



INSPIRED LEADERS  
SHAPING CITIES

# IDA Toolkit

URBAN PLACE MANAGEMENT NARRATIVE

It's time to  
communicate  
our value.

**Here are the  
tools to express  
what we do.**

For decades urban place management **leaders** and IDA members have been waking up each day, determined to **improve** their cities, make urban neighborhoods more livable, strategically fill vacant buildings, **activate** public spaces, and much more. They have had **great success**, but, too often their work goes unnoticed by the general public.

It's time to change that.

# Join the Narrative

Reminiscent of the wonderful Land of Oz, IDA professionals have been shaping their cities from behind the scenes for decades. It's time for the wizard to come out from behind the curtain and show the world we are an industry solving 21st century city building challenges.

As the world's premier organization for urban place managers who shape dynamic city centers, IDA members are in a unique position to lead the effort. It all begins with a unified message and conversation. That's why we have developed the IDA Urban Place Management Narrative Toolkit.

This toolkit provides a framework for communicating IDA member's commitment to shaping dynamic city centers all around the world. It includes positioning, key messages and facts about the downtown management industry (people, profession, and place), which you can use to prepare for meetings, craft reports and build presentations tailored to the specific interests of your peers. It also includes brief information about IDA to use as a reference.

We hope you will use this information regularly to demonstrate how IDA members are downtown champions who bring urban centers to life.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Downey', with a stylized, cursive script.

David T. Downey, CAE, Assoc. AIA  
PRESIDENT & CEO

# The Challenge

“Successful downtowns and cities do not manage themselves. Knowing that there is something making this happen and someone curating the experience is the driving force behind IDA’s narrative. We — the professional placemakers and urban place managers — make it happen.”

— KRIS LARSON, PRESIDENT & CEO, CENTRAL HOUSTON, INC.



# The Narrative

## Define Your Work

How do we talk about ourselves? Join IDA in defining our industry and elevating your work.

## IDA Member Narrative Framework

### *Inspired Leaders Shaping Cities*

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IDA is the premier association of urban place managers who are shaping and activating dynamic downtowns, city centers and neighborhood districts.

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Place management professionals affect significant change in every major metropolitan area in North America in an industry that is growing rapidly around the globe.

Since 1970, property and business owners in cities throughout North America have realized that revitalizing and sustaining vibrant downtowns, city centers and neighborhood districts requires special attention beyond the services city administrations could provide alone.

These private-sector owners came together, with funding from the property and business owners, to form nonprofit management associations which deliver key services and activities within the boundaries of their districts. These place management organizations are often called Business Improvement Districts (BIDs), Business Improvement Areas (BIAs), Partnerships and Alliances.

We are a multidisciplinary group that works collaboratively to solve problems and stimulate place-based economic growth. Together, we develop tools and strategies addressing a broad range of issues impacting how people live, work and play in cities.

Our goal is to manage these growing districts to help create vital, healthy, thriving cities for everyone — from residents to tourists to business owners. We are downtown champions who bring urban centers to life.

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BRAND  
IDEA

POSITIONING  
STATEMENT

NARRATIVE

# The Narrative (cont'd)

|                          | The People   | The Profession   | The Place   |
|--------------------------|--|--|---|
| <b>KEY THEMES</b>        | <i>We are downtown champions and professional placemakers</i>  | <i>We are place management professionals who connect all the stakeholders, bridging the gap between public and private</i>   | <i>We work in downtowns, city centers and urban neighborhoods</i>   |
| <b>OVERVIEW</b>          | <p>Our community is comprised of a diverse set of practitioners who transform cities into healthy and vibrant urban places.</p> <p>We are district leaders, downtown and urban neighborhood experts, urban place managers, urban placemakers, and urban place professionals.</p> <p>We come from different backgrounds but we are all inspired leaders shaping cities.</p> <p>We do more than manage. We lead, organize, convene, and push for positive changes and economic growth.</p> | <p>Urban place management is our focus and our passion.</p> <p>Our work touches every discipline of city building.</p> <p>We are involved in all segments of downtown management, (planning, leadership, communications and marketing, business support) and in all types of organizations (nonprofit, government, and business)</p> | <p>Around the world, people are flocking to city centers.</p> <p>We manage these growing districts to help create vital, healthy, thriving cities for everyone.</p>   |
| <b>SUPPORTING POINTS</b> | <p>[Insert detail about your local placemakers here]</p>   | <p>Today there are more than 2,500 place management organizations, employing 100,000 people throughout North America and growing rapidly around the world.</p> <p>[Insert anecdotes about your local accomplishments here]</p>   | <p>According to the World Health Organization, in 1960, 34% of the world's population lived in urban areas. In 2018, that number was 55%. By 2050, it is projected to be 68%.</p> <p>[Insert statistics and/or trends about your city here]</p> <p>[Insert anecdotes about your local accomplishments here]</p> |

# The Logo

## About the International Downtown Association (IDA)

Founded in 1954, the International Downtown Association is a world leader and champion for vital and livable urban centers. Through its network of diverse practitioners, its rich body of knowledge, and its unique capacity to nurture community-building partnerships, IDA provides tools, intelligence and strategies for creating healthy and dynamic centers that anchor the well-being of towns, cities and regions of the world.

## The Logo

IDA's symbol represents a unique and ever evolving industry by using a dynamic tilted square depicting a representative district within the larger urban fabric. A smaller highlighted square emphasizes a district's primary public space, also providing a sublime dot to the I in IDA.

The overall design evokes the innovative nature of the profession. Purposefully absent is a text reference to "downtown" since our professional place management skills apply to downtowns, city centers, urban neighborhoods and beyond. We are no longer only "downtown" revitalization experts. The tagline respects the 60 year history of a profession which continues to play a leadership role in the ongoing growth of any city.

Typically, IDA is marketed with a vibrant color version of the mark, and can be used as such in member materials. However, It is also acceptable to share the IDA identity more neutrally, so your own identity dominates. For those applications we offer black and white versions of the mark. See the following examples for reference.

*The logo is available in a variety of approved tagline lockups and colors. Contact IDA directly for access to the approved digital logo files. Always use provided logo files. Never attempt to assemble the tilted square with the tagline on your own.*



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# Resources

## Logo Options and Minimum Sizes

The IDA logo and inscription "Inspired Leaders Shaping Cities," is a mark owned by IDA. Members may use the IDA logo on their stationery, marketing collateral, website, email correspondence, etc. Members using the logo in the permitted applications must only print the logo in the official IDA logo colors, in black, or in a "reverse." In no circumstances, can the IDA logo in whole or in part be modified or duplicated within any company or brand logo. The logo is available in color, black and white reverse.

min .75"



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### COLOR LOGO

White or neutral background preferred. Use not less than 0.75" wide.



PMS PROCESS  
MAGENTA C



PMS 527 C



PMS 268 C

min .375"



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### SOLID BLACK & WHITE LOGOS

To be placed on solid color field with good contrast or non-complex photo area that allows best legibility of the logo and tagline. Use for smaller applications, not less than 0.375" wide.

## Program and Affiliate Logos

Program and affiliate logos are available for specific needs of IDA members and partners. Please email [question@downtown.org](mailto:question@downtown.org) for more information.

A PROUD MEMBER OF



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A PROUD PARTNER OF



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**Award Winner**



# Resources (cont'd)

## IDA Logo in Use

By adding the relevant IDA logo to your communications you are validating your organization with this important credential, as well as supporting IDA by promoting our services and ability to recognize outstanding urban place management organizations around the world. Below are a few examples of how to promote your participation with IDA in marketing, stationery, email correspondence, etc.

**The West End is**  
*Open for business!*

**Imagine the possibilities!**

The West End is a diverse and centrally-located community that offers a little bit of everything. West End businesses attract customers from around the city. Even better, the neighbourhood is walkable and bicycle friendly—businesses sit virtually on the doorstep of the West End's 36,000 residents.

**West End biz**  
BUSINESS IMPROVEMENT ZONE

IDA  
Award Winner

**From: Tim Tompkins**  
**To:** John McCormick  
**Re:** Welcome to Times Square

Hello John,  
The Times Square Alliance, founded in 1992, works to improve and promote cultivating the creativity, energy and edge that have made the area an icon of and urban life for over a century. In addition to providing core neighborhood Safety Officers and Sanitation Associates, the Alliance:

- Promotes local businesses
- Encourages economic development and public improvements
- Co-coordinates numerous major events in Times Square, including the and Solstice in Times Square celebrations
- Curates and presents public art projects throughout the district via Times Square
- Advocates on behalf of its constituents with respect to a host of public quality-of-life issues.

We're excited to have you in the neighborhood.  
Let's connect soon to discuss all the ways we can work together.

Sincerely,  
Tim

**Tim Tompkins**  
President  
Times Square Alliance

[www.TimesSquareNYC.org](http://www.TimesSquareNYC.org)  
Follow [TimesSquareNYC](#) on [Twitter](#) and become a fan on [Facebook](#)

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## Contact Information

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[downtown.org](http://downtown.org)

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