

YOUR **DOWNTOWN.ORG** GUIDE

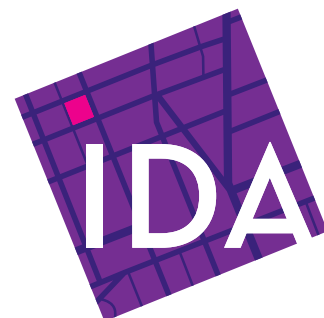
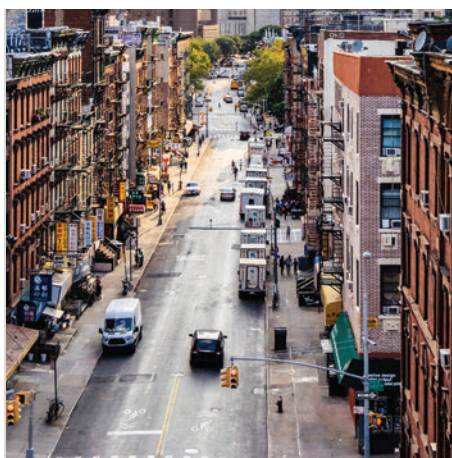
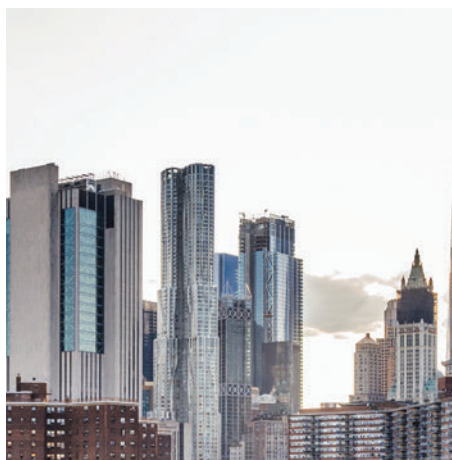
All of us at the International Downtown Association are excited to release the new IDA website and database. Not only is the member experience greatly improved, but our new system provides enhanced and direct access to member resources in the **Knowledge Center**, illustrative **organization profiles**, improved member communication, streamlined event registration, and most importantly, the **power of data** — making IDA the central hub of place management industry intelligence. The ultimate success of creating a world class resource rests in your hands so immerse yourself in the new member database, contribute resources, and provide feedback to enhance the new digital experience.

IDA will continually work with you in the months ahead to enhance your organizational and individual profiles. These enhanced profiles will, in turn, be available to all members as a resource for connecting to similar organizations and individuals. Here is a guide to help you get started on the new **downtown.org**

If you have any questions or need further assistance, please contact IDA staff.

E-MAIL customerservice@downtown.org
PHONE 202.393.6801

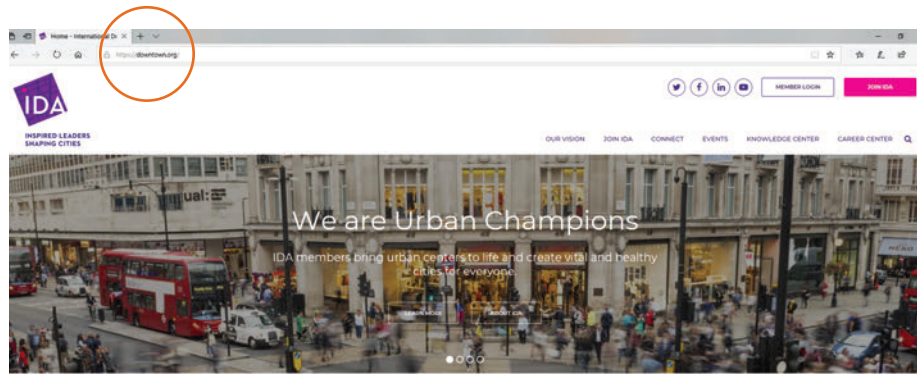
Revised May 30, 2019



**INSPIRED LEADERS
SHAPING CITIES**

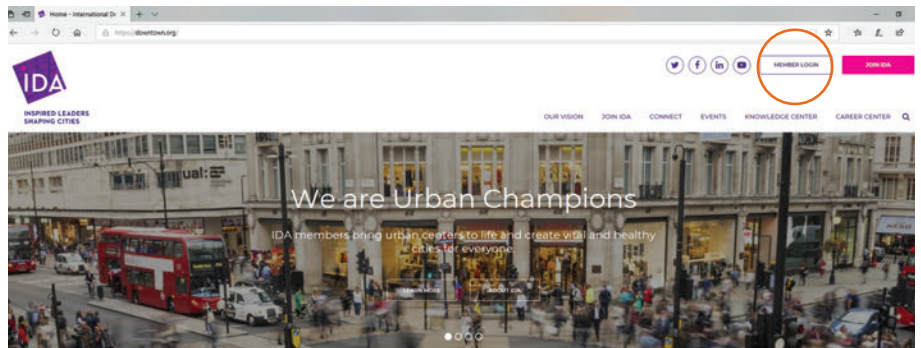
Bookmark the New Website

Visit downtown.org to get started, and be sure to bookmark the new website and navigate from there to fully experience all of IDA's new resources.

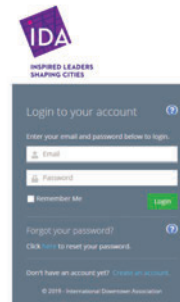


Login To Your Account

To login to your new account for the first time, visit downtown.org and click "Member Login" in the top right corner.

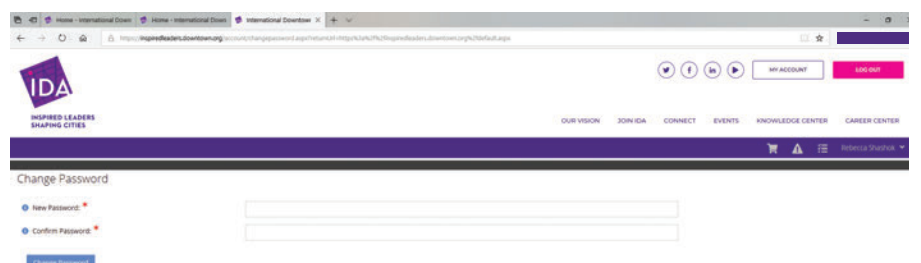
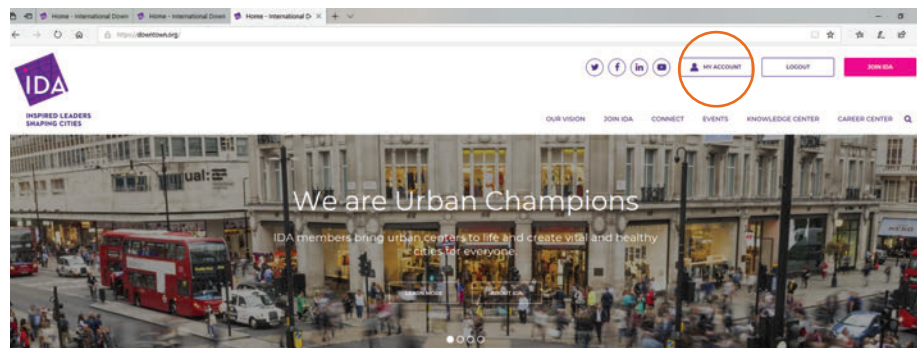


Use your email and the default password: Password1.



Create a New Password

Next, click "My Account" in the top right corner. You will be prompted to create a new password.

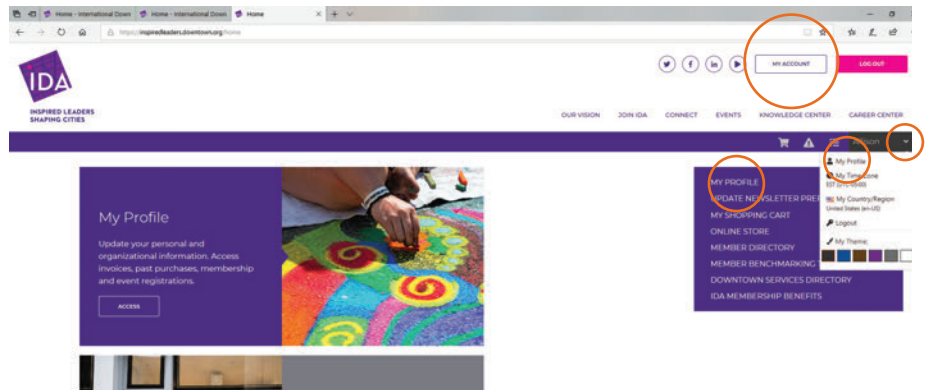


Access the Member Portal

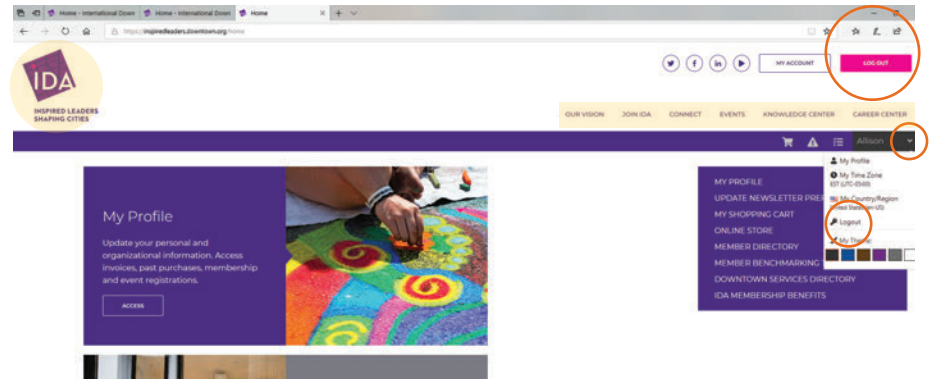
When logged in, clicking "My Account" in the header navigation will take you to your IDA account homepage.

Members and nonmembers can access this page.

Next to your name on the right side, click the arrow to choose "My Profile." Or click "My Profile" in the right side navigation inside the purple.



You can also logout of your account any time by clicking logout under the arrow or by clicking the pink button in the header navigation.

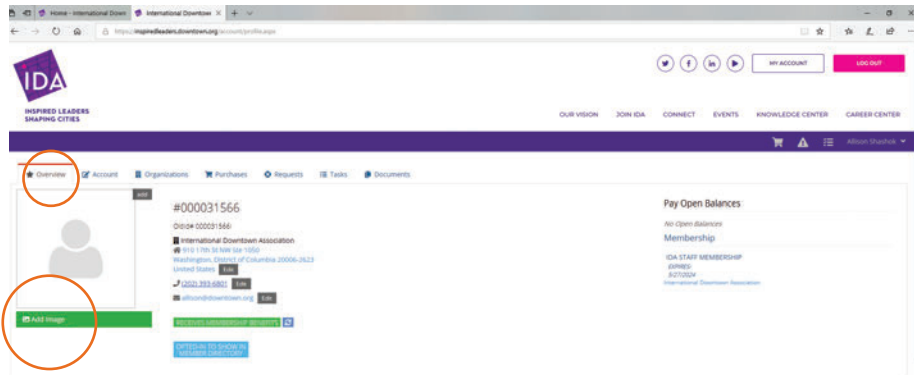


At any time you can navigate to website resources by clicking the logo in the upper left corner or the header or footer navigation.

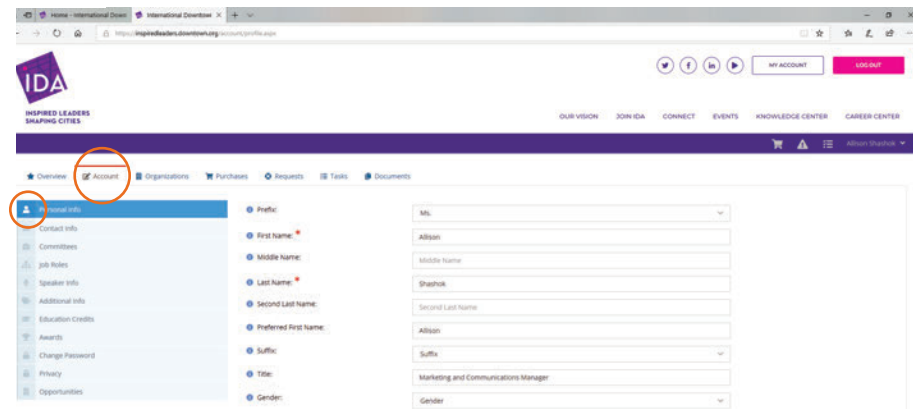
Update Your Profile

Take some time to populate your profile.

- Load your headshot under the "Overview" tab. This image will sync to your IDEA Connection profile.

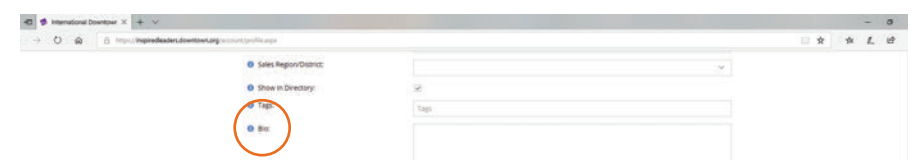


- Under the "Account" tab, then the "Personal Info" section, update your details if needed such as preferred first name, title and more.



- Continue to scroll down to add your bio. This will also sync with your IDEA Connection profile.

Remember to hit the blue save button at the bottom to save your changes!



- Make sure you are opted in for communications (the box must be checked to receive IDA emails). *The box will be checked already if you are currently receiving IDA newsletters.*

- Select your topics of interest, based on the seven official knowledge domains IDA has developed recognizing the distinct areas of professional practice used to shape vibrant urban districts. You can select multiple topics.

Remember to hit the blue save button at the bottom to save your changes!

- Add additional contact information such as addresses, phone numbers, email addresses and web & social media links under the "Account" tab, then the "Contact Info" section.

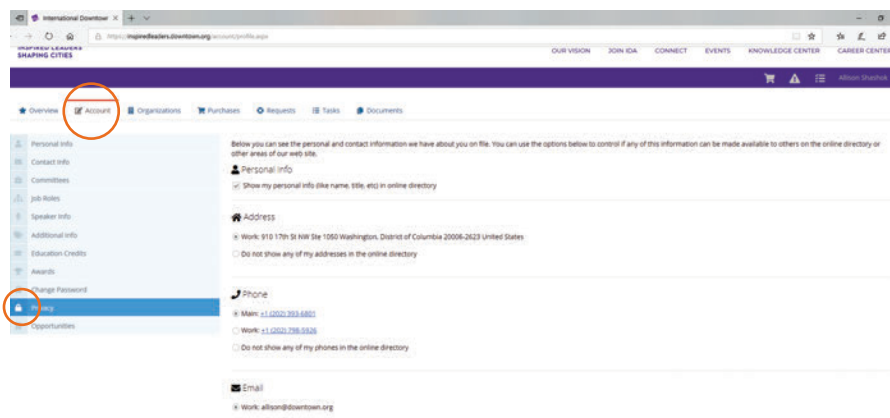
- Add your main job function under the "Job Role" tab.

- If you want to change your password at any time, go to the "Change Password" tab and enter your old and new passwords. Click the blue "Change Password" button.

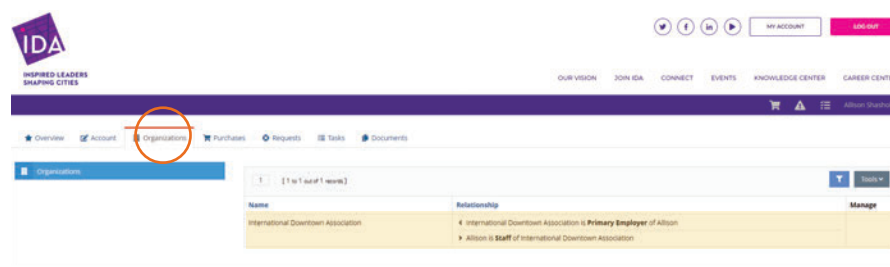
- Control what information is displayed in the online member directories by visiting the “Account” tab, then the “Privacy” section.

Please note, only member information will display in the directories. Nonmembers will not be displayed or be able to access the directories.

Remember to hit the blue save button at the bottom to save your changes!

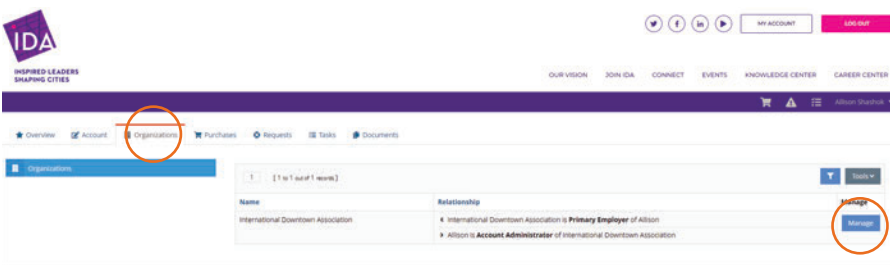


- The “Organizations” tab will list your Primary Employer. You will be listed as Staff to ensure that you receive member benefits from your organization.



- If you are the Primary Contact, Secondary Contact or Account Administrator, you will see a blue Manage button and you are able to update your organization’s profile.

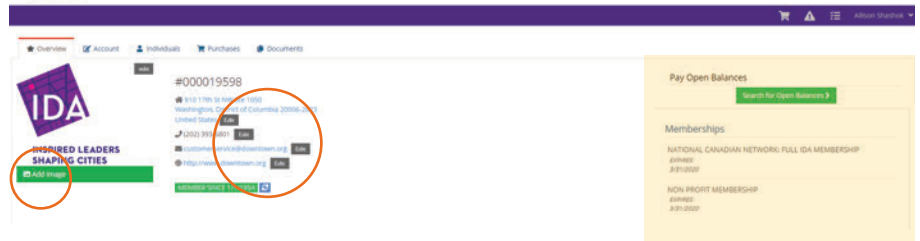
If your organization does not have a Secondary Contact or Account Administrator assigned, and you would like to add those designations for staff, the Primary Contact should notify IDA to have your profile set up as one of the three authorized user types. Only then will you be able to update your organization’s information. These three authorized user types are also able to make purchases on behalf of the organization and register groups for IDA events.



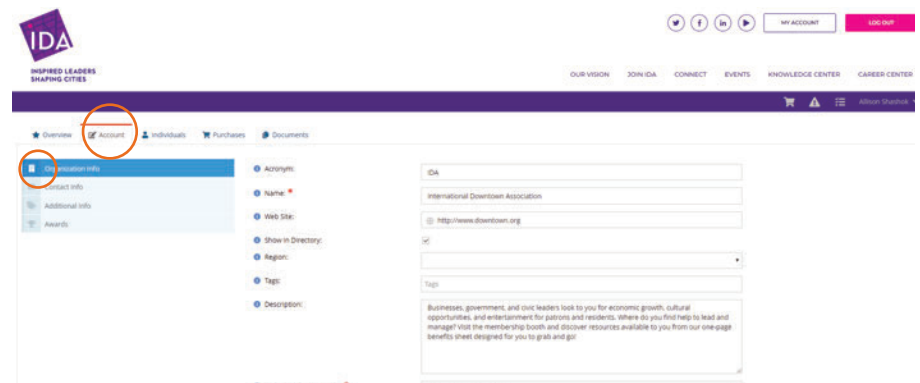
Updating the Organization's Profile

Take some time to populate your organization's information.

- Load your organization's or corporation's logo by clicking the green Add Image button.
- You can also update your company address, phone number, main email and website on this page.
- Any outstanding invoices will be listed on the right side as well as your membership status.

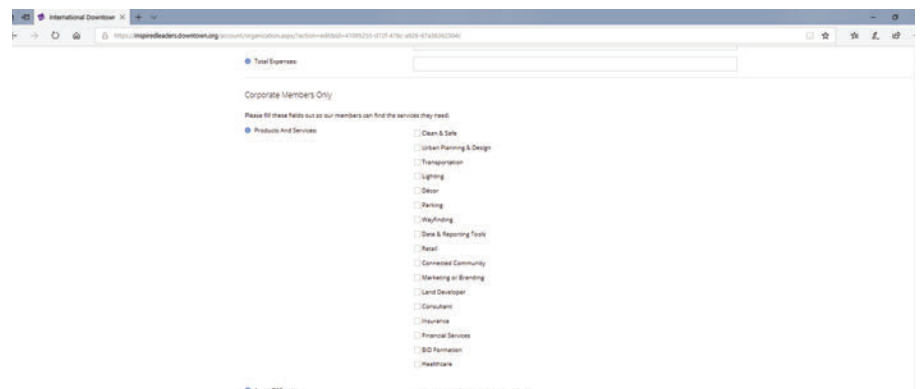


- Under the "Account" tab and "Organization Info" section, add your organization's description and take time to enter your organization's demographics such as staff size, geography, budget, population, funding models and more.



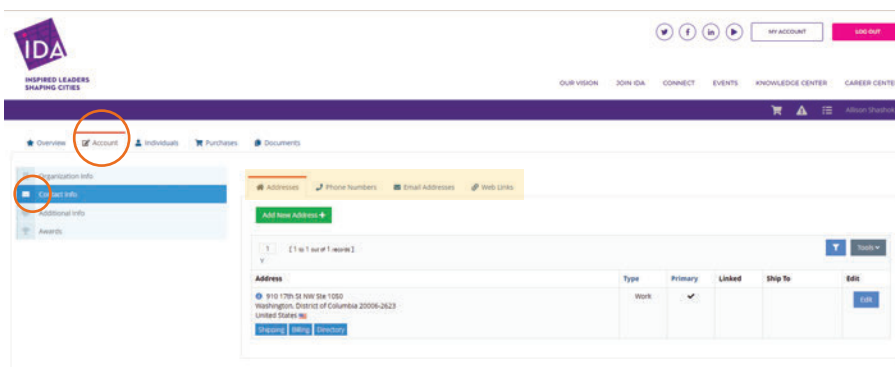
This information feeds into our Member Benchmarking Tool where members can search for peer organizations. The ultimate success of creating a world class resource rests in your hands so immerse yourself in the database and update as much of your organization's info as you can.

- If you are a Corporate Member, in this section you can add your Products and Service and Areas of Services. This information is displayed in our Downtown Services Directory.

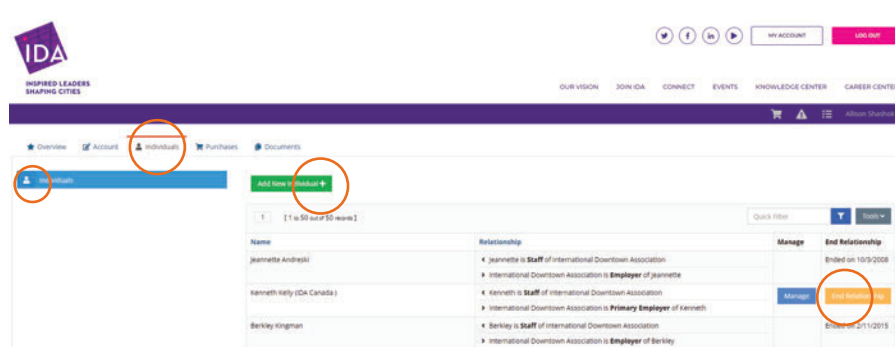


Remember to hit the blue save button at the bottom to save your changes!

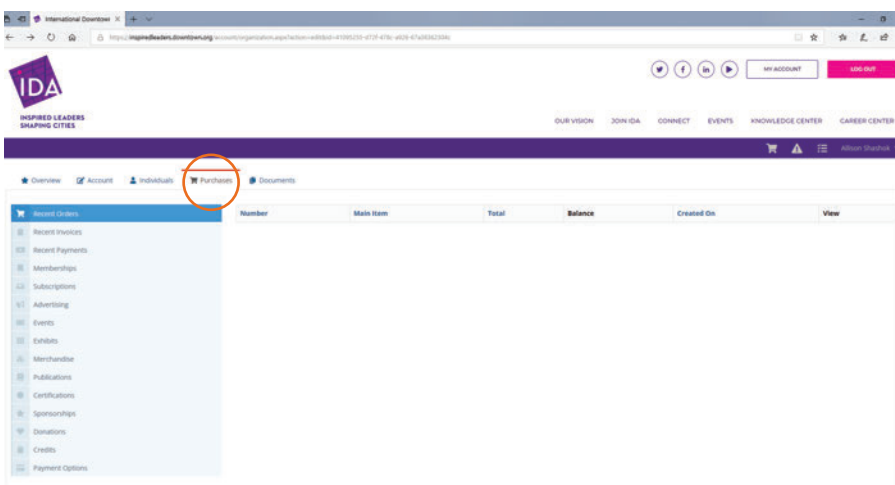
- You can update your address from this screen as well, under the "Account" tab and "Contact Info" section. You can add phone numbers, main email addresses (such as info@ or admin@ that are not associated with an individual profile) and add your company's web & social media links.



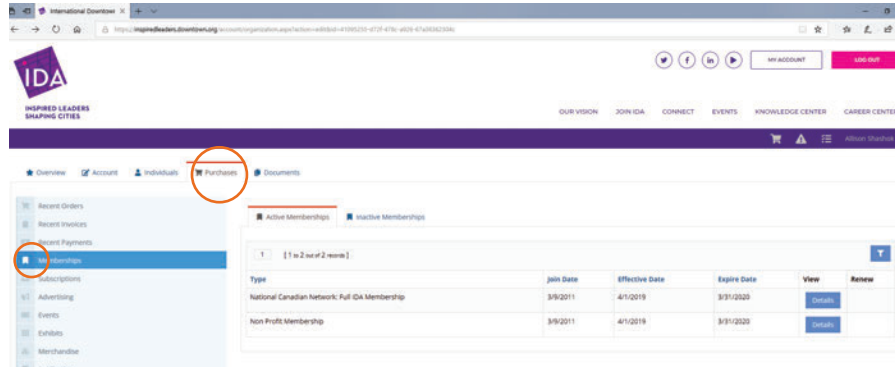
- The "Individuals" tab is where you can update staff. Click the green "Add New Individual" button to add new staff or click the yellow "End Relationship" button to remove staff who no longer work for your organization. Their name will stay in your list because the system tracks all staff movements, but the user will no longer be attached to your organization.



- The "Purchases" tab gives you easy access to recent orders, invoices and payments.



- The "Memberships" section shows you your current membership status, expiration date and renewal information.



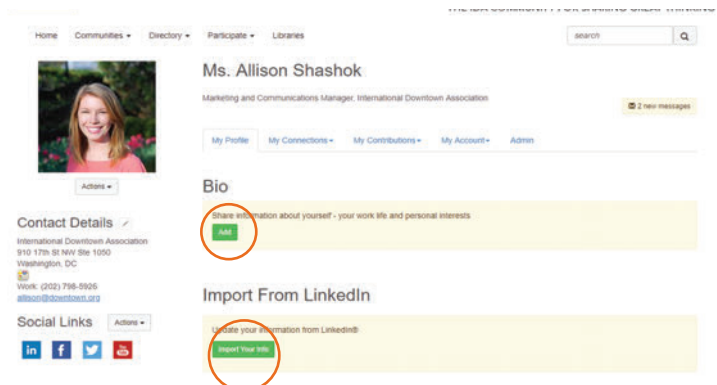
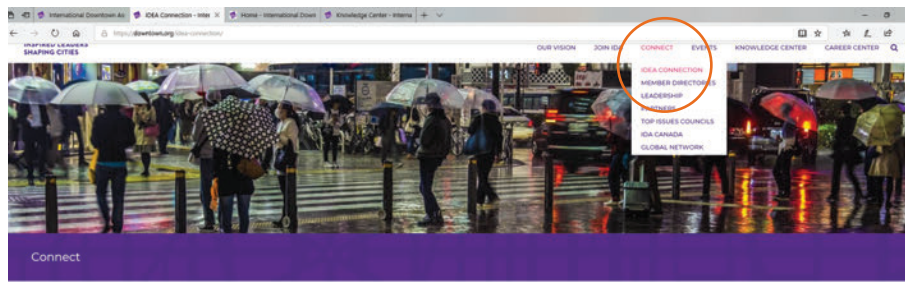
IDEA Connection

IDEA Connection is a virtual, member-only, community where experts share advice and knowledge. It is powered by over 3,000 members of IDA.

To get started, visit www.downtown.org and click the IDEA Connection under the “Connect” navigation header. On this page, click the purple “Login to Communities” button. You will log in using your current IDA web credentials.

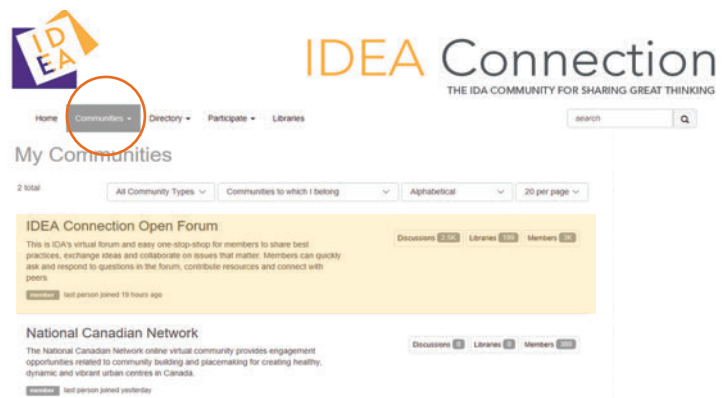
- Once logged into IDEA Connection, we recommend updating your profile. You can do so by clicking on the icon (or your headshot) in the upper right corner and selecting “Profile.” A more complete profile will allow other practitioners to easily find and connect with you, so take a few minutes to make sure everything is updated and accurate.

- Your profile will automatically include your name, title, organization, and basic contact information from your IDA membership account. If you don't see your bio, click the green “add” button. This will bring you back to the IDA membership profile where you can add your bio. It will take a few hours to sync so do not worry if you don't see it right away. This is also a good time to make sure your headshot in your membership profile is up-to-date as this will also sync with IDEA Connection. You can also import additional info from your LinkedIn profile.

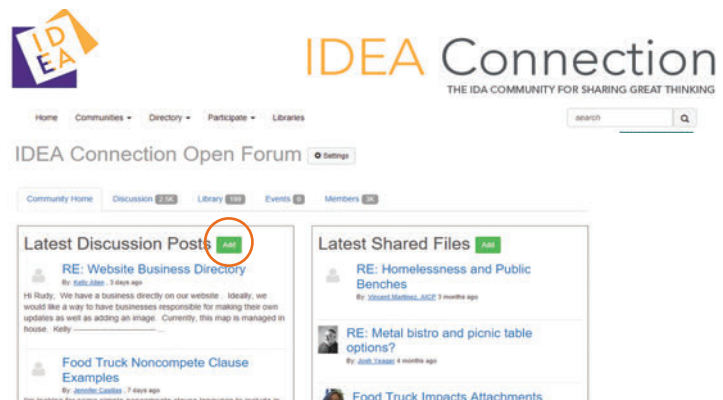


Ready to see what other IDA members are discussing? Maybe you have a question you'd like answered? Join or start a discussion!

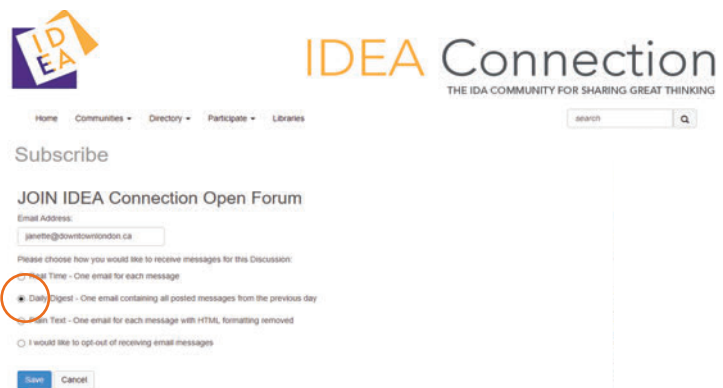
- Under the "Communities" tab select "My Communities." You will automatically be a member of "IDEA Connection Open Forum." Click that community name to get started.



- From the "Community Home" screen, click the green "Add" button to post a question.

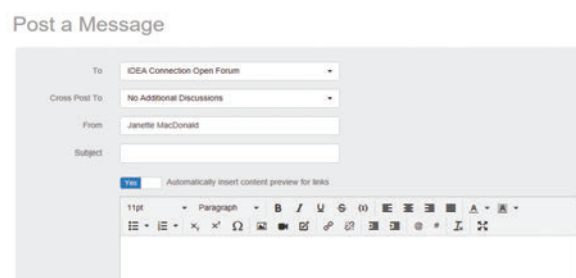


- If this is your first time visiting IDEA Connection, you will see a screen asking you to subscribe to the forum digest. Sign up for the Daily Digest so you know when people post and respond to questions!

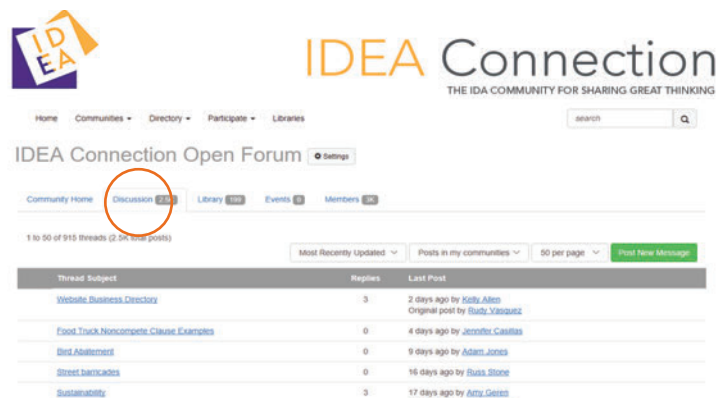


- If you'd like to update these preferences in the future, visit your profile and choose "Community Notifications" from the "My Account" drop down menu. You can select which forum notifications you'd like to receive and at what frequency (i.e. Real Time, Daily Digest and so on).

- Now you're ready to "Post a Message." Type your question and click the blue send button on the bottom of the screen.



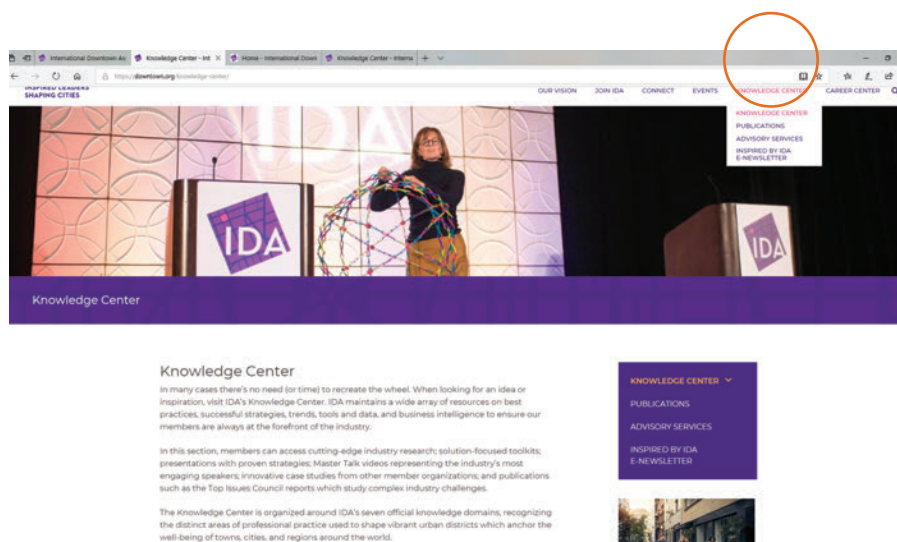
- Easily scan recent posts by clicking the "Discussion" tab. You can reply to a post by selecting that thread and clicking the "Reply to Discussion" button to the right side of your screen. Since IDA members wear many hats, all questions and discussions will be posted to this single forum.



If you have any questions or need further assistance with IDEA Connection, please contact IDA staff via email at: research@downtown.org

Explore Downtown.org

Use your new login to explore the website. Search for resources on IDA's [Knowledge Center](#) and access [IDEA Connection](#) to connect with your peers.



If you have any questions or need further assistance, please contact IDA staff at 202.393.6801 or via email: customerservice@downtown.org