



CHLOE SHIPP

Associate Vice President

Place Management | BID Operations | BID Formation & Renewal | Strategic Planning

EXPERTISE

Chloe Shipp is an experienced place management professional with expertise in operations management, membership engagement, advocacy, and public relations. Prior to joining P.U.M.A., Chloe held various roles over 10 years with increasing responsibility at the San Jose Downtown Association, where her focus was on managing special assessment districts. She has served on the California Downtown Association board of directors since 2019.

Joining P.U.M.A. in 2024, Chloe anchors our California practice and offers project management and support for a variety of downtown-focused assignments, including BID formation and renewal, organizational strategic planning, and BID operations.

PAST EXPERIENCE

Deputy Director, San Jose Downtown Association (SJDA), San Jose, CA, 2022-2024

Administered property-based improvement district (PBID) with \$5 million budget and five staff members. Managed the implementation of an unhoused outreach team, and clean and safe service expansion, for the PBID. Supported CEO transition efforts. Oversaw day-to-day human resources and finance functions for SJDA and its three affiliated organizations.

Director of Public Space Operations & Operations Manager, SJDA, 2016-2022

Managed successful PBID renewal, from consultant selection through planning and program design to property owner outreach, achieving an 89 percent ballot approval rating. Renewal of the property-based improvement district ensured a minimum of \$50 million investment in the public realm over 10 years for the district.

Led clean, safe, and beautification programming, vendors, and staff, inclusive of a \$3 million budget. Revamped private security program, including the recruitment of reserve police officers to work in an off-duty capacity. Worked collaboratively with the police and other agencies including those serving the unhoused population. Led staff efforts around behavioral health, public safety, and homelessness advocacy. Managed PBID annual reporting, collateral materials, and communications.

Membership and Outreach, SJDA, 2013-2016

Researched, selected, designed, and implemented a new membership database, combining membership information for both of SJDA's special assessment districts into one system for the first time, with full access for all staff. Managed Downtown Doors student art competition. Initiated and oversaw a comprehensive overhaul of business improvement district membership benefits. Managed membership functions, including welcoming new businesses, helping businesses with general downtown concerns, and connecting businesses with relevant services.

Development Coordinator, Family Supportive Housing, San Jose, CA, 2011-2013

Implemented comprehensive social media strategy along with production of agency newsletter and e-blast correspondence. Administered donor database and donor recognition efforts. Managed city, state, and federal grants, including creating applications, managing contracts, and reporting.

AFFILIATIONS

California Downtown Association Board of Directors

International Downtown Association | Emerging Leaders Fellowship Class of 2020

EDUCATION

Master of Nonprofit Administration, University of San Francisco

Bachelor of Political Science, University of Oregon

PROGRESSIVE URBAN
MANAGEMENT ASSOCIATES



P.U.M.A.