



INTERNATIONAL DOWNTOWN ASSOCIATION
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Dear IDA Members,

Urban centers and neighborhoods in cities around the world are facing new and increasingly complex challenges. Emerging from the successful revitalization of our commercial districts over past decades are new challenges related to housing attainability, equitable economic growth, multimodal transportation and the implications of innovative technology shaping our cities. It's no surprise our roles and responsibilities as place management professionals have become ever more complex.

At recent IDA events, including the World Towns Summit in Berlin and the NYC Ideas Forum, we've engaged in thought-provoking conversations about the big questions facing our field. It is clear, no matter whether you are from a small or large city anywhere around the globe, that our organizations are evolving as municipalities continually struggle for resources. New actors - often driven by a profit motive or a narrow mission focus - offer political leaders "silver bullet" solutions to complex urban questions, sometimes at the expense of the broader civic expertise found among existing experts in a city's BID, BIA, Partnership or Alliance. Yet I am convinced IDA members, and the urban placemaking profession in general, possess the unique skills and experiences necessary to address these issues head-on. As our organizations continue to evolve, it's more important than ever that we are able to communicate clearly our value and vision for the cities we serve.

To make that communication a little bit easier, the IDA team has created guidelines for members to use the very messaging IDA developed as part of our recent rebranding. It is a cohesive urban place management narrative you can reference in presentations, reports and conversations with potential partners. The toolkit includes key facts, ideas and messaging that can help us speak about our industry with a consistent, coherent voice. It also includes information about IDA that you can use to build awareness about the growing global presence of our hyper-local work. Please consider infusing these messages into your work so that collectively, we can elevate our voice, and by extension, the awareness of our field.

This guide is just one of a series of tools IDA is developing to help standardize and raise the profile of our profession. IDA Board Member Kate Borders and the Professional Development Committee have also been working diligently to create the framework for a certification program that will make it easy to identify place management professionals - and the unique skillsets we have to offer - across jurisdiction and geography. You'll receive more information about that program in the coming months.

For now, we hope you find the IDA Toolkit useful, and that it helps you showcase the vital work you do to make our cities thrive.

Sincerely,

Tim Tompkins
Chair, IDA
President, Times Square Alliance