trends Report finds downtowns and urban districts benefiting from the continued acceleration of powerful market forces. Urban areas that once took decades to improve are transforming in a matter of years. The resulting urban renaissance is good news for city builders but is also presenting new challenges.

“Overall, we found that global trends continue to be favorable for promoting growth in vibrant downtowns,” said Brad Segal, president of Progressive Urban Management Associates (P.U.M.A.), an economic development and planning firm focused on downtowns, corridors and neighborhoods. “We were pleased to partner with the International Downtown Association (IDA) to bring further depth and North American breadth in this edition.”

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The top 10 global trends affecting North American downtowns include:

#### Demographics

- Changing American Demographics
- Education, Talent and Jobs

#### Lifestyles

- Changing Consumer Behaviors
- Shifts in Transportation and Mobility
- Housing
- The Power of Place

#### Disruption

- Divisive Politics
- Continued Advances in Technology
- Climate Change
- Social Equity

P.U.M.A.'s 2020 Global Trends Report, which will be presented next week at the International Downtown Association's (IDA) annual conference, is available for download free of charge from P.U.M.A.'s website, [pumaworldhq.com](http://pumaworldhq.com). It can also be found on the IDA website, [downtown.org](http://downtown.org).

Progressive Urban Management Associates (P.U.M.A.) is an economic development and planning firm that delivers community-based solutions to advance thriving downtowns, corridors and neighborhoods. A national leader in downtown and community development, P.U.M.A. advises clients on a wide range of management, marketing, financial, urban design and implementation tactics to help communities and organizations create and sustain dynamic places. Since 1993, the firm has advised more than 250 clients in 37 states, Canada and the Caribbean. For more information, visit [pumaworldhq.com](http://pumaworldhq.com).

The International Downtown Association is the premier association of urban place managers who are shaping and activating dynamic downtown districts. Founded in 1954, IDA represents an industry of more than 2,500 place management organizations that employ 100,000 people throughout North America. For more information on IDA, visit [downtown.org](http://downtown.org).