



INTERNATIONAL DOWNTOWN ASSOCIATION
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What Can IDA Do for You?

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Here at the International Downtown Association (IDA) our goal is to empower members as downtown champions and urban change makers, to not only maintain great districts, but enhance them as the vibrant city centres we know them to be.

We recognize Canadian place managers require a uniquely Canadian set of tools and resources to best accomplish these goals. That is why IDA wants to [learn from you](#). With your input, we seek to identify what resources, tools and programs will best serve your needs. IDA plans to invest in the development of a more robust set of Canadian specific resources to meet your direct needs.

Over the past year, our Canadian members have led the dialogue to strengthen the value IDA can provide Canadian place managers by initiating a National Canadian Network. We are asking that you complete [this survey](#) which will help us learn what you envision the role of a national network might be.

We have asked Ken Kelly, former Executive Director of Downtown Victoria and Downtown Moncton to be our Canadian liaison throughout this process. We believe a group of local, provincial, and regional representatives can do more together, and in so doing, develop more resources and become a more effective voice in shaping national policies and programs.

By providing IDA with feedback, you help strengthen IDA's national Canadian presence and help us tailor our investment to best fit your national needs. Please take ten or fifteen minutes to complete [this survey](#) to help inform the future of IDA Canada.

Thank you!

David Downey, IDA President

Tim Tompkins, IDA Board Chair

IDA Board Members in Canada:

Judith Veresuk, Regina, SK

Mark Garner, Toronto, ON

Dawn Alan, Charlottetown, PEI

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