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### IDA and Member365 Enter International Partnership

*New partnership will offer downtown management industry smarter, more efficient membership-focused software*

WASHINGTON, D.C. – The mission of the [International Downtown Association](#) (IDA) is to connect diverse practitioners who transform cities into healthy and vibrant urban places. To do that, IDA reached across international borders to partner with Ottawa-based software company, [Member365](#) which provides a modern cloud-based solution to manage operations and drive community engagement.

“Member365 has a laser-like focus designed to simplify your day-to-day tasks, revolutionize how organizations connect with people and transform how downtowns grow as they adapt to the changing technology, social and demographic trends. Every part of the product experience is based on helping organizations manage, engage and grow. No member or organization is a number to Member365,” says CEO, Stephen Foley.

The top 20 cities in the U.S. and Canada benefit from a combined investment of \$500 million dollars in public space improvements financed by private sector assessments alone. These statistics are staggering but numbers are not what make associations successful – people are.

**People first** is the foundation on which IDA and Member365 was developed. It is that synergy between the two organizations that resulted in this unique, international partnership. The downtown management industry is made up of one hundred thousand employees - equaling more than \$3 billion in wages - who revitalize and sustain dynamic city centers and this partnership was designed to increase efficiency while providing a user-friendly solution for organizations of all sizes.

IDA has inspired local leaders, championed downtown urban centers and encouraged community connections for over six decades. IDA President & CEO, David Downey, said “Our members are constantly looking for scalable database solutions to drive success. Member365 will provide IDA members with a more efficient means of increasing community engagement, enhancing communication and promoting collaboration within their organization. We welcome Member365 to the IDA family of top quality partner providers.”

The spirit of international cooperation will continue at the 63<sup>rd</sup> IDA Annual Conference & Tradeshow, held in Winnipeg, Manitoba, Canada from September 13-15, 2017. The 2017 Annual Conference &

Tradeshow, themed “AuthentiCITY,” will highlight Canada’s diverse culture, history, spirit, and the creativity of its people during Canada’s 150th anniversary of the country’s Confederation.

For more information regarding Member365’s services, contact Braydon Williamson, Business Development & Partnerships at 613-247-0071 x 3415 or [braydon.williamson@member365.com](mailto:braydon.williamson@member365.com).

To learn more about this and other IDA partnerships, please visit website at [downtown.org](http://downtown.org).

### **About International Downtown Association**

The International Downtown Association is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are downtown champions who bring urban centers to life, bridging the gap between the public and private sectors. We represent an industry of more than 2,500 place management organizations, employing 100,000 people throughout North America and growing rapidly around the world. Founded in 1954, IDA is a resource center for ideas and innovative best practices in urban place management. For more information, visit [www.downtown.org](http://www.downtown.org).

### **About Member365**

Member365 is a membership management platform that provides organizations with a modern cloud based solution to manage their operations, drive membership engagement, and grow their revenue. Visit us at [www.member365.com](http://www.member365.com).

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