

big dreams.

# BOLD DREAMS.

IDA 53rd Annual Conference  
AND World Congress

New York City, New York  
Sept 14-18, 2007

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International Downtown  
Association



New York City  
BID Managers Association



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## HOST ORGANIZATIONS

The **Association of Town Centre Management** is the leading organisation in Europe concerned with managing and improving town and city centres. As a not-for-profit membership organisation we represent the interests of town and city centre management partnerships across Britain and



Ireland. Our members include a wide-range of Government, regional agencies, local authorities and leading business interests. Membership provides access to regular newsletters, publications, on-line information, events, conferences and seminars, as well as networking opportunities with others involved in this fast-evolving area. If you would like to know more, check out our website, call us on 020 7222 0120, or email [info@atcm.org](mailto:info@atcm.org) to find out how ATCM can help you.

The **International Downtown Association** is a world leader of and champion for vital and livable urban centers.



International Downtown Association

Through its network of committed individuals, its rich body of knowledge, and its unique capacity to nurture community-building partnerships, IDA is a guiding force in creating healthy and dynamic centers that anchor the well being of towns, cities and regions of the world. [www.ida-downtown.org](http://www.ida-downtown.org)

The **Department of Small Business Services (SBS)** makes it easier for New York City's more than 200,000 small businesses to form, do business, and grow by providing direct assistance to business owners, fostering neighborhood development in commercial districts and linking



New York City Department of Small Business Services  
[www.nyc.gov/sbs](http://www.nyc.gov/sbs)

employers to a skilled and qualified workforce. The agency oversees the nation's largest, most comprehensive network of Business Improvement Districts (BIDs), with 56 BIDs across the City's five boroughs providing nearly \$80 million worth of services annually to more than 70,000 businesses. For more information, visit [nyc.gov/sbs](http://nyc.gov/sbs), dial 3-1-1, or, from outside the City, dial 212-NEW-YORK.

The directors of New York City's 56 Business Improvement Districts have joined together to form the **New York City**



New York City BID Managers Association

**BID Managers' Association.** The Association, and the BIDs that we serve, are dedicated to fostering economic development, strengthening neighborhoods and enhancing the lives of New Yorkers.



# Progra



Big Dreams and Bold Ideas are on display seven days a week, 365 days a year in New York City. This is indeed the “city that never sleeps” – a city that is constantly reinventing itself, from Broadway to the Bronx. Energy? You can feel it. Excitement? Around every corner. Savvy? New York invented it.

It all comes together in Times Square, at the Marriott Marquis, on September 14, 2007. The IDA 53rd Annual Conference and World Congress brings together a whole new level of energy, excitement, and creativity, combined with a Big Apple splash of entertainment!

You’ll find it all here – Times Square, recapturing the glamour and romance that has made this theater district renowned throughout the world. Brooklyn, enjoying its own renaissance but with a healthy dose of unique character. Harlem, and the famed Apollo Theater, simmering with jazz and nightlife. Creativity, synonymous with Madison Avenue. Wall Street, financial capital of the world. And a hundred other bustling business districts, each brimming with personality, identity, and character. New York is truly the capital of the world...hey, the United Nations is here as well!



Join us for the **IDA 53rd Annual Conference AND World Congress**. We guarantee an incredible, unforgettable experience; one you’ll be talking about for years.

# Overview

(from left) Cory Booker, Daniel L. Doctoroff, Lars Gemzoe, Kate D. Levin, Vincent Vanderpool Wallace

## KEYNOTE SPEAKERS

**The Honorable Cory Booker**  
Mayor  
*City of Newark, NJ*

**Daniel L. Doctoroff**  
Deputy Mayor for Economic Development  
and Rebuilding, *City of New York*

**Lars Gemzoe**  
Senior Consultant & Associate Partner, *Gehl Architects*

**Kate D. Levin**  
Commissioner of the Department of Cultural Affairs,  
*City of New York*

**Vincent Vanderpool Wallace**  
Secretary General, *Caribbean Tourism Organization*

## WHO SHOULD ATTEND?

Downtown Association Executives and Staff  
City and Urban Planners  
Economic Development Staff  
Developers and Investors  
Architects and Urban Designers  
Elected and Public Officials  
Law Enforcement and Criminal Justice Professionals  
Consultants  
Cultural Institution Representatives  
Academic Professionals and Students  
Housing Advocates  
Community Development Corporation Staff  
Tourism Professionals  
Meeting Planners



## SOCIAL HIGHLIGHTS

**Saturday Afternoon Kickoff Lunch**  
in the International Marketplace and Global Village with  
Entertainment and Prize drawings!

**Newcomers Reception at the 9th Floor  
Sky Terrace, Marriott Marquis**

**Special Reception for Canadian Delegates**

**Saturday Night Opening Reception**  
A Taste of Times Square tented reception just steps from  
the Marriott Marquis Hotel.

**Sunday Night Receptions**  
The Shops at Columbus Circle, Time Warner Center

A Taste of Brooklyn at the Historic Tobacco Warehouse in  
DUMBO (Down Under the Manhattan Bridge Overpass).

**Monday Night Reception**  
at the Magic Johnson Theater in Harlem

**Tuesday Closing Lunch Cruise**  
on the Spirit of New York



# PROGRAM

IDA conferences are not just for the CEOs of downtown organizations. Staff and board members can benefit too! We encourage you to bring a team from your city and take advantage of the Program Tracks and Clusters we have created. Remember, groups of 4 or more receive a special group discount!

#### **HERE'S A BIG IDEA FOR YOU!**

We have created a special program track for experienced downtown professionals who are looking for something beyond the basics. Join our Big Idea breakout sessions for visionary approaches and thought-provoking dialogue on some challenging topics. Look for the following symbol in the conference program: ◇

#### **SMALL GROUP ROUNDTABLE DISCUSSIONS**

The conference program will include a number of small group roundtable discussions. Because of the special interest nature of the topics, the group size is expected to be less than 50 people, and the meeting room will have limited space. Look for the following symbol in the conference program: ◎

# TRACKS AND CLUSTERS



## FRIDAY SEPTEMBER 14

## SATURDAY SEPTEMBER 15

Big Ideas

Management

- Pre-Conference Workshop: Buy Smart!

- Pre-Conference Workshop: BIDs from Start-ups through Renewals

Economy/Business  
Development & Retail

- Pre-Conference Workshop: Solutions for Downtown Retail Attraction

- Pre-Conference Workshop: Retailers You Really Want in Your Downtown – and How to Know Them When You See Them

Land Use, Planning  
& Environment

Housing & Community  
Development

Infrastructure,  
Transportation &  
City Services

- Pre-Conference Workshop: New Challenges in Downtown Law Enforcement

Marketing, Community  
Outreach & Branding

- Pre-Conference Workshop: Branding Isn't What You Think – It's Better Than You Think!

Arts, Culture  
& Entertainment

Human Services  
& Education

*Sunday September 16, Monday September 17, and Tuesday September 18 on pages 8-9*



## SUNDAY SEPTEMBER 16

### Big Ideas

- The Growing International Role of Downtown and Town Center Managers
- Philanthropy and Downtowns – Strange Bedfellows?
- The Talented 30%
- The IDA Charter – Defining Who We Are, What We Do, and Who We Serve
- Technology Take on Crime
- Global Trends Affecting Downtowns – Refining the Trend Lines: An American Perspective
- Global Trends, Local Challenges: A European Perspective

### Management

- Reawakening Downtown
- Downtown Case Study #1 – Pittsburgh
- Roundtable Discussion: Building Your BIDs Buzz through Blogging
- Better Committees with Process Plus
- Tourism as a Downtown Revitalization Strategy
- Roundtable Discussion: Speculate to Accumulate – An Innovative Approach to Town Centre Management
- Downtown Case Study: Rome

### Economy/Business Development & Retail

- Creative Cities and Creative Districts – What’s Real and What’s Not
- Roundtable Discussion: Planning for Retail Success in Washington DC – A Citywide Strategy
- What is Your Downtown’s Advantage?
- Driving Retail Sales Using Transportation Management
- Public Incentives – Essential Tool or Boondoggle?
- Revitalization: A Tale of Two Cities

### Land Use, Planning & Environment

- Think Green: Sustainable Architecture, Infrastructure and Development in Downtown
- Woeful Waterfront to Sparkling Urban Park
- LEED ND and Beyond
- The Remaking of Manhattan – through Zoning
- Southern Hospitality – Successful Wayfinding in Atlanta

### Housing & Community Development

- Engaging Youth: Creating a Workforce Pipeline

### Infrastructure, Transportation & City Services

- Barriers to Terrorism
- Solving the Parking and Transportation Puzzle through Integrated Access Management
- Great Spaces and Security – Mutually Exclusive?
- Expanding Downtown Fort Worth – The Trinity Uptown Project
- Diggin’ It: Building a Transit Line While Keeping Retailers’ Till Ringing

### Marketing, Community Outreach & Branding

- Old Media, New Media, Mixed Media – Making It All Work
- BIDs and City-wide Arts Marketing: A New Approach
- Measuring the Performance of Events on the Local Economy – Should You Care?
- Diversity in Our Downtown Districts

### Arts, Culture & Entertainment

- Public Art Alternative: Bike Rack Sculptures
- Walking Tours in Historic Districts – Step Up to this Opportunity!

### Human Services & Education

- Higher Education: Partnering to Support Sustainable Communities



## MONDAY SEPTEMBER 17

- From Management to Urban Design: Redefining Our Job Description
- Global Retail Development – An Ever Changing Marketplace
- The United Nations Focus on Town Centers
- Winning the Fight Against Homelessness
- Megapolitan Regions: A New Way of Understanding Population Growth and Urban Issues
- Smart Growth – An Evolving Concept

- Workforce Development 101 for Downtown Organizations
- Professionalizing the Field of BID Management
- Downtown Case Study #2 – Boston
- Roundtable Discussion: The Entrepreneurial Imperative: Non-Profit is a Tax Status, For-Profit is a State of Mind
- Building Your Organization: Effective Employee Retention Strategies
- Downtown Case Study #3: Cleveland

- Higher Education: Partnering to Support Sustainable Communities
- The ABC's of Retail
- Roundtable Discussion: Managing the Modern Historic City
- Chinatown NYC: Revitalization Techniques and Initiatives Post 9/11
- Retail – What's Real and What's Not
- Heritage Meets Hip: Part II

- Public Private Partnerships Benefit Parks
- Achieving Great Urban Design
- Public Markets and Farmers Markets – Changing the Way We Eat - and Live
- Encouraging Great Architecture
- Downtown for Dummies

- Managing the Late Night Economy
- Partnering for Success: A Comprehensive Neighborhood Approach
- Large Projects and Community Benefit Agreements

- Setting Downtown Parking Rates – The High Cost of Free Parking
- The Essential Connection: Sustainable Transportation of BIDs
- Downtown Parking in the Quintessential College Town

- A Downtown Marketing Cooperative That Works
- Branding Without Logos, Jingles or Slogans

- Creating Vitality and Economic Activity Through Event Marketing
- Smart Art
- Cultural Sustainability – Harlem at the Crossroads

- Beyond the Ivory Tower: How Universities Can Impact Downtowns

## TUESDAY SEPTEMBER 18

- Walkable Urbanism – the New Benchmark
- A New Train of Thought – Trends in Public Transit

- Shrinking Cities and What They Mean for Downtowns
- Keeping America Beautiful, One Downtown at a Time
- From Start-up to Stability: The Evolution of a Downtown Organization
- Newsracks Need Not be Noxious
- Workforce Development – Giving Businesses What They Need

- Retail and Tourism Development in Small Cities – An Italian Perspective
- Parking Infrastructure as an Economic Development Tool
- Downtown Development in China

- An Ancient Native Settlement Becomes a Modern Downtown Attraction
- Shaping Great Cities: A Public-Private Partnership Approach to Success

- Congestion Pricing and Traffic Management – An Idea Whose Time Has Come?
- Downtown Crime: A Re-emerging Threat?

PRE & POST CONFERENCE

# ACTIVITIES,



There is so much to see and experience in New York City with its five boroughs. So come early and play, or stay after and relax! Our hosts have scheduled an exciting selection of tours, activities, and excursions for your enjoyment. Tours are available on Friday but space is limited, so sign-up early!

*(For information on booking tours prior to Friday or after Tuesday's Closing Lunch please visit [www.nycvisit.com](http://www.nycvisit.com) or call 1-212-484-1200.)*



# TOURS AND EXCURSIONS

**FRIDAY, September 14**

9:30 a.m. – 1:00 p.m.

## **WALKING & BUS TOURS**

### **Hot, Happening, Harlem: Experience the Sights and Sounds of the Urban Cultural and Economic Renaissance**

*Sponsored by: 125th Street BID, Harlem Congregations for Community Improvement, Columbus Amsterdam BID, and Washington Heights BID*

A mecca for African-American, Caribbean, and Hispanic culture and life for more than a century, Harlem offers everything ranging from great music and culture to beautiful brownstone buildings. Come on this tour to hear all about this exciting neighborhood and witness Harlem's rich history; famous attractions like the Apollo Theater (a concert venue which has hosted Nat King Cole, James Brown, and Sammy Davis Jr.); rich culture (jazz, gospel, and the hip-hop scene) and houses of worship, museums, and galleries.

*Fee: \$40 (includes lunch). Tour is limited to 100 people; advanced registration is required.*

### **Explore Chinatown (9:15 a.m. – 1:00 p.m.)**

*Sponsored by: Chinatown Partnership Local Development Corporation*

Chinatown, New York City – the largest Chinatown in the United States – is located in one of the oldest neighborhoods in Manhattan. Founded in the late 1870s by Chinese immigrants, Chinatown offers a unique historical and cultural experience not found anywhere else in the world. Join the staff of the Chinatown Development Corporation on a walk through this vibrant neighborhood where you'll be provided a history of Chinatown and delighted by the sights, smells, and tastes that await you. *Fee: \$30 (includes lunch).*

*Tour is limited to 30 people; advanced registration is required.*

### **Discover Flatiron! Neighborhood Walking Tour**

*Sponsored By: Flatiron/23rd Street Partnership*

Explore this vibrant commercial and residential neighborhood by joining Miriam Berman, author of *Madison Square – the Park and Its Celebrated Landmarks* (Diane, 2004) on a walking tour of the historic Flatiron District, hosted by the Flatiron/23rd

Street Partnership, Manhattan's newest Business Improvement District. Visit some of the most historic buildings in New York City, including the NY Life and MetLife towers, the Appellate Courthouse building, and the famous Flatiron building. The tour will conclude in beautifully restored Madison Square Park – rich with history of its own, including being the site of the first public Christmas tree lighting – and a shining example of public-private partnerships at their best.

*Fee: \$40 (includes lunch). Tour is limited to 30 people; advanced registration is required.*

### **Factories to Fashion: An Insider's Look at the History and Development of NYC's Fashion District**

*Sponsored by: Fashion Center Business Improvement District*

New York City's garment district has been the center of fashion design and manufacturing in the United States since the early 20th century. This tour will highlight the history of the fashion industry in New York City and take tour attendees through the steps it takes to make an article of clothing, with potential stops at a designer's showroom, factory floor, and more!

*Fee: \$40 (includes lunch). Tour is limited to 30 people; advanced registration is required.*

### **Discover Lincoln Square (9:30 a.m. – 2:00 p.m.)**

*Sponsored by: Lincoln Square Business Improvement District*

Come explore Lincoln Square, an elegant Upper West Side neighborhood and thriving cosmopolitan magnet with top hotels, major cultural institutions, fine restaurants, and hundreds of varied large and small shops, all just a stone's throw away from magnificent Central Park. This tour will take you through the history of this vibrant neighborhood and provide a VIP tour of one of the world's largest performing arts venues, Lincoln Center for the Performing Arts.

*Fee: \$30 (includes lunch). Tour is limited to 30 people; advanced registration is required.*

### Lower Manhattan Walking Tour (10:15 a.m. – 2:00 p.m.)

*Sponsored by: Alliance for Downtown New York*

This guided walking tour will weave together history, events, architecture, and people of Downtown – the birthplace of New York, the financial capital of the world, and the hottest new neighborhood in the city. Stops include the U.S. Custom House, Trinity Church, Wall Street, the New York Stock Exchange, and other architectural and cultural sites.

*Fee: \$40 (includes lunch). Tour is limited to 30 people; advanced registration is required.*

1:30 p.m. – 4:00 p.m.

### The Grand Tour Tour is sold out!

*Sponsored by: Grand Central Partnership*

Come discover the architecture and social history of the Grand Central neighborhood with urban explorer, historian, and storyteller Justin Ferate. Experience familiar landmarks like Grand Central Terminal, the Chrysler Building, and the News Building through new eyes. The *AAA Guide to New York* rated the Grand Tour as New York City's "Best Walking Tour."

*Fee: \$30 (includes a snack). Tour is limited to 30 people; advanced registration is required.*

### "LES" is More: Explore! (1:15 p.m. – 4:00 p.m.)

*Sponsored by: Lower East Side Business Improvement District*

Once lined with tenements and pushcarts, the Lower East Side's (LES) historic streets are now also decorated with eclectic boutiques, restaurants, and lounges. And you can still get some of the best pickles and pastrami sandwiches around. This tour will combine stops at historic sites, like the Tenement Museum and contemporary hotspots lining Orchard Street, and will demonstrate the challenge of promoting the old and the new, the uniqueness of this juxtaposition in one of NYC's most beloved neighborhoods.

*Fee \$40 (includes a snack). Tour is limited to 30 people; advanced registration is required.*

1:00 p.m. – 4:00 p.m.

## PRE-CONFERENCE WORKSHOPS

*In-depth sessions on key topics. Additional fee of \$75 and advance registration is required.*

### Solutions for Downtown Retail Attraction

Over the past several decades the traditional Downtown has suffered from retail flight to suburban and interstate locations. This shift has come full circle with today's hottest retail development concept, the "Town Center" – mirroring Downtowns of the past. Join representatives of Buxton, a retail site selection firm working with more than a thousand retailers and hundreds of municipalities, for an interactive session on how to best position your Downtown for a Retail Renaissance. Learn how the experts use demographics, statistical analysis, and other tools most effectively. Find out how to position your daytime population to retailers and developers, and how to identify retailers to complement your existing local businesses.

### Buy Smart!

Downtown organizations spend a lot of money – on contracts, equipment, services, even things like insurance and accounting. By knowing how to buy, you can save thousands of dollars each year and still deliver quality services and products for your Downtown.



Lincoln Square, New York City

# SATURDAY, September 15

8:00 a.m. – 5:30 p.m. Registration

9:00 a.m. – 12:00 p.m. Pre-Conference Workshops

12:00 p.m. – 5:00 p.m. International Marketplace & Global Village Open

9:00 a.m. – 12:00 p.m.

## PRE-CONFERENCE WORKSHOPS

*In-depth sessions on key topics. Additional fee of \$75 and advance registration is required.*

### BIDs from Start-ups through Renewals

Business Improvement Districts are being formed, organized, and managed throughout much of North America, Europe, Africa, and elsewhere. Many lessons have been learned by the pioneers who have refined and perfected BID start-up and management techniques. Faculty include experts from the US, Canada, Europe, and Africa.

### Branding Isn't What You Think – It's Better Than You Think!

A new logo, slogan or jingle is not a brand. But doing the hard work to discover and communicate your real brand is a rewarding process, both for your organization and for your stakeholders. You'll learn how to begin the process, when and how to engage outside experts, and how to avoid dead ends.

### New Challenges in Downtown Law Enforcement

Quality of life offenses continue to occupy the efforts of many downtown and town center managers. Begging, harassing behaviors, and pick pocketing are bad enough; but sophisticated shoplifting crews are making retailers worried, and youth gangs are beginning to use extortion and protection rackets like older organized crime gangs did in the past. Law enforcement officials from several cities explain the latest techniques in combating the bad guys.

### Retailers You Really Want in Your Downtown – and How to Know Them When You See Them

Not all retailers are equal; some generate the kind of traffic and excitement that other retailers thrive on. Others do little or nothing but pay rent. Top retail expert Michael Berne will tell you – and show you – how to identify the best of the best – and who to avoid. This workshop will include in-depth descriptions of what makes a great retail store, as well as a walking tour to see some of the finest retailers in Midtown.

12:00 p.m. – 2:00 p.m.

### International Marketplace and Global Village Grand Opening and Lunch



2:30 p.m. – 3:30 p.m.

### Opening Keynote Session:

**Kate D. Levin, Commissioner of the Department of Cultural Affairs, City of New York,**

### **"The Role Culture Plays in New York City's Economic Development Strategy".**

3:30 p.m. – 5:00 p.m.

### Networking Break with Prize Drawings and Entertainment in the International Marketplace & Global Village

5:15 p.m. – 6:15 p.m.

### Newcomers Reception

New to IDA? First time at the Annual Conference? Either can be daunting experiences, so we've put together a kick-off reception, just prior to our opening reception, to welcome you to the conference and to the IDA family.

6:30 p.m. – 8:00 p.m.

### Opening Reception in Times Square

Join us in Times Square and experience the Crossroads of the World, live and in person. Times Square today is an electrifying commercial carnival; by night a wildly flashing arcade game, by day a chaotic and globalized performance of light, noise and crowds. The neighborhood is a mirror of America, reflecting the obsessions, priorities and desires of a changing nation. It's the place where modern America was invented, and a neighborhood whose creativity, energy and edge have made it an icon of entertainment, culture and urban life for over a century.

# CONFERENCE SESSIONS



# SUNDAY, September 16

7:30 a.m. – 5:30 p.m. Conference Registration

7:30 a.m. – 5:00 p.m. International Marketplace & Global Village Open

7:30 a.m. – 8:30 a.m.

## Continental Breakfast in the International Marketplace & Global Village



8:30 a.m. – 9:30 a.m.

## Keynote Session – Lars Gemzoe, Senior Consultant & Associate Partner, Gehl Architects

9:45 a.m. – 11:00 a.m.

## EDUCATIONAL SESSIONS

- ◇ **BIG IDEA! The Growing International Role of Downtown and Town Center Managers**  
*Giovanna Codato, President*  
*Associazione Gestione Centro Citta, Turin, Italy*  
*Jean-Luc Calonger, President*  
*Association du Management de Centre Ville, Belgium*  
*Hans Löwlund, President*  
*Svenska Stadskärnor, Örebro, Sweden*  
*Simon Quin, Chief Executive*  
*Association of Town Centre Management, London, United Kingdom*  
*Anne Steffny, Executive Director*  
*Central Johannesburg Partnership*  
From the United Kingdom to Italy, from Belgium to Sweden, and South Africa to Australia, town center management has emerged as an increasingly vital and important profession. Enjoy this lively session with five individuals who are leading town center movements in Europe, Africa and Australia, and hear what new ideas and trends are emerging around the world.



- ◇ **BIG IDEA! Philanthropy and Downtowns – Strange Bedfellows?**  
*Grant Oliphant, (pictured at left) Vice President of Programs and Planning*  
*The Heinz Endowments*  
*Kevin McMahon, President & CEO*  
*The Pittsburgh Cultural Trust*

Traditional philanthropists have seen their mission as al-

leviating poverty, supporting education and the arts, and maintaining other charities. But a new movement over the past few decades has seen some US foundations investing in some surprising ways in downtowns and urban communities. The Howard Heinz Endowment in Pittsburgh and the (foundation) in New York have tested ideas and initiated programs that prove that philanthropy and urban revitalization are not incompatible – and can pay surprising dividends.

## Barriers to Terrorism

With threats of terrorism growing worldwide, many steps should be taken to protect people and buildings. This session will address the practical aspects and new technologies in security from an operational and equipment point of view. A Victor Stanley representative will demonstrate how newly designed street furniture can literally “stop a truck” being driven into a building or plaza. Victor Stanley representatives will present the latest techniques in terrorism prevention by security guards and police. Don’t miss this dramatic presentation!

## Measuring the Performance of Events on the Local Economy – Should You Care?

Many downtown leaders believe that the use of public and private dollars for events and festivals can benefit the image and economic development of downtown. Now, Town Center Improvement District in The Woodlands, Texas has developed a scientific study of the impact of a seasonal outdoor ice skating rink – funded with public dollars which proves its benefits to downtown. TCID demonstrates how both festivals and events can boost a city’s economy, public benefit, and overall quality of life. Bring this methodology home with you and use it!

## Reawakening Downtown

After September 11, city, state and local officials and organizations banded together to envision a renewed Lower Manhattan. These agencies and groups focused on rebuilding downtown and on creating a lasting memorial. Join key individuals who worked tirelessly to create a 24/7 live, work, and play environment.



### Downtown Case Study: Rome

Learn about how Rome's historic program to enhance its historical heritage while promoting quality of life and restoration, for tourists and residents.

### Solving the Parking and Transportation Puzzle through Integrated Access Management

Can parking and transit be truly compatible? Hear four nationally recognized experts in transportation, parking and transportation demand management sharing their perspectives on how to develop and implement an integrated set of access management strategies for downtowns. The session will address the sometimes conflicting needs for parking and alternative transportation solutions.

### Creative Cities and Creative Districts – What's Real and What's Not

The notion of creative cities and creative districts has become something of a world-wide phenomenon, but in many cities this concept is only now taking shape. Two students of the trends toward creative cities districts explore the myths and realities of these districts – what benefits they produce and what questions they raise.

### Think Green: Sustainable Architecture, Infrastructure and Development

At one time, "green" buildings were limited to small incubation projects. Today, sustainable buildings are becoming more common and changing the face of downtowns around the world. This panel will explore trends in green architecture and their effects on downtowns.

### Woeful Waterfront to Sparkling Urban Park – A New York City Tale

The Hudson River Park Trust is developing a five-mile Manhattan waterfront park from the Battery to 59th St. in Manhattan. The project is revitalizing not only the waterfront but also the formerly industrial areas adjacent to the river. Most of this new development is high-end residential renovations and new construction. The Park is also a new backyard for the residents designed to accommodate the passive and active recreational needs of a growing, family-oriented neighborhood on a formerly industrial waterfront. A transformational tale, not to be missed!

### Old Media, New Media, Mixed Media – Making It All Work

Online magazines, Web-based videos, blogs, and social media are changing the way cities are portrayed in media and markets themselves. But older forms of media can work effectively too. This session will highlight national new media efforts to advance cities, while exploring ways that downtowns can effectively leverage the Internet to market themselves. You'll also hear a case study of one major initiative that shows how BIDs can plan, execute, and promote retail, dining and arts destinations.

### Public Art Alternative: Bike Rack Sculptures

The Bike Rack Sculpture Program was created to enhance public space with works of art that would also function as bike racks. All pieces are produced by local artists. Presenters will describe all aspects of the implementation of the program: interaction with city officials, the media, and high school art students. Visuals of all 24 sculptures, newspaper articles, and a Kentucky Educational Television segment will be included.

### Roundtable Discussion: Planning for Retail Success in Washington, DC – A Citywide Strategy

Downtowns don't exist in a vacuum – but few cities have attempted to develop a city-wide retail strategy that incorporates both downtown and community business districts. Yet this makes great sense – why should downtowns compete with neighborhoods when coordination can produce better results? This session looks at a hierarchy of neighborhood, citywide and regional potential, and future developments that can expand retail capture.

### DOUBLE MOBILE WORKSHOPS

*The following workshops will be off-site from 9:45 a.m. – 12:45 p.m.*

#### Mobile Workshop in Brooklyn

Home to the City's first special assessment district and site of a trailblazing public/private partnership that transformed empty lots into the City's third largest CBD, Downtown Brooklyn has successfully beat the specter of urban decay that many older urban cores faced during the 1970s, '80s and early '90s. Two of the area's original BIDs have successfully nurtured and developed thriving commercial districts. With the onset of an explosive residential market and burgeoning arts district, the two BIDs have been joined by a new public/private partnership. The Downtown Brooklyn Partnership was borne from the need to support the surge of new private development while ensuring the completion of much-needed public improvements. The workshop will give an overview of how private/public partnerships have shaped the Downtown Brooklyn of today and how these partnerships continue to be critical to its success into tomorrow. A tour of MetroTech and Fulton Street Mall will follow.

#### DUMBO: Turning Industrial Architecture into Real Estate Gold

In 1980, David Walentas had a vision for the declining Brooklyn waterfront neighborhood known as Fulton Ferry. Following the acronym trend, he dubbed the neighborhood DUMBO for Down Under the Manhattan Bridge Overpass and purchased 2 million square feet of property. Today, the DUMBO Improvement District is working to play catch-up with the residential explosion: improving streets, sidewalks, lighting security and more, for the dynamic and charming 24-hour neighborhood with breathtaking views of the Brooklyn Bridge and Manhattan. *Limit 30 people, sign up will be first come first serve beginning on Sunday morning at registration.*

11:00 a.m. – 11:30 a.m.

#### Networking Break with Prize Drawings & Entertainment on the International Marketplace & Global Village

11:30 a.m. – 12:45 p.m.

### EDUCATIONAL SESSIONS



◇ **BIG IDEA!** The Talented 30%  
*Carol Coletta, President & CEO  
CEOs for Cities, Chicago, IL*

Young adults are now 30 percent more likely than other Americans to live within a three-mile radius of the Central

Business District. Will that trend continue? And how can you keep them in town once they start coupling and having children? Those are questions being explored by CEOs for Cities and its national network of urban leaders from 42 cities. President and CEO Carol Coletta will tell you what they've learned and share the latest research and concepts for securing a healthy central city's future.



◆ **BIG IDEA! The IDA Charter – Defining Who We Are, What We Do, and Who We Serve**

*Richard H. Bradley, Executive Director  
Downtown DC BID Corporation, Washington, DC*

*Richard T. Reinhard, (pictured at left)  
Deputy Executive Director*

*Downtown DC BID Corporation, Washington, DC*  
*Jeff Sanford, President*

*Memphis Center City Commission, Memphis, TN*

Over the past year, a group of downtown leaders has wrestled with some of the toughest and most basic questions facing our profession. After hours of discussion, focus groups, and comparisons with other similar groups, a document is beginning to emerge. This is your opportunity to take part in the discussion – a very interactive conversation with IDA chairman Jeff Sanford and some of the people who have been at the core of this discussion.

**Higher Education: Partnering to Support Sustainable Communities for Downtown Organizations**

Universities and community colleges can offer more to a region than just qualified graduates. The higher education community has a wealth of resources just waiting to be tapped. For example, the education community is a natural partner to develop academic and vocational programs to develop workers that benefit your local industries, or provide programs like English as Second Language (ESL) instruction and entrepreneurial training for your local small businesses. Likewise, developing a partnership between the higher education and the business community is a great way to enhance internship and mentoring placements for businesses in your downtown, which in turn helps to keep graduates in your area. Learn how these successful higher education-downtown partnerships were created and what the impact has meant for their local communities.

**Public Incentives – Essential Tool or Boondoggle?**

For many years, downtown organizations have pressured local government to actively promote downtown development through the use of a variety of tax-supported incentives, from abatements to TIF financing to infrastructure improvements. Some of these have stimulated revitalization where it might otherwise have not occurred; but in other cases, development might have happened anyway, or the development might have been harmful and inappropriate. Listen to advocates and critics dissect the good, the bad, and the ugly surrounding incentives.

**LEED ND and Beyond**

Until now, LEED has focused on site and building. The real challenge for sustainability, however, is the regeneration of existing cities, where the reuse of existing building stock and infrastructure can yield vibrant urban pedestrian districts and reduce encroachment into undeveloped exurban land. LEED ND shifts the debate to recognize the importance of smart location, infill, adaptive reuse, brownfields, and proximity to transit. Cities like Baltimore, Reading, PA, and Stamford, CT are engaged in regeneration of their downtowns and neighborhoods, integrating economic, social, and environmental sustainability. Find out what LEED ND is and how to use it.

**Engaging Youth: Creating a Workforce Pipeline**

Across the country, downtown organizations are stepping up the imprint they leave on their community by investing in the future of young people. Learn how your organization can help partner the business community with local schools and youth-based organizations to help prepare and grow the leaders and workforce of tomorrow. This panel of local BIDs, downtown organizations, and youth program coordinators will provide insight into the rewards of working with youth and the challenges and successes of getting a program off the ground.

**Great Spaces and Security – Mutually Exclusive?**

Hear multiple perspectives about sensitive site security design in urban locations and how these can support local urban design goals. The session will feature experts on architectural barriers to terrorism, and presentations on the principles and techniques from the recently published *GSA Site Security Design Guide* (May 2007) to explain the processes, challenges, and opportunities arising with more stringent site security requirements. This is a topic you cannot afford to miss.

**BIDs and City-wide Arts Marketing: A New Approach**

A BID was doing its own arts guide for downtown while the local city-wide arts organization was struggling to primarily market arts galleries on a city-wide basis. The BID convened the publisher of a monthly city-based magazine, the marketing directors of the Museum of Art, The College of Art, the symphony, a stage company and the city-wide arts organization to discuss promoting all the arts in an integrated and affordable way. The result was an annual “ads as art,” glossy ArtsGuide. All visual artists, performing venues, and galleries get free listings in the guide. Presenters will walk the audience through this process on a “how-to” basis and talk about the measurable results.

**Walking Tours in Historic Districts – Step Up to this Opportunity!**

The Angels Walk Historic District walking trails program has had a surprising economic development impact in downtown Los Angeles and in Hollywood. Topics will include how the walk was developed, to whom it was targeted, how it was funded, and linkages of the walks to area businesses and transit opportunities. A simple yet effective way to increase pedestrian traffic and awareness of these important districts.

**Diggin’ It: Building a Transit Line While Keeping Retailers’ Till Ringing**

Canada Line is a 19-km long, \$1.9 billion (Cdn) automated rail-based rapid transit service connecting downtown Vancouver, with the Vancouver International Airport. It is expected to be ready in time for the 2010 Winter Olympics. In the meantime, the Line’s path runs through the heart of the city and smack dab into dozens of businesses. Find out how an independent business liaison hired by Canada Line and the Downtown Vancouver Business Improvement Association are working together to mitigate the negative impact on business and promote that “downtown is open for business” during this major construction project.

**Southern Hospitality – Successful Wayfinding in Atlanta**

Central Atlanta Progress sought to improve how visitors navigate their city by replacing an inconsistent and confusing network of signs with a coordinated sign system. The new system improves vehicular access to city districts and better directs pedestrians and bicyclists to destinations within those districts. Listen in and ask questions as two of the key players behind the project describe the process and share tips on ensuring similar success in other downtowns.

**Downtown Case Study #1 – Pittsburgh**

Pittsburgh hosted the 2001 IDA Annual Conference just a few weeks after the tragic September 11 terrorist attacks. At that time, downtown Pittsburgh had begun planning for a major project, informally known as Fifth and Forbes. The city also was making dramatic headway in its famed cultural district, and residential development was getting underway. Hear from Pittsburgh Downtown Partnership President Mike Edwards and other key actors how things are unfolding.

## ⊙ Roundtable Discussion: Building Your BID's Buzz through Blogging

Blogs are the latest feature of the burgeoning Internet, yet few downtown organizations use them effectively, if at all. This roundtable gives you a chance to ask people who operate blogs what it takes, and to share your own successes and failures. Blogs can tell you what even your best friends won't.

12:45 p.m. – 2:15 p.m.

### Lunch and Entertainment in the International Marketplace and Global Village



2:15 p.m. – 3:15 p.m.  
**KEYNOTE SESSION: Vincent Vanderpool Wallace, Secretary General & CEO, Caribbean Tourism Organization, Barbados**

3:15 p.m. – 3:45 p.m.

### Networking Break with Prize Drawings & Entertainment on the International Marketplace & Global Village

3:45 p.m. – 5:00 p.m.

## EDUCATIONAL SESSIONS



◇ **BIG IDEA! Global Trends Affecting Downtowns – Refining the Trend Lines: An American Perspective**  
*M. Bradley Segal, President  
Progressive Urban Management Associates, Inc., Denver, CO*

At a recent IDA conference, Brad Segal outlined his research on global trends affecting downtowns. After more than a year of feedback, refining, and modifications, Brad unveils a new and improved version of this highly popular session.

◇ **BIG IDEA! Technology Take on Crime**  
*Simon Quin, Chief Executive, Association of Town Centre Management  
London, United Kingdom*

*Pedro Flores Castillo, Director Ejecutivo  
Global Corporation, New York, New York*

Is video surveillance the best thing to happen in downtown crime prevention, or does it cross the line in terms of privacy? Employing cutting-edge technology, cities from London to Tijuana have deployed some of the most sophisticated systems. Find out what works, and what issues are raised by these new law enforcement systems.

◇ **Big Idea! Global Trends, Local Challenges: A European Perspective**  
*Yann Kerloch, Town Centre Manager, Delemont & Founder  
Gestion Cité*

*Jacques Coulon, President,  
Chambre de Commerce et Industrie de Lille*  
*Andrea Zanlari, President of INDIS,  
National Service Institute for the Chambers of Commerce in Italy*

This session is a great opportunity to discover how global trends are effecting downtowns in surprisingly similar ways. Four European experts will take a hard look at the challenges they see, and how government, business, and NGOs are attempting to tackle them.

## Diversity in Our Downtown Districts

Downtowns and their surrounding communities are really changing. Representatives from several NYC BIDs and/or cultural institutions - Chinatown, Harlem, Washington Heights, Brighton Beach, and the Lower East Side - that are located in ethnically diverse communities of color will discuss what makes their NYC

BIDs and local development corporations unique in a competitive environment of 56 BIDs. They will describe the strategies that they use to maintain their ethnic and cultural identity and promote and grow their district. Discussion will include: How do you attract local or regional visitors to your downtown? How do you create an environment to excite both the local and international visitor? What is the predominant language, culture or ethnicity in your BID and how do you foster diversity? What are the distinct interests that draw cultural tourism to your area and how do you market those attractions? - music, food, the arts, etc.

## Better Committees with Process Plus

Downtown boards are an incredibly important part of downtown success. But once the monthly or quarterly board meeting is over, who does the work? Committees, that's who. The Downtown Seattle association employs an especially effective process for getting the most out of board committees and community task forces. The Process Plus model works - it produces ownership, accountability, and sustainability.

## What is Your Downtown's Advantage?

If a core focus of your organization is attracting and retaining businesses, then you understand the importance of marketing your community's talented workforce. Many core downtown industries, such as retail, and entertainment & hospitality, have a tough time finding qualified and dedicated employees, which unfortunately often results in high-turnover. This added cost of recruiting is money that businesses could have invested elsewhere in the community! Come hear speakers from some of the nation's cutting-edge workforce and business development organizations talk about the models they've created to reduce employee "churn" by delivering more efficient and effective services to employers in their towns, cities and counties. You'll leave with a greater understanding of workforce trends and some great ideas on how you can partner with your local workforce system to help your businesses fill jobs downtown.

## Driving Retail Sales Using Transportation Management

Many downtown organizations are becoming active in transportation management and at the same time working on retail strategies. But what does the research tell us about the links between the two? Can transportation management truly "drive" retail sales? Hear from an expert what we are learning in the US, UK and Australia.

## The Remaking of Manhattan – through Zoning

The origin of zoning by building type developed in New York City during the beginning of the 20th century shaped Manhattan. This session explores zoning by building type as an ordering tool of places, particularly urban downtowns. The dynamics of a place upon people and people upon a place are found lacking in zoning by building type. A provocative and fascinating look at how are cities are shaped by planners.

## Expanding Downtown Fort Worth – The Trinity Uptown Project

Few downtowns can assemble hundreds of acres for a single project, but Trinity Uptown, an 800 acre expansion of downtown Fort Worth, is a prime example. Using a variety of federal, state and local funds (including TIF financing) Trinity Uptown is creating a bypass canal for the Trinity River, removing the levees from the urban core, and allowing development along new canals all the way to the water's edge. The 30-year, \$1 billion program has already inspired significant development including the new RadioShack and Pier 1 Corporate Headquarters.

## Revitalization: A Tale of Two Cities

What makes a waterfront sparkle? Toronto and Pittsburgh are two cities that have done remarkable things to reawaken a precious resource. What does it take to get started? Where do you find a

galvanizing champion? What is the role of the BID or downtown organization? What kinds of communication strategies build public and political support? Find out as these success stories unfold.

### **Downtown Crime: A Reemerging Threat?**

After years of dropping crime rates, cities are seeing the re-emergence of violent crime. Experts in criminal justice have been tracking crime trends, some of which are becoming quite alarming. This session will help you understand why downtown organizations should prepare in advance for what could be an increasing level of crime in the years ahead.

### **Tourism as a Downtown Revitalization Strategy**

Tourism can be a powerful force for improving downtowns; but many downtown leaders don't truly understand how to attract tourists and how to maximize tourist spending. Hear perspectives ranging from the Caribbean to Japan – what are tourists looking for, what are they looking to avoid, and who are the big spenders? Tourism dollars are new dollars and worth the trouble if you have the right strategy.

### **⊕ Roundtable Discussion: Speculate to Accumulate – An Innovative Approach to Town Centre Management**

In the UK, BIDs are a relatively recent phenomenon, but they are spreading like wildfire. Getting the most out of this new organizational form requires a real “toolkit” and a variety of models adapted to fit European customs and norms. This session covers nearly every aspect of organizing, funding and managing BIDs in the UK – and establishes the return on investment for top-notch town centre management.

6:00 p.m. – 7:30 p.m.

## **SUNDAY NIGHT RECEPTIONS**

Sunday night's dual receptions will offer attendees the chance to mingle in the Shops at Columbus Circle, New York City's luxurious vertical shopping, dining, and entertainment center just steps away from Central Park; or to experience a hometown Brooklyn-style gathering located in the borough's historic Tobacco Warehouse, complete with egg-creams, cheesecake and an amazing view of the Brooklyn Bridge.

### **Reception at The Shops at Columbus Circle, Time Warner Center**

Join us for an evening reception in The Shops at Columbus Circle, New York's unrivaled destination for style and sophistication. Located within Time Warner Center, the Shops at Columbus Circle offer an exciting selection of over 40 prestigious retailers, a distinctive gourmet market, an elite health club facility, and world-class dining, cultural, and entertainment destinations. For additional information on the Shops at Columbus Circle, the Restaurant and Bar Collection within Time Warner Center or the surrounding New York City cultural neighborhood, call Guest Services at 1-212-823-6300 or visit [www.theshopsatcolumbuscircle.com](http://www.theshopsatcolumbuscircle.com).

### **Taste of Brooklyn and the Historic Tobacco Warehouse in DUMBO**

In DUMBO, experience firsthand the revitalization of the Brooklyn waterfront from an abandoned manufacturing and shipping hub into a world-class tourist destination and an active cultural center, driven by a talented creative class of artists and entrepreneurs. Take in a taste of Brooklyn with a sunset reception at the foot of the Brooklyn Bridge in DUMBO's historic Tobacco Warehouse. Enjoy signature Brooklyn eats and beverages and see the breathtaking views of Manhattan from Down Under the Manhattan Bridge Overpass. For additional information about DUMBO and Downtown Brooklyn, visit: [www.dumbonyc.org](http://www.dumbonyc.org) or [www.dbpartnership.org](http://www.dbpartnership.org)



- 7:15 a.m. – 5:30 p.m. Conference Registration
- 7:15 a.m. – 8:00 a.m. Continental Breakfast in the International Marketplace & Global Village
- 7:30 a.m. – 12:00 p.m. International Marketplace & Global Village Open with final raffles at 10:30 & 11:45 a.m.
- 12:00 p.m. – 2:00 p.m. Downtown Achievement Awards Luncheon



8:00 a.m. – 9:00 a.m.  
**KEYNOTE SESSION: Daniel L. Doctoroff, Deputy Mayor of Economic Development and Rebuilding, City of New York**

New York City has a strong economy, is the safest big city in the United States, and has some of the cleanest streets, in part due to the network of New York City's 56 Business Improvement Districts. But success brings its own challenges: New York's resurgence has attracted record numbers of new residents; by nearly 2030, nearly all of its major infrastructure networks will be more than a century old; and rising sea levels and temperatures are showing the importance of conserving the City's resources and fighting climate change. New York City must look ahead to the next 25 years and address the physical barriers to maintaining and improving the City's quality of life. In December 2006, Mayor Michael R. Bloomberg challenged New Yorkers to generate ideas for achieving 10 key goals for the city's sustainable future. In this keynote, Dan Doctoroff, Deputy Mayor of Economic Development and Rebuilding, will give an overview of the result of these conversations: the most sweeping plan to enhance New York's urban environment in the city's modern history. This plan will not only ensure a higher quality of life for generations of New Yorkers to come; it will also contribute to a 30 percent reduction in global warming emissions and serve as a model for other cities in the 21st century.

9:15 a.m. – 10:30 a.m.  
**EDUCATIONAL SESSIONS**



◇ **BIG IDEA! Global Retail Development – An Ever Changing Marketplace**  
*Michael Kercheval, President & CEO International Council of Shopping Centers, New York, NY*

The face of retail is ever changing, and there is no question the global marketplace is in transition. ICSC President & CEO Michael P. Kercheval will discuss key factors that impact retail development including changes in lifestyle, demographic shifts, planning and design influences and the economy. Don't miss this opportunity to hear from the leader of the world's largest associations serving the global retail real estate industry about what is on the horizon for cities and towns across the globe.



◇ **BIG IDEA! From Management to Urban Design: Redefining Our Job Description**  
*Paul Levy, Executive Director Center City District, Philadelphia, PA*  
Most BIDs and downtown organizations

have moved well beyond clean and safe. From streetscaping to developing downtown plans, and from managing events to running downtown parking systems, these organizations have become conveners, advocates, catalysts, and doers. But noted downtown expert Paul Levy argues for a more inclusive term – “urban designer” – and argues that downtown leaders must write the script for public and private actors, set and manage the stage, and sell the tickets for the downtown experience. Are you ready for a new challenge?

### Downtown for Dummies

Sometimes the solution to downtown problems is hiding in plain sight. But how do you get creative in thinking about “breakthrough” ideas or solutions to intractable problems? Two very creative thinkers and process experts with lots of downtown experience will lead you through some processes that just might answer some of your toughest questions.

### Heritage Meets Hip: Part II.

Hear the tale of unprecedented success in revitalizing one of Vancouver's most precious yet troubled heritage neighborhoods through a tight-knit strategy of coordinated planning policy and private development initiatives. If you saw Part I of this presentation at the IDA Conference in Vancouver, this session should have special appeal – but if not, it is still a remarkable story.

### Professionalizing the Field of BID Management

Many professions have some form of professional education and certification. Because the downtown management profession is relatively new, we are only now beginning to develop academic and professional development programs. ATCM is now offering such a program, and others are appearing, even on the Internet. Join this roundtable to share your vision for professional education.

### Downtown Case Study #2 – Boston

For the first time in IDA history, a city government was our official host. With strong support from Mayor Thomas Menino, Boston drew a record crowd – and did not disappoint. However, a BID that was being planned at the time has still not become operational. How does a major city enhance and promote its downtown without a BID? What role does the Downtown Crossings organization play? How have major transportation initiatives in downtown impacted other aspects? Come and find out what's new in Boston.

### The ABCs of Retail

No one knows retail like the International Council of Shopping Centers. In this session, you'll hear some top experts from ICSC University outline the basics of retail attraction, retention and support. If you don't have much retail in your downtown and you want a lively shopping district, this is the place to start.





### Managing the Late Night Economy

Downtowns are no longer mixed-use districts – they are becoming split-use districts. One economy – office workers and people with other business reasons make up the daytime economy. Baby boomers and young parents often use downtowns for dinner and entertainment in the early evening hours. Then the late night economy kicks in, with young singles and couples looking for excitement. Managing the late night economy can mean great success or sleepless nights.

### Workforce Development 101 for Downtown Organizations

Your downtown has made a great comeback, the streets are clean, the neighborhood is vibrant, now what? If your organization is looking for a new way to advance your mission of continuing to improve downtown, look no further than workforce development. As you already know businesses provide life to downtown corridors, but there is more to recruiting and retaining businesses than just identifying sites and brokering deals. Just as downtowns change so do business needs, however one thing you can be certain about is that they will always need access to a qualified workforce. Learn about how workforce development can help you advance your mission of improving downtown, and help businesses in your community recruit the workers they need. In this session experts in the workforce development field, and downtown organizations that have incorporated workforce programming into their line of services, will discuss what workforce development means, and how (and if ) your organization should get into the game of offering workforce programs.

### Setting Downtown Parking Rates – The High Cost of Free Parking

Few issues rank as high on the negative scale as parking. Part of the problem is finding a parking space; a second issue is the cost of that space. This presentation reviews the benefits of using the market to set parking rates for on street parking in urban areas. The results are more parking availability for visitors, much lower congestion, increase in revenues for merchants and increase in sales tax revenues. Parking a pain? This session could help!

### Creating Vitality and Economic Activity Through Event Marketing

The Downtown Alliance in New York formed partnerships with Lower Manhattan cultural organizations and corporations to successfully utilize cultural events that achieve broader community development objectives. Hear how these unusually successful programs helped inject new life into a community that was devastated by the September 11 attacks.

### ⊙ Roundtable Discussion: The Entrepreneurial Imperative: Non-profit is a Tax Status, For-Profit is a State of Mind

Should downtown organizations be entrepreneurial? Can they “make a profit”? What limitations should downtown managers be

aware of if they undertake entrepreneurial activities? This roundtable is for those who would like to explore unconventional ways to increase funding while adhering to the organization’s mission.

## MOBILE WORKSHOPS

*The following workshops will be off-site from 9:15 a.m. – 12:00 p.m.*

### Blight to Bloom: The Union Square Story

Today, Union Square is a bustling center of city life – a place where New Yorkers come to pick up fresh produce, dine in world-class restaurants, or just spend the afternoon people watching from a bench in the neighborhood’s crown jewel, Union Square Park. The district was not always such a hub of wholesome activity. Riddled by crime in the 1970’s ranging from drug dealing to prostitution, and even the occasional murder in the park, the neighborhood was seen as a lost cause by many. Through the Union Square Partnership’s tireless efforts, along with its many partners including the Greenmarket, City’s agencies like the Department of Parks & Recreation, and local business leaders like restaurateur Danny Meyer, Union Square is now a stunning destination location to live, work, eat, shop and visit. On this mobile tour, travel with Jennifer Falk, Executive Director of the Union Square Partnership, to learn how the City’s first BID was able to turn the neighborhood around. We’ll meet at George Washington’s statue with stops at the Palladium Building, Whole Foods, Union Square Café and finally, Union Square Park, home to the City’s first and largest outdoor Greenmarket, and site of the Partnership’s latest neighborhood improvement project.

### Rails to Parks: The High Line

In 1999, two men began a long crusade to save the High Line, an antiquated elevated railroad cutting through the west side of Manhattan, and make it a park, similar to the Promenade Plantee in Paris. The process took many years and it has been a long, hard road, but today the High Line has support from area businesses, celebrities and residents and is poised to be one of New York City’s most unique public spaces and a beautiful testament to how old structures can be reclaimed for creative urban uses.

10:45 a.m. – 11:45 a.m.

## EDUCATIONAL SESSIONS

- ◇ **BIG IDEA! The United Nations’ Focus on Town Centers**  
Cities around the world depend on town centers, downtowns, and business districts for so much – commerce, governance, culture, and more. What role is the United Nations playing in encouraging the growth, preservation, and revitalization of one of the world’s most precious resources? A UN official will share the UN’s programs, policies and possibilities with downtown leaders from across the globe.



### ◇ **BIG IDEA! Winning the Fight Against Homelessness**

*Phillip Mangano*

For many years, it seemed that despite the best efforts of advocates and public officials, homelessness increased in both good times and bad times. Now, for the first time, dramatic declines in chronic homelessness are being seen in many US cities. What’s behind the change? US Interagency Council on Homelessness Director Phillip Mangano, has been at the center of this effort, and he’ll share the newest strategies and why they’re working.

### Public Private Partnerships Benefit Parks

Bryant Park is one of the most sensual, graceful open spaces in New York City. Its French-style carousel, boule board, chess tables, extensive gardens and seasonal planting displays, free wireless access, and 2,000 moveable chairs offer refuge from the hustle and bustle of the city. Listen to Dan Biederman, Executive Director of Bryant Park Restoration Corporation to learn about the history of Bryant Park and what it takes to create and operate an oasis in the city.

## Achieving Great Urban Design

Renowned international experts using examples of award-winning major projects in various cities examine how these buildings fit into the urban landscape. Do they blend in, overpower, or enhance their surroundings? How do downtowns avoid the “plunk” architecture of the 1980s? What makes a great project and what makes a monstrosity? Who decides what is great and what isn’t? How do we know – is beauty simply in the eye of the beholder?

## Public Markets and Farmers’ Markets – Changing the Way We Eat – and Live

The momentum for farmers’ markets and public markets continues to grow, and the reasons for creating and maintaining these go beyond attracting people downtown. As concerns about public health and global warming multiply, these markets address many issues in positive ways – and a well-run market can generate dollars for downtown groups as well. Learn the advantages and the pitfalls – and share your experiences with the experts.

## Large Projects & Community Benefit Agreements

At one time or another, your downtown will probably embark on a mega-project, like a sports stadium, conference center, or mixed-use development. When this happens, you’ll want to understand what a Community Benefit Agreements (CBA) is. CBA’s are legally-binding agreements between a community and a developer that often guarantees local residents benefits like first source hiring, living wages, and neighborhood improvements. Some Community Benefits Agreements go so far as to dictate retail tenancy requirements and building design restrictions, and job hiring and job quality. This session will give an overview on Community Benefit Agreements, specifically focusing on the workforce related component so that you, as a downtown manager and key stakeholder, are able to have greater confidence when/if these discussions arrive.

## The Essential Connection: Sustainable Transportation and BIDs

If the 1990s were the era of “clean and safe”, this decade may be known as the decade of “green and access”. This session will provide an overview of sustainable transportation measures and how BIDs are uniquely qualified to implement them. The presenters will discuss the importance of transportation in developing and maintaining viable activity centers, and share why improvement districts can be successful in implementing sustainable transportation measures.

## A Downtown Marketing Cooperative That Works

Delray Beach is a thriving coastal community located in Southern Palm Beach County, Florida. However, Delray Beach was not always thriving. In the early 1990s, downtown problems persisted; and by 1992, it became clear that a new strategy was needed. Stakeholders created the Downtown Marketing Cooperative, a partnership of the City, Community Redevelopment Agency, Downtown Development Authority and Chamber of Commerce. The DMC’s mission is to create, organize and manage events and programs, to enhance the economic prosperity of downtown, and to assist in marketing and promoting the downtown. This cooperative has delivered impressive results – could a similar project work in your city?

## Smart Art

In addition to providing a sense of place and community to reinforcing the uniqueness of downtowns, arts and culture can also provide major economic benefits. Events are an essential ingredient in the cultural mix, providing shoppers and visitors with a unique and lasting impression. From a marketing perspective, arts and cultural activities positively contribute to the branding and image reinforcement in cities. So what role is local government playing in driving arts and cultural activities and ensuring that arts and culture are integrated into key business planning for downtowns? You’ll find out in this lively presentation.

## ⊙ Roundtable Discussion:

### Managing the Modern Historic City

Historic cities are of great importance, and can be found all

around the globe. This session will focus on the historic cities of Lincoln and York in England, and will contrast the experience in those towns with that of Richmond, Virginia. Explore the challenges of linking old and new, and of creating access, visitor management, festivals and events, and preservation programs.

## Partnering for Success:

### A Comprehensive Neighborhood Approach

Is your neighborhood home to a number of organizations, like block groups, non-profit social service providers, downtown organizations and academic institutions, all working toward the same goal ---making your community the best it can be. Instead of viewing these “other” organizations as competition, groups from across the nation are coming together to form partnerships focused on revitalizing a specific geographic area, like a neighborhood. By collaborating and creating a shared vision, neighborhoods that are often in serious distress, have been able to take a comprehensive approach to maximize their resources, effectively prioritize the needs of their area, and make a tangible difference in their community. Learn how communities from across the county have experimented with this model and discuss lessons learned.

12:00 p.m. – 2:00 p.m.

### IDA 2007 Downtown Achievement Awards Luncheon and Ceremony

As they say “When in New York...do as New Yorkers do.” So prepare yourself for two hours of entertainment, excitement and education (after all, you did come here to learn from the Best of the Best)!



2:15 p.m. – 3:15 p.m.

### KEYNOTE SESSION:

**The Honorable Cory Booker,  
Mayor, City of Newark, NJ**

2:15 p.m. – 3:30 p.m.

## EDUCATIONAL SESSIONS

### Downtowns in China -- the Same but Different

Because of the unprecedented urbanization that is now occurring in China, Chinese officials and business leaders are faced with massive challenges -- building new cities and new downtowns, while at the same time trying to modernize old cities without destroying historic treasures. Explore this fascinating and largely untold story with two experts from China.

## MOBILE WORKSHOPS

*The following workshops will be off-site from 2:15 p.m. – 3:30 p.m.*

### The Times Square Story

Led by Tim Tompkins, head of the Times Square Alliance, this mobile workshop will give participants an insider’s look into the development of Times Square, the history of where it was 20 years ago, how it got to where it is today, and a look at the new challenges it now faces, many of which grow out of its success. Tompkins will focus on managing, improving, and promoting one of the world’s most high-profile public spaces through design and events. The history of where it was 20 years ago, how it got to where it is today, and a look at the new challenges it now faces, many of which grow out of its success. Tompkins will focus on managing, improving, and promoting one of the world’s most high-profile public spaces through design and events.

3:45 p.m. – 5:00 p.m.

## EDUCATIONAL SESSIONS



### ◇ BIG IDEA! Megapolitan Regions: A New Way of Understanding Population Growth and Urban Issues

**Dr. Robert E. Lang, Director**

*Megapolitan Institute at Virginia Tech, Alexandria, VA*

When IDA was born more than 50 years ago,

most cities had only one “downtown”. As suburbs emerged and expanded, these communities began building new downtowns. Today, we have polycentric regions that are bumping into each other, forming new megapolitan regions. What are the implications for downtown organizations as they seek to attract private investment and command public sector attention and resources? Find out from the man who invented the term “megapolitan”.



◇ **BIG IDEA! Smart Growth – An Evolving Concept**  
*Don Chen, Founder & Executive Director  
Smart Growth America, Washington, DC*

Since the emergence of the smart growth movement more than two decades ago, what’s smart and what’s not has changed – in some cases, dramatically. Demographic changes, energy concerns, and crime trends have all changed how people perceive what’s good and what’s not about where they live, work, shop, and play. And while American cities have decades of experience with problems of urban sprawl, European cities are beginning to see it for the first time. A leader in the US Smart Growth movement examines the facts and trends, and describes what’s around the corner.

**Building Your Organization: Effective Employee Retention Strategies**

Turnover can be a killer; and in this time of Gen X and Gen Y, employees often change jobs every year. Just when you think you have the ideal team of employees, the cast changes and you’re back to square one. With all of the leadership and management books available, what’s the right strategy to retain good employees? One downtown CEO has written the book for us.

**Chinatown NYC: Revitalization Techniques and Initiatives Post 9/11**

In the aftermath of September 11, Chinatown businesses and residents suffered greatly, in large part due to the decrease in visitors to the area. Come hear about several successful major initiatives that were born out of the aftermath. The Explore Chinatown tourism campaign, the Chinatown Partnership LDC (which is spearheading major neighborhood improvement projects) and the Clean Streets Initiative are just a few of the ambitious projects revitalizing this legendary community.

**Encouraging Great Architecture**

How important to the life and stature of a city is interesting architecture? Can architecture be a defining characteristic of a city? New York City has a wide range of very interesting and significant building projects currently being built or planned. Join key figures from the architecture and development fields to discuss the particulars of prominent New York City projects.

**Cultural Sustainability – Harlem at the Crossroads**

Cultural sustainability of the street epitomizes the cultural heritage of Harlem and holds the greatest opportunity for a culture-based future. The new renaissance of Harlem, one of North America’s oldest neighborhoods, is well documented. New development and rehabilitation of older buildings has brought change to this icon of African-American culture. Securing a future that recognizes the economic and social value of culture and urban development presents a challenge that many urban areas face.

**Branding Without Logos, Jingles or Slogans**

The Downtown DC BID has recently completed a highly unusual branding process. From the outset, the group committed to slogan- and a jingle-free policy. BID staff and the consultants that work developed this unusual approach to branding will present this program and how and why it works. If you’re thinking about branding your downtowns, this is one session you won’t want to miss.

**Downtown Parking in the Quintessential College Town**

In Ann Arbor, MI, home of the Wolverines, there are few issues more politically charged than parking. Everyone has an opinion they feel compelled to share, which generally consists of the belief that there isn’t enough parking and too much of this limited parking is commandeered by university students. So after managing public parking for nearly 15 years, the Ann Arbor DDA was caught aback when a small group of community members argued successfully before City Council that there was too much parking downtown and a proposed new public parking structure should be rejected. What happened next is something you’ll want to hear about.

**Beyond the Ivory Tower: How Universities Can Impact Downtowns**

Today’s universities are more than academic powerhouses—from community colleges to multi-campus urban networks, today’s higher education institutions are proving to be exemplary examples of community revitalization and cultural renewal, economic drivers of the local economy, and advocates of community service and urban development. This session will highlight some of the latest innovations in university involvement and provide tips on how your downtown can engage institutions of higher education in your commercial revitalization mission.

**Downtown Case Study #3 – Cleveland**

Cleveland was the darling of downtown revitalization in the early 1990s, complete with a new baseball stadium and basketball arena, downtown housing and downtown restaurants, and the Rock n’ Roll Hall of Fame. But organizational difficulties led to a slowdown in downtown progress until the founding of the Downtown Cleveland Partnership and more recently, the creation of a BID. With a new president, Joe Marinucci, downtown Cleveland is once more on the move. See for yourself how Cleveland is rockin’!

**Retail – What’s Real and What’s Not**

Is retail the last frontier? Many downtowns have mastered “clean and safe”, are enjoying a residential renaissance, and have more dining and entertainment than ever. But the elusive retail “hot spot” somehow seems more of a dream than a reality. This unique panel will feature a successful Philadelphia Main Line retailer, a practicing retail recruiter, a downtown manager, and an urban retail strategist.

⊙ **Roundtable Discussion: Security as a Team Sport**

Security continues to be a major focus in many districts. While security is often the first budgeting priority, it is often the last one a district wants to advertise—at least to potential visitors, customers, and residents. How does security become a community focus without making it a negative obsession? Who needs to be involved in – and lead – that discussion? Learn how other communities have successfully built a team approach.

6:00 p.m. – 7:30 p.m.

**Hip Hop, Jazz, Blues – Monday Night Reception in the Hip Hop Cultural Center**

In the center of Harlem, get a first hand experience of the night life in one of New York’s most exciting communities with a reception in the Harlem USA complex and round robin tour of some of Harlem’s most famous and exciting jazz and blues venues. The complex is one of the country’s pioneering urban entertainment and retail complexes and includes the Magic Johnson Theater and Hue Man – one of the largest African American Bookstores in the country. The Hip Hop Culture Center of Harlem is a venue inside Harlem USA that uses the Power of Hip Hop to attract the youth while teaching them financial literacy, career development, civil rights, diet and nutrition and political awareness. This 8000 square foot also houses rare Hip Hop artifacts and is a performance venue.



# TUESDAY, September 18

7:30 a.m. – 11:00 a.m. Conference Registration

7:30 a.m. – 8:15 a.m. Continental Breakfast

7:30 a.m. – 8:15 a.m.

## ROUNDTABLE DISCUSSIONS

### ⊕ Roundtable Discussion: An Ancient Native Settlement Becomes a Modern Downtown Attraction

The Forks in the heart of downtown Winnipeg has been a meeting place for thousands of years. It has served as a meeting place for Native tribes and the site of a trading post, housed immigration sheds, and has been a rail yard. The session traces the 20-year placemaking process that created an award winning site with 4 million visitors annually. The site includes preserved, historically significant buildings from the rail era, a Native meeting place, a tall grass prairie, eight full service restaurants, a public market, a boutique hotel, and North America's best new skateboard plaza.

### ⊕ Roundtable Discussion: Congestion Pricing and Traffic Management – An Idea Whose Time Has Come?

8:30 a.m. – 9:30 a.m.

#### KEYNOTE SESSION: In The Hot Seat: How Mayors are Making Cities Work

Otis White (Moderator) *(below far left)*, Founder and President of Civic Strategies Inc. and Columnist for *Governing Magazine*

The Honorable Sheila Dixon *(below left)*  
Mayor, City of Baltimore, Maryland

The Honorable Kurt Honold *(below right)*  
Mayor, City of Tijuana, Mexico

The Honorable Luke Ravenstahl *(below far right)*  
Mayor, City of Pittsburgh, Pennsylvania



9:30 a.m. – 10:00 a.m.

## NETWORKING BREAK

10:00 a.m. – 11:15 a.m.

## EDUCATIONAL SESSIONS



### ◇ BIG IDEA! A New Train of Thought – Trends in Public Transit

*William W. Millar, President  
American Public Transportation Association,  
Washington, DC*

With gas prices going through the roof, many Americans are rethinking old attitudes about public transit. Can issues like climate change and increasing congestion cause large numbers of urban and suburban residents to leave their cars in the driveway – or even consider living without a car? Bill Millar, a veteran of urban transit and

the leader of the American Public Transportation Association, takes a provocative look and the hopes and fears of those who operate America's transit systems.



◆ **BIG IDEA! Walkable Urbanism – the New Benchmark**

*Chris B. Leinberger, Visiting Fellow  
Metropolitan Institute, The Brookings  
Institution, Washington, DC*

Downtown developer, author, professor, and speaker Chris Leinberger has been developing

the concept of “walkable urbanism” for the past several years to understand the revitalization of our downtowns and many other urban places in American metropolitan areas. He has just published a new book on the subject, *The Option of Urbanism: Investing in the Next American Dream* (Island Press 2007). Chris touches on everything from economics to design, pent-up market demand to the unofficial domestic policy that has been promoting and subsidizing suburban sprawl. He seeks to create a new way of thinking about the built environment (real estate and infrastructure), which he shows is the largest asset class in the economy. And he shows why the bulk of development in the next generation may well end up in our downtowns, suburban town centers, greenfield lifestyle centers, downtown adjacent development, and other walkable urban places. You won't want to miss this provocative presentation.

**Workforce Development – Giving Businesses What They Need**

If a core focus of your organization is attracting and retaining businesses, then you understand the importance of marketing your community's talented workforce. Many core downtown industries, such as retail, and entertainment & hospitality, have a tough time finding qualified and dedicated employees, which unfortunately often results in high-turnover. This added cost of recruiting is money that businesses could have invested elsewhere in the community! Come hear speakers from some of the nation's cutting-edge workforce and business development organizations talk about the models they've created to reduce employee “churn” by delivering more efficient and effective services to employers in their towns, cities and counties. You'll leave with a greater understanding of workforce trends and some great ideas on how you can partner with your local workforce system to help your businesses fill jobs downtown.

**Shrinking Cities and What They Mean for Downtowns**

In 2007, for the first time in history, more people live in urban areas than in rural areas. Yet many cities in the US and elsewhere have been shrinking. Old rust belt cities in the Northeast offer some examples, but European cities have begun to shrink as well. Demographics could have enormous impacts on our downtowns

**Keeping America Beautiful, One Downtown at a Time**

Beauty may be in the eye of the beholder, but it takes a lot of beholders to make a successful downtown. Some New York City districts, with help from organizations like Keep America Beautiful, have ceased to be ugly ducklings and have morphed into beautiful swans. From hanging flower baskets to removing cigarette litter, downtowns are putting on a pretty face. Are you ready for a makeover?

**Shaping Great Cities: A Public-Private Partnership Approach to Success**

For the past ten years, Central London Partnership (CLP) has been bringing together the public and private sector to work on initiatives designed to keep central London an attractive place, and to ensure that it continues to deserve its world city status. Much of CLP's work has focused on improving the public realm, and on lobbying and encouraging disparate partners. Results have included the creation of BIDS, a dramatic uptake of public realm improvements, and the city's first connected wayfinding system.

**Retail and Tourism Development in Small Cities – An Italian Perspective**

Small cities around the world can learn from the successes of some lively and appealing business districts in Italy. These downtowns offer an exciting blend of independent retailers and chains, open-air markets and restaurants, and other unusual attractions that can be an enticing alternative to Rome and Venice. Find out why these wonderful town centers work.

**From Start-up to Stability: The Evolution of a Downtown Organization**

This nuts-and-bolts session is especially for those who wish to start a new organization. Practical lessons in garnering community support, sorting through roles and responsibilities, choosing corporate status, launching business operations, and organizing around vision and goals will be the grist of this interactive session.

**Parking Infrastructure as an Economic Development Tool**

Many cities have reached the limits of their bonding capacity, and finding creative ways to fund major parking and infrastructure projects is becoming more and more difficult. Some cities and transportation agencies are securing funding with the help of the private sector. A leading financial analyst from the Gates Group will explain how it works – and why it may be a wise or foolish decision, depending on circumstances.

**Newsracks Need Not be Noxious**

On most downtown street corners sits an ugly conglomeration of metal and plastic – newspaper vending boxes. Cities and downtown organizations spend millions on attractive streetscaping, only to see clutter at the corner of most streets. There are answers, however, ranging from the functional to the downright attractive. Solving this problem need not involve the courts. Find out the latest on newsracks.

11:30 a.m. – 1:00 p.m.

**Closing Lunch Aboard the Spirit of New York**

Enjoy one last chance to connect with your colleagues while you cruise around Manhattan and down to Ellis Island in style. Your cruise will include dining, Broadway style entertainment and fabulous views, the perfect way to say goodbye to the Big Apple. You won't want to miss it!



# If you want to rebuild your downtown,

**JOIN IDA NOW AND SAVE 1/3 OFF MEMBERSHIP YOUR FIRST YEAR, PLUS ENJOY THE MEMBER RATE FOR CONFERENCE REGISTRATION.**

*Dues payment must accompany conference registration.*

Joining IDA is more than just being part of an association. It's being part of a movement. The professionals who share ideas and lend support through IDA are creating a renaissance. They are improving cities and towns as places to live and work, as places for arts, entertainment, sports and culture. With IDA membership, the best and the brightest in downtown development become your peers, mentors and colleagues as you take your place among the leaders of your profession. IDA welcomes you to our "global village!"

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We offer:

- Conferences and workshops
- Forums for discussion
- Newsletters, surveys and other publications
- Awards for excellence
- Members-only on-line information services and chat rooms
- Technical training and assistance

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**Our job is to facilitate interaction and foster more dynamic change. And it works!**

"IDA is a true leader in bringing together city practitioners and specialists from North America and around the world. They provide **essential support and assistance** in all aspects of private urban management."

*-Neil Fraser, Neil Fraser & Associates (Trading as Urban Inc.), Johannesburg, South Africa*

"This Congress is a **unique opportunity** for Italians to share best practices from across the world. It promises to be a **one-of-a-kind** effort that finally puts the accent on the "I" in IDA and raises the interest of countries such as Sweden, Belgium...and Italy, of course!"

*-Giovanna Codato, Associazione Gestione Centro Citta, Torino, Italy*

"Fellow IDA members have been much more than associates. They've become **mentors, confidants, advisors and friends.**"

*-Tom Verploegen, Mesa Town Center, Mesa, Arizona*

"IDA assembled a top-notch advisory panel to assist us in determining if a BID was feasible in our downtown. This panel provided us with **expertise, guidance and vision.** Our stakeholders heard first-hand success stories about BIDs that have helped revitalize other downtowns. Our property owners gained a broader understanding of the concept and became energized to turn this vision into a reality."

*-Kristi Stokes, Greater Downtown Council, Duluth, Minnesota*

"Town Centre management in Belgium and in continental Europe is not anymore in its early stage and has been growing constantly since the last decade. Attending the IDA 53rd Annual Conference and World Congress is for us an opportunity to **share know-how** on a worldwide scale this time."

*-Jean-Luc Calonger, l'Association du Management de Centreville, Mons, Belgium*



**we're your foundation.**



International Downtown  
Association

**MEMBERSHIP CATEGORIES AND DUES**

**Non-Profit Organizations, Agencies and For-Profit Corporations –**

Annual dues for members in these categories are based on the size of one's "operating budget" for organizations and agencies or "gross revenues" for corporations. In the case of agencies such as state, provincial or local governments, operating budget means funds devoted to downtown for staff and operations, not capital expenses.

**Individual** – Individual membership is open to persons who do not fall into any of the other categories of membership.

**Academic** – Academic membership is open to academic institutions or divisions or individuals whose professional activity is in the academic arena.

**Student Virtual** – Students or individuals who would like to have access to the "members only" sections of the IDA website and receive the monthly online newsletter. Students are also eligible for discounts on conferences and publications.

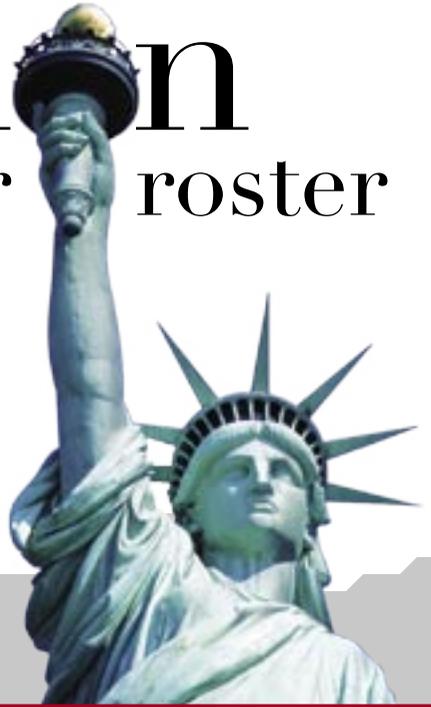
**International Virtual** – Individuals or organizations outside of United States and Canada who have an interest in downtown development. International members can access the "members only" section of the IDA website, receive on-line publications, and member rates at conferences.

<i>Operating Budget/Gross Revenue (US\$)</i>	<i>Dues Levels (US\$)</i>	<i>33% Special Discount</i>
\$75,000 and under	\$ 225	\$ 150
\$75,001 - \$100,000	\$ 325	\$ 218
\$100,001 - \$300,000	\$ 425	\$ 285
\$300,001 - \$600,000	\$ 625	\$ 417
\$600,001 - \$1,000,000	\$ 825	\$ 550
\$1,000,001 - 2,000,000	\$1,050	\$ 700
\$2,000,001 - \$3,000,000	\$1,350	\$ 900
\$3,000,001 - \$4,000,000	\$1,550	\$1,034
\$4,000,001 - \$5,000,000	\$1,850	\$1,234
\$5,000,001 - \$7,500,000	\$2,250	\$1,500
\$7,500,001 - \$10,000,000	\$2,500	\$1,700
Individual and Academic	\$ 300	\$ 201
Student Virtual	\$ 50	\$ 33
	\$ 100	\$ 67

**New to IDA?**

Join us for the **Newcomers Reception** - a kickoff reception on Saturday night to welcome new members and first time conference attendees to IDA!

2007  
**exhibition**  
AND exhibitor roster



International Marketplace & Global Village

## INTERNATIONAL MARKETPLACE & GLOBAL VILLAGE

IDA's 2007 exhibition is your chance to meet vendors offering invaluable products and services all in one location! Take advantage of this unique opportunity and meet those interested in enhancing your downtown.

Are you interested in learning about what is happening in other cities? Downtown representatives, proud of their achievements and wanting to share their initiatives, will also be participating! Learn about recent accomplishments from other community leaders as they may have answers to issues your area is trying to solve!

### Marriott Marquis, Westside Ballroom - 5th Floor

Global Entertainment including: talented dancers, Jazz, Irish and Asian music, and even an appearance by "the Queen!" Raffles & Prizes you don't want to miss!

**NY Yankee Baseball Tickets** *(donated by BlockbyBlock)*

**Pedicab ride around NY** *(donated by Main Street Pedicabs)*

**Main Streets Database Template** – managing all of your data on people, projects & places in your district *(donated by Downtown Diva!)*

## SCHEDULE:

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### Saturday, Sept 15

7:30 a.m. - 12:00 p.m.	Exhibitor Registration & Setup
12:00 p.m. - 5:00 p.m.	Marketplace Open
12:00 p.m. - 2:00 p.m.	Marketplace Grand Opening & Lunch*
3:30 p.m. - 5:00 p.m.	Networking Break*

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### Sunday, Sept 16

7:30 a.m. - 5:00 p.m.	Marketplace Open
7:30 a.m. - 8:30 a.m.	Continental Breakfast
11:00 a.m. - 11:30 a.m.	Networking Break*
12:30 p.m. - 2:30 p.m.	Lunch*
3:30 p.m. - 4:00 p.m.	Networking Break*

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### Monday, Sept 17

7:30 a.m. - 12:00 p.m.	Marketplace Open*
7:30 a.m. - 8:30 a.m.	Continental Breakfast

*\*Entertainment*

Contact Tracie or visit [www.ida-downtown.org](http://www.ida-downtown.org) for more information!  
Tracie Clemmer | 202-393-6801 | [tclemmer@ida-downtown.org](mailto:tclemmer@ida-downtown.org)



Alpha & Omega, the nation's oldest and largest private mounted security company, and its companion company Kel Executive Services offer crowd management and security consulting for stadiums, arenas, business improvement districts, outdoor festivals, and other mass gatherings.

Clients include The Woodlands in Texas, the Bonnaroo Music Festival in Tennessee and amphitheatres across the country.



The American Public Transportation Association (APTA) in Washington, D.C. is a nonprofit international association of more than 1,500 member organizations including public transportation systems;

planning, design, construction and finance firms; product and service providers; academic institutions, and state associations and departments of transportation.



Ampco System Parking is one of the nation's premier operators of parking facilities, presently serving clients in 30 states and over 140

cities throughout several regions of the country. Starting from the ground up in 1967, with just one parking facility, Ampco has grown to its present size of 1,650 locations and over 8,700 employees.



Applied Sweepers Inc. "The Green Machine," the Worlds most versatile outdoor sweeper. Our

sweepers are powerful and economical, quiet and clean and operator friendly.



The solar-powered BigBelly® Cordless Compaction System automatically compacts trash anywhere outdoors, eliminating overflowing trash cans, reducing litter, and cutting 4 out of 5

collection trips compared to ordinary bins -- saving time, money, and fuel. Proven in all weather conditions, the Big-Belly system makes downtowns cleaner and more efficient.



Blachere is the fastest growing supplier of holiday lights and motifs for buildings, streets, towns, city centres and shopping malls in Canada and the USA. Its product range is constantly evolving, and a free design service for individual products and complete displays is available.



Block by Block is a one-stop solution for safety, cleaning and hospitality programs for

improvement districts. Through our passion for downtowns and urban areas we harness our creativity and experience to develop a custom program to meet your every need for street level services. We're responsible for the complete program management to include staffing, logistics, supervision and quality assurance so your staff can focus on more important tasks -- like taking credit for cleaner streets and safer, friendlier perceptions of your district!



Buxton's Community/D is the only retail economic development program that matches specific

retailers and restaurants to the consumers in your trade area. Buxton's site-selection technology is used by more than 1,200 retailers to identify profitable locations. This technology has assisted over 250 communities nationwide to attract retail to underserved areas.



At Carl Walker, our goal is not only to create parking solutions

of lasting value, but also to provide innovative solutions that streamline and simplify the lives of the people who use them. Over the years, we have completed more than 4,500 successful parking projects around the country. Carl Walker. Ideas for Parking. SOLUTIONS FOR PEOPLE.



54th Annual Conference -- Calgary, Alberta Canada -- Come and join the Calgary

Downtown Association September 14-18th, 2008 to celebrate all that is downtown rich in tradition and culture. As Canada's newest urban playground, Calgary -- Heart of the New West™ is a great city to visit, live, work and play. Nestled in the foothills of the Rocky Mountains, Calgary combines a thriving metropolis with Western roots and friendly small town hospitality. Stop by to say howdy and enjoy an experience that will make you want to attend in 2008.



Carmanah manufactures a wide range of solar-powered LED lighting, LED illuminated signs and solar power systems products. The Company's

products include compact solar flashing beacons for crosswalks, school zones and 24-hour applications, LED illuminated street-name signs, solar area lighting solutions and solar power systems that run a variety of ITS applications.



Cartifact Inc. provides custom maps and cartographic services

for clients in private and public sectors worldwide, and develops new mapping technology. Cartifact's substantial growth has been fueled by the design and production of high-end print and interactive maps for clients in real estate, finance and government with a focus on urban core environments. Website: www.cartifact.com.



Cemusa (say-moo-sa) is a global leader in the design,

manufacturing, installation and maintenance of award-winning street furniture. More than 160,000 of our structures have been seamlessly integrated into more than 160 cities around the world to enhance the aesthetics and functionality of public services.



Charlotte CENTER CITY Partners

Charlotte Center City Partners facilitates and promotes the economic and cultural development of downtown Charlotte, North Carolina by implementing visionary urban planning principles. The organization also produces quality events

and programs to support their mission and addresses the needs of stakeholders. Charlotte Center City Partners enhances constituent services for downtown residents through communications and advocacy.



**Corbin Design** is a national leader in wayfinding and sign system design. The firm has developed wayfinding systems for over 30 cities including some of the nation's largest urban areas and most unique towns. Our clients include Atlanta, Indianapolis, Kansas City, Los Angeles, Milwaukee, Oklahoma City, Raleigh, and Vail.

Our clients include Atlanta, Indianapolis, Kansas City, Los Angeles, Milwaukee, Oklahoma City, Raleigh, and Vail.



**Cornerstone Kiosk By Great South Bay** "Revitalizing downtowns one corner at a time." Beautiful community kiosks for street corners, village squares and university settings. Sure to add character and charm to any location; cornerstone kiosks can provide a major new revenue source while creating a wonderful sense of place.

Our clients include Atlanta, Indianapolis, Kansas City, Los Angeles, Milwaukee, Oklahoma City, Raleigh, and Vail.



We are more than just a couple of coordinates on a map. We are a 17th century Dutch colonial village on an exotic island. We are one of six Unesco World Heritage sites in the Caribbean. We are an array of uninhabited beaches with unique sea life. We are diving, casinos, attractions, fine dining and much more. We are **Curaçao**. "Bon Bini!"

Our clients include Atlanta, Indianapolis, Kansas City, Los Angeles, Milwaukee, Oklahoma City, Raleigh, and Vail.



Commissioned by the Louisiana State Legislature in 1974, the **Downtown Development District of New Orleans (DDD)** is America's oldest Business Improvement District. Funded by a special real estate property tax, the DDD provides enhanced services in economic development, cleaning and public safety.

Our clients include Atlanta, Indianapolis, Kansas City, Los Angeles, Milwaukee, Oklahoma City, Raleigh, and Vail.



**Downtown Decorations** offers the highest quality and largest selection of holiday decorations and banners in the country. Our extensive line includes: custom & seasonal banners, pole decorations, park displays, building mounted displays, and foliage & architectural lighting. Let us design a unique outdoor décor program for your downtown.

Our clients include Atlanta, Indianapolis, Kansas City, Los Angeles, Milwaukee, Oklahoma City, Raleigh, and Vail.



Can your data-management system be sung to the tune of "The Twelve Days of Christmas"

(sample verses: 12 Access files, 10 spreadsheets, 6 business cards, and 1 frazzled staff)? The Main Streets Database Template manages all your contacts, businesses, sponsorships, projects, vacancies, property info, BID formulas and more--in one place! [www.downtown-diva.com](http://www.downtown-diva.com).



The **Downtown St. Louis Partnership** is a not-for-profit organization representing interested parties in its efforts to improve the economic vitality and attractiveness of downtown St. Louis. Funded by dues and

sponsorships, the Partnership focuses on advocacy, planning, development and member services. The Partnership also serves as manager of the Downtown St. Louis Community Improvement District, a non-profit organization providing enhanced services making downtown a cleaner, safer, more vibrant place.



**Eponic Corp.** is a developer of mobile handheld applications for hospitality ambassadors, security

patrols, maintenance ambassadors, clean & safe workers and campus security. The Eponic system enables a variety of services from replacing hand-written activity logs with detailed tracking, reporting and year-end metrics, to providing custom coupons and step-by-step directions printed on demand.



**Flexcar** is a national car-sharing company that allows individuals and businesses to make smart

environmental choices by providing a cost-effective and convenient alternative to vehicle ownership.

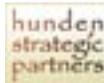


**Fresh Air Flicks** is the #1 provider of outdoor movie screenings in the Northeastern U.S. featuring a 2-story inflatable screen. Great Movies. Great Places. Great Fun.



Founded in 1956, **Gideon Toal** is a professional services firm with

over 50 professional staff focusing on architecture, planning, and economic development. Through these core services, Gideon Toal provides a continuum of specialized services for often multifaceted and comprehensive projects for our public and private clients.



**Hunden Strategic Partners** is a full-service real estate development advisory practice, providing a variety of services

for all stages of destination development, in the following primary areas: Hotel Feasibility, Due Diligence and Strategy; Convention & Conference Center studies; Entertainment/Retail District Consulting; Sports Facility studies; and Arts, Cultural & Entertainment facilities. HSP also conducts owner's representation and RFP management, public incentive analysis, and economic and fiscal impact analysis.



**Ice Rink Events** provides turnkey installation and operation of outdoor, seasonal ice skating venues, bringing energy, life, and revenue to urban parks and civic plazas

during the winter—in any climate, world-wide! Locations from New York City to California; in Mexico, South America, Turkey, the Middle East, and India. [www.IceRinkEvents.com](http://www.IceRinkEvents.com). Contact: Mike Clayton [icerinkevents@yahoo.com](mailto:icerinkevents@yahoo.com) (936) 273-3887



Founded in 1957, the **International Council of Shopping Centers**, the global trade association of the shopping center

industry, represents more than 65,000 owners, developers, managers, retailers and other industry related professionals, as well as 3,000 public sector members. *\*Official sponsor of the 2007 International Marketplace & Global Village!*



**Keep America Beautiful** is a national nonprofit education organization. Since 1953 Keep America Beautiful has served as a trusted resource to educators and a partner to community leaders. Each year Keep America

Beautiful programs engage nearly 3 million volunteers from coast to coast who want to make a difference.



**Landscape Forms, Inc.** is one of the

world's premier designers and manufacturers of outdoor commercial furnishings. Founded in 1969 and headquartered in Kalamazoo, Michigan, Landscape Forms leverages exceptional design, product quality and customer service to enhance public spaces. Products include benches, litter receptacles, tables and chairs, planters and bike racks.



**Local Initiatives Support Corporation (LISC)** and its local NYC office (LISC NYC) were formed

in 1979 to provide financial and technical support to community development corporations (CDCs). Since its inception, LISC NYC has provided over \$160 million in grants and loans and over \$1.5 billion in equity to more than 75 CDCs.



**Madvac** is the leading manufacturer of street

sweepers and litter collection vehicles. The Madvac CN100 is a compact, large capacity, exceptionally maneuverable litter collector, while the pedestrian friendly 101 and PS300 with its patented "no-jam" fan ensures total efficiency wherever it goes.



**Main Street Pedicabs Inc.** manufactures human-powered, passenger tricycles (pedicabs) and cargo tricycles.

These zero-emission vehicles have become popular in cities throughout North America and Europe. Many cities are emphasizing the use of bicycles to relieve automobile dependence. Pedicabs provide temporary "bicycle transportation" and complement mass transit.



**Moore Iacofano Goltsman, Inc. (MIG)** Planning, Design, Communications, Management and Technology.



Harness the power of **MrOfficeSpace.com**. We'll research,

photograph and update any office, industrial, land, retail, building space—anywhere, anytime. We'll create a graphic

interface to seamlessly integrate with your existing website. Our powerful search engine returns comprehensive accurate data. Additionally, our branded pages incorporate your colors, look and feel.



**The New Jersey Redevelopment Authority (NJRA)** is an independent state financing authority whose mission is to provide a unique approach to revitalization efforts in

New Jersey's cities. NJRA develops programs and resources to improve the quality of life by creating value in urban communities.



New York City  
BID Managers Association

The directors of New York City's 56 Business Improvement Districts have

joined together to form the **New York City BID Managers' Association**. The Association, and the BIDs that we serve, are dedicated to fostering economic development, strengthening neighborhoods and enhancing the lives of New Yorkers.



New York City Department  
of Small Business Services  
[www.nyc.gov/sbs](http://www.nyc.gov/sbs)

**The NYC Department of Small Business Services (SBS)** makes it easier for New

York City's more than 200,000 small businesses to form, do business, and grow by providing direct assistance to business owners, fostering neighborhood development in commercial districts and linking employers to a skilled and qualified workforce. The agency oversees the nation's largest, most comprehensive network of Business Improvement Districts (BIDs), with 56 BIDs across the City's five boroughs providing nearly \$80 million worth of services annually to more than 70,000 businesses. For more information, visit [nyc.gov/sbs](http://nyc.gov/sbs), dial 3-1-1, or, from outside the City, dial 212-NEW-YORK.



At **Nilfisk-Advance** every aspect of our business revolves around creating

cleaning solutions that generate superior cleaning results, increase productivity and reduce the cost of ownership. The result is superior cleaning products that drive down the cost of cleaning. The pride we take in production and service will become your pride of ownership.



**NORR, LLC** is a full service

architectural and engineering firm specializing in retail and commercial projects. NORR in collaboration with Archive Design Studio, an urban design and architectural practice, provide unique strategies and solutions to re-establish downtowns and promote mixed-use development.



**Parkeon** Your Multi-Space Parking Solution Leader

- On-Street parking market leader in North America with 80% market share
- Over 30 years experience
- Truly autonomous solar power
- Extreme Weather Performers--hurricanes, arctic blasts, and tropical humidity.



**Parking Today** is the leading magazine for the

Parking Industry. With a circulation of over 15,000 it covers both on and off street parking including construction, equipment, operations, and personnel. The monthly magazine is available to you free at [www.parkingtoday.com](http://www.parkingtoday.com).



**Pedestrian Studies**  
Helping you benchmark traffic volumes, measure event and

development impacts, design pedestrian systems, and improve the pedestrian experience. Educational newsletter available. Contact Peter Bruce (612)827-8080. Maxfield Research Inc. assists Downtowns with identifying their retail opportunities through quantifying trade area spending potential and the synergies associated with an optimum mix of uses.



PITTSBURGH  
DOWNTOWN  
PARTNERSHIP

The **Pittsburgh Downtown Partnership (PDP)** is a legacy sponsor for IDA's 53rd Annual Conference & World Congress. The PDP is a downtown organization dedicated to a vision of downtown Pittsburgh as one of America's great urban centers. The PDP advances this vision through advocacy, enhanced services, marketing, housing, transportation and economic development.

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**POM** single and multiple space digital parking meters accept smartcards and can enhance your streetscape with vintage poles and bases. Ask about free-time, grace period, and other features to improve public acceptance of parking meters and actually draw shoppers into downtown stores.

**Project Graphics** is the total source for light-pole and architectural banner systems. Excellence in design, quality screen-print and digital imaging, complete in-house manufacturing of hardware and hanging systems. Manufacturer's warranty accompanies every order. Fifteen years of continuous experience with exterior banner programs. Service Group, Inc., a business improvement district firm, provides clean and/or safe services to improvement districts.



**Service Group, Inc.**, a business improvement district firm, provides clean and/or safe services to improvement districts.



**SFW** is an emerging leader in providing web-based mapping solutions utilizing its award winning Accendo Platform. Accendo enables flexible and efficient management of parcels, assets, maintenance and incidents. Recently, Accendo was successfully implemented by the Hollywood Entertainment and the Sunset Vine BIDs in Los Angeles, CA.



**Strategic Metrics Group**, a marketing research and strategic consulting firm

located in Pittsburgh, specializes in assisting downtown organizations with the creation and effective implementation of their marketing initiatives by employing fact-based research methodologies. SMG specializes in providing insight into various strategic planning initiatives such as real estate development, planning and land use, retail attraction, neighborhood revitalization and traffic pattern analyses.



**T2 Systems** delivers parking solutions that meet the ever-changing needs of the parking industry. T2 is the first in the industry to offer a single, unified solution for parking manage-

ment, bringing together functionality for managing permits and enforcement with access and revenue control. T2 is trusted by over 300 organizations in the US, Canada and Australia including universities, cities, towns, hospitals and airports.



**Tennant Company** provides equipment, integrated parts and service, and coatings that together offer customers solutions for their cleaning and maintenance requirements. Our products include equipment for maintaining floors in industrial, commercial and outdoor environments, and coatings to protect, repair and upgrade concrete floors.



**The Next American City** magazine offers urban thinkers,

leaders and activists a fresh perspective on America's urban condition. Delivering investigative features, thoughtful essays and interviews with urbanists on the frontlines of urban change, The Next American City takes a socially and environmentally sustainable approach to economic growth in America's cities and suburbs.



**Urban Marketing Collaborative (UMC)** specializes in retail commercial analysis and revitalization. UMC takes a very results-oriented approach that produces results for Downtowns creating a return on investments.



**UrbanTrans Consultants, Inc.** is a transportation

consulting firm with offices in Denver, Atlanta, Houston, and Washington, DC. UrbanTrans specializes in innovative transportation solutions with a focus on multi-modal transportation planning, demand management programs, market-based policies, stakeholder outreach, strategic planning, creative development and complete marketing services.



**VICTOR STANLEY, INC.**  
-Manufacturers of Quality Site Furnishings since 1962-

**Victor Stanley, Inc.** is a manu-

facturer of high quality, commercial grade site furnishings such as benches, litter receptacles, ash urns, tree guards, and tables. Our products offer innovative architectural designs with an equaled longevity and strength.



**Washington, D.C. - A BID Collaborative**

A display of the programs and accomplishments of several of the key DC BID organizations who have worked individually and cooperatively to enhance the city's sense of place as well as grow its economy.



The **World's Best Graffiti Removal System** is now chosen by more graffiti-free cities than any other system on earth! It is the fastest graffiti removal system available, and is complete & none damaging. It is

easily learned and trained, and has evolved over 30 years of hands on graffiti removal in Australia. Trusted by Cities, BID's, Parks & Rec., Professional contractors and Volunteer groups throughout USA, Australia, UK and Canada.



## **REGISTRATION AND TRAVEL INFORMATION**

For complete information on attractions, excursions, dining, shopping, and nightlife – plus what’s happening in New York during your stay, visit [www.nycvisit.com](http://www.nycvisit.com).

### **Accommodations**

The Times Square Marriott Marquis Hotel is the site of the IDA 53rd Annual Conference and World Congress. Hotel rooms are close to being sold out. For availability at the IDA conference rate of \$269 please call Marriott reservations 1-212-398-1900. Please mention the IDA conference to secure the special rate.

**Overflow Hotel:** A small block of rooms are available at the Courtyard New York Manhattan/Times Square South for a rate of \$299 per night. The IDA room block will be held until August 17, 2007.

Reservations made after August 17, 2007 will be subject to prevailing rates and availability. For reservations call 1-212-391-0088. Please mention the IDA conference to secure the special rate.

### **Conference Registration Deadline**

The deadline for advance registrations is 5 p.m. EST on August 31, 2007. After August 31, 2007, registrations will be processed on site and a \$50 processing fee will be applied.

### **Group Discounts**

IDA offers a 10% discount off the base registration fee for groups of four or more full registrants employed by the same organization, and a discount of 15% for groups of 6 or more. The group discount does not apply to workshops, extra tickets, one-day registrations, or partner/spouse registrations. To receive the discount, registration forms for all members of your group **MUST** be submitted at the same time for accurate processing. Refunds will not be given if all registration forms are not submitted at the same time.

### **Payment and Cancellation Policy**

Registration fees must be paid in full prior to participation in the conference. A late payment fee of \$50 will be applied to all registrations received on or after September 1, 2007. Cancellations received before September 1, 2007 will receive a refund less a \$100 processing fee. Written notice of cancellation is required. Cancellations received after September 1, 2007 will not be refunded.

# Registration Form

## International Downtown Association

53rd Annual Conference and World Congress | New York, New York | September 14 – 18, 2007

EARLY BIRD REGISTRATION DEADLINE JULY 31, 2007

REGISTER ONLINE AT [www.ida-downtown.org](http://www.ida-downtown.org)

Please copy this form. Complete one for each registrant (except partner/spouse), and forward by fax or mail.  
Please remember to apply any group discounts to each registration fee and then add on workshop and tour fees.

NAME

JOB TITLE

PARTNER/SPOUSE (if attending)

ORGANIZATION

ADDRESS

CITY/STATE/PROVINCE

POSTAL CODE

COUNTRY

PHONE

FAX

E-MAIL (individual addresses required)

WEBSITE

### MAKE CHECKS PAYABLE IN US\$ ONLY AND MAIL TO:

International Downtown Association  
1250 H Street NW, 10th Floor  
Washington, DC 20005  
P: 202-393-6801 F: 202-393-6869  
E: [question@ida-downtown.org](mailto:question@ida-downtown.org)

### CHARGE MY:

Visa  Mastercard  American Express

CREDIT CARD NUMBER

EXPIRATION DATE

NAME AS IT APPEARS ON CARD

SIGNATURE

CUTOFF DATE FOR REGISTRATION IS AUGUST 31, 2007. ALL REGISTRATIONS RECEIVED AFTER THIS DATE WILL BE PROCESSED ON-SITE, AND A \$50 PROCESSING FEE WILL BE APPLIED.

### REGISTRATION FEES (all fees are in US\$):

BY 7/31\* AFTER 7/31

#### IDA Members

US	\$775	\$850	\$ _____
International	\$700	\$765	\$ _____
<b>Non Members</b>	\$900	\$975	\$ _____
Partner/Spouse	\$225	\$225	\$ _____

By Day: (Please Indicate Day)  Sun  Mon  Tues \$375 \$ \_\_\_\_\_

\*After July 31, registration fees will increase. See [ida-downtown.org](http://ida-downtown.org) for details.

### PRE-CONFERENCE WORKSHOPS

Friday, September 14, 1:00 p.m. – 4:00 p.m. Please Select Workshop \$75 \$ \_\_\_\_\_

Solutions for Downtown Retail Attraction  Buy Smart!

Saturday, September 15, 9:00 a.m. – 12:00 p.m. Please Select Workshop \$75 \$ \_\_\_\_\_

BIDs Startups through Renewals  Branding Isn't What You Think  
 Downtown Law Enforcement  Ten Retailers You Really Want in Your Downtown

### PRE-CONFERENCE ACTIVITIES AND TOURS (Friday September 14)

<input type="checkbox"/> Hot Happening Harlem (9:30 a.m. – 1:00 p.m.)	Qty: _____ X \$40 = \$ _____
<input type="checkbox"/> Explore Chinatown (9:30 a.m. – 1:00 p.m.)	Qty: _____ X \$30 = \$ _____
<input type="checkbox"/> Discover Flatiron! (9:30 a.m. – 1:00 p.m.)	Qty: _____ X \$40 = \$ _____
<input type="checkbox"/> Factories to Fashion (9:30 a.m. – 1:00 p.m.)	Qty: _____ X \$40 = \$ _____
<input type="checkbox"/> Discover Lincoln Square (9:30 a.m. – 2:00 p.m.)	Qty: _____ X \$30 = \$ _____
<input type="checkbox"/> Lower Manhattan (10:15 a.m. – 2:00 p.m.)	Qty: _____ X \$40 = \$ _____
<input type="checkbox"/> The Grand Tour (1:30 p.m. – 4:00 p.m.)	Qty: _____ X \$30 = \$ _____
<input type="checkbox"/> "Les" is More: Explore! (1:30 p.m. – 4:00 p.m.)	Qty: _____ X \$40 = \$ _____

### YES, I WOULD LIKE TO JOIN IDA AND SAVE!

Discounted Dues Rate \$ \_\_\_\_\_  
(see Dues Schedule on IDA website)  
Based on Annual Operating Budget \$ \_\_\_\_\_  
or Gross Revenues of

**TOTAL AMOUNT ENCLOSED** \$ \_\_\_\_\_

Registration Fee includes: Sessions, Mobile Workshops, Coffee Breaks, Saturday Marketplace Grand Opening Lunch, Saturday Reception, Sunday Marketplace Lunch, Sunday Reception, Monday Awards Luncheon, Monday Reception and Tuesday Closing Event.

Partner/Spouse Fee includes: Coffee Breaks, Saturday Reception, Sunday Reception, Monday Reception, and Tuesday Closing Event, but does not include attendance at conference sessions or tours.



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Association

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**BOLD DEAS.**

IDA 53rd Annual Conference AND  
World Congress

Join IDA Now and Save! Visit [www.ida-downtown.org](http://www.ida-downtown.org)

