



YVETTE J. FREEMAN

Senior Strategist

BID Management | Operations | Business Development | Community Outreach + Engagement

EXPERTISE

Yvette Freeman has more than 15 years of experience managing business improvement districts (BIDs) and community development initiatives. She joined Progressive Urban Management Associates in 2015 and provides strategic planning, project management, community outreach, and business support.

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

- Conducting outreach to marginalized communities in Lincoln, NE
- Providing project support and creative input to develop a strategic plan for downtown BIDs in Minneapolis, MN; Washington, DC; and Oakland, CA
- Assisting with the formation of a business improvement district for Denver's Historic Five Points commercial strip
- Outreach to businesses for feedback about the City of Denver's public restrooms
- Working with the City of Denver to improve inter-departmental communications and coordination to implement the City's transit oriented development plan
- Evaluating transportation management associations (TMAs) for the City of Denver and providing recommendations to develop greater efficiencies and organizational structure for the program

PAST EXPERIENCE

Operations Manager, Block by Block, Downtown Denver BID, Denver, CO, 2014

Managed nearly 70 "clean and safe ambassadors" for downtown Denver's 24/7/365 BID program; established higher performance standards and enhanced efficiencies.

Chief of Operations, Silver Spring Urban District, Montgomery County, MD, 2008-2014

Managed \$2.8 million budget and 40 union employees; introduced operational strategies and "clean and safe" standards to address Silver Spring's rapid growth and changing demands; partnered with Montgomery County Department of Corrections to establish an award-winning initiative for minor offenders to provide cleaning services in downtown; collaborated with government agencies and property owners to expand Washington DC's bike sharing program.

Operations Manager, Downtown Denver Business Improvement District, Denver, CO, 1994-2000

Managed various contractors and a \$1 million budget; established higher standards of cleanliness for the 16th St. Mall and BID; oversaw the 16th St. Mall vending program; advised property owners; worked collaboratively with the police, and other agencies including those serving the homeless population, and young people of color; initiated and managed a customized \$500,000 light refurbishment project for the 16th St. Mall; collaborated with property owners, city staff and designers for a \$3 million streetscape improvement project.

Associate Director, Downtown Denver Partnership, Denver, CO, 1989-1994

Co-managed the locally and nationally recognized Business Support Office program to spur economic development in Denver's Five Points and Lower Downtown areas; planned and facilitated business workshops; conducted outreach to 500-plus downtown businesses and coordinated targeted marketing programs.

OTHER EXPERIENCE

Chinook Fund, Board and Executive Committee Member (2002-2009), a partnership of activists, donors, and social change organizations promoting social justice and freedom from oppression

Lundy Leadership Challenge (1998-2001), an initiative to build leadership capacity in Colorado's LGBTQ community

AFFILIATIONS

Colfax Business Improvement District, Board Member (2018-present)
All In Denver, Co-Founder and Board Member (2016-present), a social equity advocacy organization
International Downtown Association
Eco-Districts
Urban Land Institute
Rocky Mountain Land Use Institute

EDUCATION

Bachelor of Science, Human Development and Family Studies, Colorado State University, Ft. Collins, CO
Certificate in Women's Interdisciplinary Studies, Colorado State University, Ft. Collins, CO

PROGRESSIVE URBAN
MANAGEMENT ASSOCIATES

