



September 17, 2008

Jan Minami
Executive Director
Downtown Association of Fresno
2014 Tulare Street, Suite 417
Fresno, CA 93721

Dear Jan:

On behalf of Progressive Urban Management Associates (P.U.M.A.), I am pleased to submit the attached consulting proposal to assist in the formation of a property-based business improvement district (PBID) to provide enhanced services and improvements in downtown Fresno. We have amended this proposal from our prior submittal dated April 28 to incorporate findings from the IDA Advisory Panel and our subsequent conversations.

P.U.M.A. is a national leader in the field of downtown management. In the past 15 years, we have provided services for more than 200 clients in 31 states, the District of Columbia, Canada, Jamaica and the Bahamas. Nearly 50 of our assignments have helped downtowns and business districts successfully create PBIDs, including more than 20 PBIDs in California. Our past and current downtown clients in California include:

- Long Beach (\$1.5 million PBID renewal & organizational strategic plan)
- Los Angeles, Downtown Center (new \$3.0 million PBID)
- Los Angeles, Hollywood Media District (new \$1.1 million PBID & renewal)
- Oakland (citywide PBID program evaluation)
- San Diego (new \$2.3 million PBID)
- Santa Monica (new \$3.6 million PBID)
- San Jose, California (new \$1.6 million PBID)
- Sacramento, California (new \$1.3 million PBID, \$1.5 & \$1.8 million renewals)
- Stockton (new \$500,000 PBID)
- Visalia (organizational strategic plan)

Prior to establishing P.U.M.A., I served as the senior director of the Downtown Denver Partnership. At the Partnership, I managed its economic development, marketing and business improvement district programs. Joining me in the project will be associate Jamie Licko who, prior to joining P.U.M.A., directed the downtown association in Cedar Rapids, Iowa. A firm profile, resumes and list of references are attached and additional information is available at our website, located at www.pumaworldhq.com

For Fresno, we are proposing a three-step participatory process to assist district stakeholders develop a PBID Management Plan and complete the legal process and campaign to form it. Estimated P.U.M.A. consulting fees, legal, engineering and associated expenses amount to **\$69,900**. This estimate assumes that the Downtown Association of Fresno will provide local project support, including the creation and maintenance of a property owner database. A detailed scope of services and fee matrix are attached.

Please contact me at (303) 628-5554 or via email at brad@pumaworldhq.com if I can provide any additional information.

Sincerely,

M. Bradley Segal
President

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