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## **DOWNTOWNS & MAIN STREETS OF CANADA SEEK FEDERAL GOVERNMENT SUPPORT**

Downtowns, main streets, and traditional commercial areas are the economic, cultural, and social hubs of Canadian cities and towns. They are the very persona of a community and that community's health is almost always directly related to the well-being of its core.

'Given their importance across the country, we thought it critical to draw the attention of all national political parties to the role we believe our new government must play in propelling downtowns and main streets forward with innovative thinking and programs', says Judith Veresuk, Chair of IDA Canada (International Downtown Association).

Members of IDA Canada – those who manage and shape the urban and commercial cores of our cities and towns – convened in Ottawa earlier this year and developed strategies contained in *ONE NATIONAL VOICE: An Urban Agenda 2019* (attached). It tackles Community Well-Being and Vitality, Urban Mobility, Infrastructure, and Entrepreneurship. The document has been created to provide a clearer, united voice about national issues affecting the downtowns and main streets of Canada's cities and towns. It has been sent to all national political party headquarters and it is being shared with federal candidates right across the country by representatives of 500+ business improvement associations and societies des commerce (Quebec).

'We are asking all federal parties to ensure their platforms demonstrate the means by which commercial areas in cities and towns can become more physically appealing, socially balanced, economically energized, culturally dynamic, and innovatively robust', says Paul Mackinnon, member of IDA Canada's Leadership Group and CEO of the Downtown Halifax Business Commission.

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For more information or an interview, please contact:

**Judith Veresuk**, Chair, IDA Canada & Executive Director of Regina Downtown Business Improvement District, [jveresuk@reginadowntown.ca](mailto:jveresuk@reginadowntown.ca) or 306-501-4431

*The National Network of IDA Canada* represents the 500+ organizations across our country which manage Canada's business improvement districts, making them vital places in the nation's identity and key centres of economic, cultural, and social growth. Our members are the BIA/BID/BIZs (Business Improvement Associations/ Districts/Zones) & SDCs (societes des commerce in Quebec), with representation from every province, including provincial & regional organizations. The people who manage these organizations are skilled professionals committed to positive change within their communities and are always looking for the opportunity to work together locally, provincially, and as a national movement. The organizations we represent are comprised of over 100,000 businesses from coast to coast, with a combined property assessment in the billions of dollars. We are members of the International Downtown Association (IDA).\*

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

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