



DANIEL MAKELA

Senior Associate

Downtown Planning | Market Research | Data Analysis | Land Use Regulations | GIS | Graphic Design

EXPERTISE

Daniel Makela has experience with downtown planning, urban revitalization, and public policy development and implementation. As a senior associate with Progressive Urban Management Associates, Daniel provides market research, quantitative and qualitative analysis, and project support for P.U.M.A.'s economic development and downtown planning efforts. Prior to joining P.U.M.A., he worked in the public sector and for a downtown management organization.

Representative P.U.M.A. projects include:

- Preparing market assessments for a diverse range of downtowns, including Milwaukee, WI; Rapid City, SD; Longmont, CO; and Wailuku, HI
- Analyzing property data and creating maps for business improvement district (BID) feasibility and formation efforts
- Forming focused goals, strategies, and actions for downtowns based on broad stakeholder and community input
- Assessing reuse options for historic and underutilized properties
- Designing final plan layouts and producing other visual documentation such as maps and handouts

PAST EXPERIENCE

Senior Project Manager, Louisville Downtown Partnership, Louisville, KY, 2015

Worked as a senior member of the planning team. Led and managed a wide array of downtown improvement projects, including the creation of new zoning overlay districts, tactical urbanism events, and a downtown housing strategy.

Project Manager, Mayor's Innovation Team, Louisville, KY, 2012-2015

Worked on a small team dedicated to bringing innovation to local government. Managed various projects designed to improve customer service within the city planning department. Conducted detailed quantitative and qualitative analysis to identify new solutions, set targets for those solutions, and track progress during implementation. Completed advanced project management training.

Economic Development Officer, Economic Development Department, Louisville, KY, 2010-2012

Worked with the City's commercial and industrial redevelopment division on long-range economic development and planning initiatives. Administered a brownfields assessment grant from the U.S. Environmental Protection Agency.

Research Assistant, Economic Center for Education and Research, Cincinnati, OH, 2008-2010

Worked with a research team on various community development projects. Assisted in the production of market assessments, economic cluster analyses, and workforce analyses.

OTHER EXPERIENCE

Bloomberg Fellowship, Research Center for Leadership in Action at the Wagner Graduate School of Public Service, New York University, 2012-2014

Urban Design Career Discovery Program, Graduate School of Design, Harvard University, 2007

PUBLICATIONS AND PRESENTATIONS

"How to Make Big Changes to your Planning Department" | Ohio-Kentucky-Indiana Regional Planning Conference, 2014

"Innovation in City Government" | Innovation Delivery Public Forums, Louisville, KY and New York, NY, 2013

"Art and Culture: The Transformation of Louisville's East Market District" | University of Cincinnati, OH, 2010

AFFILIATIONS

Next City Vanguard Member

American Planning Association

International Downtown Association

Downtown Colorado Inc.

EDUCATION

Master of Community Planning, University of Cincinnati, OH; AICP Award for top program graduate

Bachelor of Science in Economics, Centre College, Danville, KY (with abroad studies in France, Vietnam, and Cambodia)

PROGRESSIVE URBAN
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