IDA 65th Annual
CONFERENCE & TRADESHOW

PROUDLY URBAN

Baltimore | October, 28–30, 2019
The 65th Annual Conference & Tradeshow was made possible by the generous support of these sponsors. Thank you!
How to Find Us
The conference is located on the fifth floor of the Renaissance Baltimore Harborplace Hotel at 202 East Pratt Street, Baltimore, Maryland 21202.

Registration, Fifth Floor Atrium

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<th>Day</th>
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<td>Sunday</td>
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Tradeshow
Meet companies that can help enhance your urban district by visiting the IDA Tradeshow in the Atrium and Baltimore Ballroom on the fifth floor. Exhibitor descriptions are on the mobile app.

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<tr>
<td>Monday</td>
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Free Wi-Fi
Sponsored by Stantec’s Urban Places
• Select the IDABALT19 network and click “Connect”
• Password: Stantec1

Mobile App
Download the IDA mobile app! View the full program and other helpful tips on our mobile app, “IDA Annual Conference,” available from the Apple App Store and Google Play. Rate sessions, win prizes and create your own agenda.
The Halo Effect II: Quantifying the Impact of Omnichannel

The convergence of physical and digital shopping experiences for consumers can lead to an increase in ...

Overall Spending based off an initial $100 spend

**IN-STORE TO ONLINE**

$267

15-Day Average Spend

**VS**

Year-Over-Year Spending based off an initial $100 spend

**ONLINE TO IN-STORE**

$231

15-Day Average Spend

$29

Spending Increase Over 3 Years

Source: ICSC The Halo Effect II: Quantifying the Impact of Omnichannel

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Join the Conversation

@IntlDwtnAssoc #IDABALT19 #ProudlyUrban

/IntlDowntownAssoc

/InternationalDowntownAssociation

Connect and Share on IDEA Connection
downtown.org

downtown.org/event/annual-conference
On Behalf of the Downtown Partnership of Baltimore, we are pleased to welcome you to Baltimore for #IDABALT19!

Baltimore was chartered in Fells Point, a downtown neighborhood with a rich maritime history. Since then, the city’s economy has been shaped by shipbuilding, maritime trade, scores of arriving immigrants, railroad barons, and traditions honed by generations of Chesapeake Bay watermen. Those traditions are still evident in Fells Point’s architecture and bar culture, but, these days, they share the cobblestone streets with international heavyweights like Morgan Stanley and the Johns Hopkins medical system.

Baltimore’s modern economy is driven by biotech, financial services, and creative entrepreneurs. It’s one of the United States’ top cities for college graduates and a burgeoning food scene that has garnered international acclaim.

Within downtown Baltimore neighborhoods, like Charles Center and Fells Point, you will be able to experience conference themes put into practice: office-to-residential conversion success, historic preservation, placemaking, community outreach, arts districts, transportation solutions, and how entrepreneurial and culinary creatives are increasingly important economic drivers.

We are so glad that you are here, and we hope you have a fun and engaging experience during your stay.

It’s an exciting time to be #ProudlyUrban. Welcome to Baltimore!

Sincerely,

Kirby Fowler
President
Downtown Partnership of Baltimore

Welcome to IDA’s 65th Annual Conference & Tradeshow!

Urban champions from around the world convene this week in Baltimore to discuss emerging trends in place management and will walk away with solutions to apply in their respective cities. This year’s theme brings together the brightest industry minds to discuss what it means to be “Proudly Urban” and how embracing this mindset can benefit districts of all sizes.

This year’s attendees will experience downtown Baltimore’s easily walkable neighborhoods, urban renewal projects, dense office district, and the fastest-growing, most diverse residential neighborhood, where young residents and office tenants are attracted to the city’s affordability, transit connectivity, architecture and thriving cultural scenes.

The IDA Annual Conference & Tradeshow is the signature gathering of industry leaders, undertaking the strategic and visionary work of city building, to discuss industry trends, share best practices and learn the latest tips of the trade. Molly Alexander, the Conference Task Force Chair, and her group of dedicated IDA volunteers, have curated sessions, tours and workshops all organized around IDA’s knowledge domains, recognizing the seven distinct areas of professional practice used to shape vibrant urban districts. Thank you to the Task Force and members of the Local Host Committee for their dedication and commitment. The 2019 program is full of amazing opportunities to learn from the experts, share ideas, renew friendships and expand your network of like-minded professionals to benefit your organization and enhance your career. Together, we are inspired leaders shaping cities.

Sincerely,

Tami Door
IDA Board Chair

David T. Downey, CAE, Assoc. AIA
IDA President & CEO
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<tr>
<th>START</th>
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<tr>
<td>7:30am</td>
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<td>Registration</td>
<td>Host Hotel, Fifth Floor Atrium</td>
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<td>Maryland A</td>
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<td>Baltimore’s Food Trends Bus Tour</td>
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<td>Grow with Google Train-the-Trainer Session – Reach Customers Online with Google (Free)</td>
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<td>2:00pm</td>
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<td>Meet and Greet Exhibitors in the Tradeshows</td>
<td>Host Hotel, Fifth Floor Atrium and Baltimore Ballroom</td>
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<td>3:30pm</td>
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<td>Refreshment Break</td>
<td>Host Hotel, Fifth Floor Atrium</td>
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<td>4:00pm</td>
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<td>Opening General Session: Master Talks</td>
<td>Maryland Ballroom DC</td>
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<td>Newcomers Reception sponsored by CUBE84</td>
<td>Maryland Ballroom EF</td>
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<td>6:30pm</td>
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<td>Opening Reception</td>
<td>The Tunnel at Preston Gardens, E. Pleasant St. and Saint Paul Street</td>
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<td>Coffee Service</td>
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<td>8:00am</td>
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<td>From Creation to Curation: Inclusive, Experimental Approaches to Furniture</td>
<td>Maryland E</td>
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<td>8:00am</td>
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<td>Marketing Proudly Urban: Craft a Data-Informed Persona in Places of All Sizes</td>
<td>Watertable Ballroom</td>
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<td>8:00am</td>
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<td>Preserving Culture and Community in Changing Urban Places</td>
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<td>8:00am</td>
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<td>Understanding Your Role in the Revolution: Why Parking and Mobility Matter Now More Than Ever</td>
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<td>Engaging the Edges: Working Across District Boundaries</td>
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<td>Housing Attainability</td>
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<td>Bromo District Revitalization [Sold Out]</td>
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<td>8:00am</td>
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<td>Baltimore Waterfront Development: EcoWalk and Ride on Harbor Connector [Sold Out]</td>
<td>Host Hotel, First Floor Lobby</td>
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<td>10:00am</td>
<td>11:30am</td>
<td>General Session: Master Talks and IDA Downtown Achievement Awards sponsored by Sky Connect Networks</td>
<td>Hippodrome Theatre, 12 North Eutaw Street</td>
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<td>12:00pm</td>
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<td>Lunch &amp; Learn with Exhibitors</td>
<td>Host Hotel, Fifth Floor Atrium and Baltimore Ballroom</td>
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<td>Smart Cities Technologies Powered by Public-Private Partnerships Walking Tour [Sold Out]</td>
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<td>Pratt Street Plan – Baltimore’s Front Door [Sold Out]</td>
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<td>Multi-Modal Engagement and Progress: Multi-Partner Efforts</td>
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<td>Event Planning, Advocacy and Economic Development Through Smart Data</td>
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<td>1:30pm</td>
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<td>Global Trends 2020: What’s Next for Downtown</td>
<td>Watertable Ballroom</td>
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<td>1:30pm</td>
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<td>Impacts and Challenges of Immigrant Entrepreneurs on Commercial Corridors</td>
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<td>Urban Design Matters</td>
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<td>Sponsorships, Marketing and the Controlled Chaos of Events</td>
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<td>3:00pm</td>
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<td>Networking Break in the Tradeshow sponsored by Streetplus</td>
<td>Host Hotel, Fifth Floor Atrium and Baltimore Ballroom</td>
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<td>Homeless Outreach [Sold Out]</td>
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<td>Baltimore Waterfront Development [Sold Out]</td>
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<td>Optimizing Operational Efficiency and Reducing Your Carbon Footprint</td>
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<td>My Bad Reputation: Overcoming a Place’s Negative Perception</td>
<td>Watertable Ballroom</td>
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<td>Transforming Downtown Transit Streets</td>
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<td>Empower Collaborations and Partnership Between Municipalities and BIDs</td>
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<td>Historic Preservation Basics for Downtown Districts</td>
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<td>Diversity and Inclusion Roundtable</td>
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<td>Tradeshow Cocktail Hour</td>
<td>Host Hotel, Fifth Floor Atrium and Baltimore Ballroom</td>
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<td>Dinner on your own</td>
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<td>Coffee in the Tradeshow</td>
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<td>General Session: Master Talks</td>
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<td>Networking Coffee Break in the Tradeshow</td>
<td>Host Hotel, Fifth Floor Atrium and Baltimore Ballroom</td>
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<td>10:15am</td>
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<td>Hospitality and Safety: Individual Approaches Towards a Shared Goal</td>
<td>Host Hotel, First Floor Lobby</td>
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<td>Downtown Residential Renaissance</td>
<td>Host Hotel, First Floor Lobby</td>
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<td>New ‘Outside the Box’ Approaches to Homeless Services</td>
<td>Watertable Ballroom</td>
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<td>10:30am</td>
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<td>Building a Social Media Strategy for your Downtown</td>
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<td>10:30am</td>
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<td>Flipping the Script: Using Housing as an Economic Development Tool</td>
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<td>10:30am</td>
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<td>Setting the National Agenda for Cities</td>
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<td>Championing Iconic Downtown Infrastructure</td>
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<td>10:30am</td>
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<td>Surviving the Retail Apocalypse: Designing Storefronts that Sell</td>
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<td>12:00pm</td>
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<td>Lunch &amp; Learn with Exhibitors</td>
<td>Host Hotel, Fifth Floor Atrium and Baltimore Ballroom</td>
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<td>Leveraging Universities for Catalytic Neighborhood Revitalization</td>
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<td>Creating and Managing Parks and Plazas through Public-Private Partnership</td>
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<td>Building the Value Proposition of Urban Park Management</td>
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<td>Vitality Defined: IDA’s Vitality Index</td>
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<td>1:30pm</td>
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<td>Pop-Up! Retail</td>
<td>Watertable Ballroom</td>
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<td>Master the Art of Building your Board</td>
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<td>The Power of International Partnership</td>
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<td>Canada’s One National Voice: What’s Next?</td>
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<td>Station North – Art and Transportation Transforming Communities</td>
<td>Host Hotel, First Floor Lobby</td>
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<td>3:15pm</td>
<td>5:00pm</td>
<td>How a BID Grant Program Supported Economic Development through a Tech Hub</td>
<td>Host Hotel, First Floor Lobby</td>
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<td>3:30pm</td>
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<td>Lights, Creative Economy, Action!</td>
<td>Maryland E</td>
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<td>How to Accelerate Residential Growth in the Downtown Core</td>
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<td>Everybody Innovates Here: Accelerating Innovation and Entrepreneurship</td>
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<td>Peering into the Crystal Ball: Adapting to a Changing Climate</td>
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<td>The Challenges of Unlocking Neighborhood Potential Through Planning Policy</td>
<td>Maryland F</td>
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<td>3:30pm</td>
<td>5:00pm</td>
<td>Public Art and Authenticity: From Beauty to Community, from Pretty to</td>
<td>Watertable Ballroom</td>
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<td>5:30pm</td>
<td>7:00pm</td>
<td>Closing Reception</td>
<td>IMET at the Columbus Center, 701 East Pratt Street</td>
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Pre-conference tours were planned around the urban place management domains created to recognize the various roles of a professional place manager and how those roles inspire places that anchor the well-being of towns, cities and regions around the world. Tours provide an insiders’ perspective on the city and time to experience Baltimore’s easily walkable neighborhoods, urban renewal projects, diverse residential communities, innovative districts, and thriving cultural scenes.

Pre-registration is required. Visit the registration desk to check availability and sign-up (there is a fee to attend). Please see the mobile app for full descriptions. Tours will depart from the first floor lobby of the Renaissance Baltimore Harborplace Hotel.

IDA Golf Outing | $150
7:00am - 1:00pm

Historic and Modern Mount Vernon Walking Tour | SOLD OUT
8:30am – 11:30am

Adaptive Reuse, Resilience, and Neighborhood Revitalization in Baltimore’s Mill Valley Walking Tour | SOLD OUT
9:00am - 12:00pm

Baltimore’s Food Trends Bus Tour | $75
9:00am – 2:30pm

Exploring Baltimore’s Main Streets—Marketing Neighborhood Retail Districts Trolley Tour | SOLD OUT
12:30pm - 3:30pm

Port Covington—Industrial Past, Innovative Future Bus Tour | SOLD OUT
12:30pm - 2:30pm

Downtown Columbia Partnership Bus Tour | $60
12:30pm - 3:30pm

Utilizing Historic Preservation to Enhance Downtown Neighborhoods Walking Tour | SOLD OUT
1:30pm - 3:30pm
Pre-conference workshops provide an in-depth, hands-on experience for delegates to fully explore a specific topic or issue. Visit the registration desk to sign-up as pre-registration is required (there is a fee to attend). Please see the mobile app for full descriptions.

**Making the Case: Market Analysis Scenario Workshop | $75**

**LOCATION: MARYLAND B**

**8:30am – 11:30am**

Place management professionals need clear and concise data to strategically inform decisions. Gain a baseline understanding of data, and work in small groups to apply the methodologies and analyses to build a comprehensive district profile to achieve the analytical and creative skills to select and visualize the best data to make the right case.

**Domain: Economic Development CM | 3**

**Presenter:**
Nur Asri, AICP, Senior Research Strategist, Streetsense, New York, NY

**Walking 2.0 Miles in Their Shoes – Create Quantifiable Results with Customer Journeys Workshop | SOLD OUT**

**LOCATION: MARYLAND A**

**8:30am – 11:30am**

This workshop will discuss the process of identifying meaningful touchpoints and communications pieces that make sense for your target constituents, and explore the KPI’s, metrics and means of measuring the results of your efforts with campaigns, activations, events and interventions.

**Domain: Marketing, Communications and Events**

**Presenters:**
David Romako, Co-Founder, Bright Brothers Strategy Group, Phoenix, AZ
Josh Yeager, Co-Founder, Bright Brothers Strategy Group, Philadelphia, PA

“*We met with a number of interactive kiosk providers and IKE clearly had the most advanced platform, experience, and product support.*”

**KIRBY FOWLER**
President, Downtown Partnership of Baltimore

**Experience IKE throughout the city or visit us at our IDA lounge.**

GET IN TOUCH – JTOOPES@IKESMARTCITY.COM

IKEsmartcity.com
Grow with Google Train-the-Trainer Session  
—Get Your Business Online | Free

LOCATION: MARYLAND B  
12:30pm – 1:30pm

Learn to teach small business owners about Google My Business, a free tool to connect on Google Search and Maps. We’ll also share information on becoming a local partner with Google to gain access to free resources and workshop materials.

Presenter:  
Randi Penfil, Trainer, Grow with Google Partner Program

The Top Leadership Communication Practices for Executives | SOLD OUT

LOCATION: MARYLAND A  
12:30pm – 3:30pm

This highly participatory workshop for senior executives will introduce attendees to a new framework applying the most current, executive-level theory and practices from the fields of leadership, management and communication, leaving participants with a host of actions that can be applied immediately in their work.

Domain: Leadership Development

Presenter:  
Don Waisanen, Ph.D., Founder and President, Communication Upward, New York, NY

Grow with Google Train-the-Trainer Session  
—Reach Customers Online with Google | Free

LOCATION: MARYLAND B  
2:00pm – 3:00pm

Learn to provide small business owners with an understanding of Google Search, Search Engine Optimization (SEO) and online advertising. We’ll also share information on becoming a local partner with Google to gain access to free resources and workshop materials.

Presenter:  
Randi Penfil, Trainer, Grow with Google Partner Program
OPENING GENERAL SESSION
MARYLAND BALLROOM DC

4:00pm – 5:00pm

Hilton Carter
Plant / Interior Stylist
Hilton Carter is a plant/interior stylist, director, fine artist, craftsman and re-patrioted Baltimorean. Carter’s interest in plants started out as purely practical: he was averse to putting up curtains in his New Orleans apartment, and decided to try a more natural approach to creating privacy, using plants. Carter does a weekly series with Apartment Therapy called Plant Doctor and has been featured in The New York Times, Wall Street Journal, Washington Post, HGTV and BuzzFeed, to name a few. He has a loyal following on Instagram where he shares his knowledge of plant care and styling with the green loving community.

Annie Milli
Executive Director, Live Baltimore
Annie Milli is the Executive Director of Live Baltimore, a nationally recognized 501(c)(3) Residential Marketing Organization. A self-described “accidental urbanist,” She began her career as a graphic designer, later becoming an art director and executive in the field of commercial advertising. Ms. Milli led Live Baltimore’s marketing division from 2013 to 2017, during which time she developed a resident retention initiative, targeting city families.

Tom Geddes
Chief Executive Officer, Plank Industries
In 2012, following a varied career in the nonprofit sector, Tom Geddes founded KDP Investments (later renamed Plank Industries), the private holding company of Kevin A. Plank – the founder, Chairman and CEO of Under Armour, Inc. In his role as CEO of Plank Industries, Tom oversees the Plank family’s operating companies as well as their wealth management, philanthropy, family office, and major acquisitions and transactions. Tom serves on the national advisory board for President Obama’s My Brothers’ Keeper Initiative.

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For decades, urban place management professionals have acted as leaders of their communities by undertaking the strategic and visionary work of city building. IDA has developed seven official knowledge domains, recognizing the distinct areas of professional practice used to shape vibrant urban districts which anchor the well-being of towns, cities, and regions around the world. These core domains should act as a framework for urban place managers to utilize in furthering their professional careers and to aid in their work enhancing vibrant urban places. Content for the Annual Conference is organized around this framework.

IDA is an AICP credit provider. AICP members can earn Certification Maintenance (CM) credits for the IDA Annual Conference sessions and workshops. When CM credits are available, they are noted in the program. IDA’s 2019 sessions provide an easy way for AICP certified planners to earn their CM credits.
8:00am – 9:30am

**From Creation to Curation: Inclusive, Experimental Approaches to Furniture**

**LOCATION: MARYLAND E**

Outdoor furniture can fundamentally shape the way people engage with a public space. Learn how different place managers empower artists and designers to craft furniture that elevates the public space and connects it to the surrounding city.

**Domain:** Public Space Management and Operations

**Moderator:** Victoria Milne, Principal, 6¢ Design, Brooklyn, NY

**Panelists:**
- Ignacio Ciocchini, Vice President, Design, Bryant Park Corporation and Principal, Ciocchini Design, New York, NY
- Darin Piippo, Market Specialist, Studio 431, Kalamazoo, MI
- Nathan Hommel, Director of Planning and Design, University City District, Philadelphia, PA

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**Marketing Proudly Urban: Craft a Data-Informed Persona in Places of All Sizes**

**LOCATION: WATERTABLE BALLROOM**

How do you produce content that helps your downtown attract, retain and stand out from the rest? Panelists will discuss how marketing their narrative started with understanding the unique pieces of their story – namely, their data.

**Domain:** Marketing, Communications and Events

**Moderator:** Stephen Hardy, CEO, mySidewalk, Kansas City, MO

**Panelists:**
- Penelope Huston, Vice President, Marketing, Communications & Events, Downtown Memphis Commission, TN
- Chris Naumann, Executive Director, Downtown Bozeman Partnership, MT
- Bill Dietrich, President & CEO, Downtown Council of Kansas City, MO
- Cate Douglas, Stakeholder Services Specialist, Cincinnati Center City Development Corporation, OH

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**Preserving Culture and Community in Changing Urban Places**

**LOCATION: MARYLAND A**

Policymakers will teach attendees to help preserve the essence of place – culture and community – utilizing strategies like local workforce investment, community wealth building, equitable development, business estate planning, nonprofit capacity building and more.

**Domain:** Policy and Advocacy

**Moderator:**
Noel Frame, Director of Policy & Planning, BDS Planning & Urban Design, Seattle, WA

**Panelists:**
- Daniel Villao, Principal, Intelligent Partnerships, Seattle, WA
- Andres Mantilla, Director, Department of Neighborhoods, City of Seattle, WA
- Valerie Tran, Project Manager, BDS Planning and Urban Design, Seattle, WA

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**San Antonio Tomorrow**

2040 Comprehensive Plan reflects the character, needs, values and desires of the San Antonio community and results in a more vibrant, healthy, inclusive and sustainable city.

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Please see the mobile app for full breakout session descriptions and speaker bios.
Understanding Your Role in the Revolution: Why Parking and Mobility Matter Now More Than Ever
LOCATION: MARYLAND F
Using recent compelling case studies, parking and mobility experts reveal progressive new approaches to mobility management that are revolutionizing the way people move.
Domain: Planning, Design and Infrastructure
Moderator:
Vanessa Solesbee, CAPP, Parking & Transit Manager, Town of Estes Park, CO
Panelists:
Kim Jackson, CAPP, Director, Parking & Transportation Services, Princeton University, Princeton, NJ
Barbara Chance, PhD, President, CHANCE Management Advisors, Inc., Philadelphia, PA

Engaging the Edges: Working Across District Boundaries
LOCATION: MARYLAND B
How can downtowns engage with adjacent neighborhoods to create more successful, thriving districts? Participants will leave with a toolkit of strategies for anticipating common issues and seizing opportunities for working beyond their boundaries.
Domain: Planning, Design and Infrastructure
Moderator:
Brad Barnett, Senior Associate, Mithun, Seattle, WA
Panelists:
Molly Alexander, Executive Director, Downtown Austin Alliance Foundation, TX
Adam Perkins, Senior Manager, Urban Planning, Downtown Denver Partnership, CO

Housing Attainability
LOCATION: HOMELAND
Join IDA’s Housing Attainability Top Issue Council for a conversation on providing attainable housing in your downtown. Panelists will discuss potential financial incentives such as tax credits and loan programs; tools such as market studies; and successful examples.
Domain: Planning, Design and Infrastructure
Moderator:
Maggie Collister, Director of Research, Charlotte Center City Partners, NC
Panelists:
Amy Geren, Program Director, Portland Downtown, ME
Gabriel Silberblatt, MCP, Director of Strategy & Planning, BDS Planning & Urban Design, Seattle, WA
Ray Gibbs, PLA, ASLA, Executive Director, Forward High Point, NC

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Pre-registration is required for mobile workshops. Visit the registration desk to check availability and sign-up (there is a fee to attend). Please see the mobile app for full descriptions. Mobile workshops will depart from the first floor lobby of the Renaissance Baltimore Harborplace Hotel. If you’ve attending one of these workshops, please arrive 15 minutes before your scheduled departure time.

8:00am – 9:45am

Bromo District Revitalization | SOLD OUT
MEETING LOCATION: RENAISSANCE BALTIMORE HARBORPLACE HOTEL, FIRST FLOOR LOBBY
Domain: Planning, Design and Infrastructure

Baltimore Waterfront Development:
EcoWalk and Ride on Harbor Connector | SOLD OUT
MEETING LOCATION: RENAISSANCE BALTIMORE HARBORPLACE HOTEL, FIRST FLOOR LOBBY
Domain: Public Space Management and Operations

General Session and Downtown Achievement Awards Presentation
HIPPODROME THEATRE, 12 NORTH EUTAW STREET
10:00am – 11:30am

Shuttles will be available from the host hotel (front lobby drive) headed to the Hippodrome Theatre beginning at 9:15am. After the General Session, shuttles will begin departing at 11:30am to return attendees to the host hotel for lunch.

Jeff Speck
Principal, Speck & Associates LLC
Jeff Speck, AICP, CNU-A, LEED-AP, Honorary ASLA is a city planner and urban designer who advocates internationally for more walkable cities. As Director of Design at the National Endowment for the Arts from 2003 through 2007, he presided over the Mayors’ Institute on City Design and created the Governors’ Institute on Community Design. Since 2007, he has led Speck & Associates, a boutique planning firm that specializes in making American downtowns thrive. Mr. Speck is the co-author of The Smart-Growth Manual and the “modern classic” Suburban Nation. His latest book, Walkable City was a best-selling city-planning book.

Andrea Batista Schlesinger
Partner, HR&A Advisors
Andrea Batista Schlesinger leads the Inclusive Cities practice at HR&A Advisors. As a former leader in government, think tanks, philanthropy, and political campaigns, Andrea uniquely understands the capacity and role of government, advocacy, and philanthropy in making cities just and dynamic places. Her current work focuses on supporting equitable economic development and removing barriers to opportunity for all communities in cities, by working to effect change in workforce development, education, criminal justice, racial equity, and other fields.

Natasha Moraga
Urban Artist / Muralist
Transforming the dull gray spaces of Puerto Vallarta into open-air galleries, urban artist Natasha Moraga makes mosaic look easy. With over 10 years as the visionary and artistic director behind some of the city’s most iconic public artworks, she continues to inspire with her latest and biggest project yet - the transformation of her city’s main park, into a vibrant space filled with colored tiles and functional spaces, where community is an essential part of the project. It’s one of the most exciting public art installations in Mexico — El Parque de los Azulejos, the Tile Park.
1:00pm – 3:00pm

Smart Cities Technologies Powered by Public-Private Partnerships Walking Tour | SOLD OUT
MEETING LOCATION: RENAISSANCE BALTIMORE HARBORPLACE HOTEL, FIRST FLOOR LOBBY
Domain: Economic Development / Public Space Management and Operations

Pratt Street Plan – Baltimore’s Front Door | SOLD OUT
MEETING LOCATION: RENAISSANCE BALTIMORE HARBORPLACE HOTEL, FIRST FLOOR LOBBY
Domain: Planning, Design and Infrastructure

1:30pm – 3:00pm

Multi-Modal Engagement and Progress: Multi-Partner Efforts
LOCATION: MARYLAND B
Panelists will share how they advocate for planning strategies, invest in research and community outreach, support new infrastructure and technology, and develop partnerships to collaborate on multi-modal transportation initiatives that shift the language around parking challenges in downtowns.
Domain: Planning, Design and Infrastructure

Event Planning, Advocacy and Economic Development Through Smart Data
LOCATION: MARYLAND F
This panel will share how pedestrian data and engaging mobile surveys helped successfully advocate to municipal partner, increase sponsorships in dramatic ways, enhance economic development programs, and create special destinations.
Domain: Marketing, Communications and Events
Moderator:
Jonathan Davis, Senior Sales Executive, Smart Cities, Motionloft, San Francisco, CA
Panelists:
Robbie Silver, Director of Marketing & Public Realm, Union Square BID, San Francisco, CA
Matt Salisbury, Founder & CEO, ntropy data, inc, San Francisco, CA
Doug Prude, Planning and Economic Development Analyst from Downtown Dallas, Inc., TX
Global Trends 2020: What’s Next for Downtown
LOCATION: WATERTABLE BALLROOM
This debut of the 2020 Global Trends Report will provide insight on what’s next for downtowns given shifts in demographics, lifestyles and competition. The panel will provide provocative recommendations on adapting to and getting ahead of trends shaping our cities.
Domain: Economic Development
CM | 1.5
Panelists:
Brad Segal, President, Progressive Urban Management Associates, Inc, Denver, CO
Cole Judge, Senior Associate, Progressive Urban Management Associates, Inc, Denver, CO

Sponsorships, Marketing and the Controlled Chaos of Events
LOCATION: MARYLAND E
This session is designed to aid districts in navigating the ins and outs of event sponsorships and marketing. Learn what types of events best suit your district, when and what to market, and how to capitalize on sponsorship opportunities.
★ Features a Pinnacle Award Winner!
Domain: Marketing, Communication and Events
Panelists:
Chip McCabe, Director of Marketing, Hartford BID, CT
Ed Wolverton, President & CEO, Wilmington Downtown, Inc., NC

Impacts and Challenges of Immigrant Entrepreneurs on Commercial Corridors
LOCATION: HOMELAND
Citing national case studies, professionals from diverse backgrounds share their experiences delving into subjects such as the cultural nuances to financing, murkiness of cash-only transactions, loose interpretation of rules and regulations and more.
Domain: Economic Development
CM | 1.5
Moderator:
Michael Berne, President, MJB Consulting, New York, NY and Berkeley, CA
Panelists:
Woo Kim, Principal, Wallace Roberts Todd (WRT), Philadelphia, PA
Marla Bilonick, Executive Director, Latino Economic Development Center, Washington, DC
Catherine Lee, Community and Economic Development Director, City of Chamblee, Chamblee, GA

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Marla Bilonick, Executive Director, Latino Economic Development Center, Washington, DC
Catherine Lee, Community and Economic Development Director, City of Chamblee, Chamblee, GA

Urban Design Matters
LOCATION: MARYLAND A
Urban design may be the most powerful tool to attract people, jobs and investment to downtown. Panelists will discuss the urban design principles and practices behind downtown revitalizations planned and underway.
Domain: Planning, Design and Infrastructure
CM | 1.5
Panelists:
Jeff Speck, AICP, CNU-A, LEED-AP, Honorary ASLA, Principal, Speck & Associates LLC, Brookline, MA
David Dixon, FAIA, Vice President, Urban Places Planning and Urban Design Leader, Stantec’s Urban Places, Boston, MA

3:15pm – 5:00pm

Homeless Outreach | SOLD OUT
MEETING LOCATION: RENAISSANCE BALTIMORE HARBORPLACE HOTEL, FIRST FLOOR LOBBY
Domain: Public Space Management and Operations

Baltimore Waterfront Development | SOLD OUT
MEETING LOCATION: RENAISSANCE BALTIMORE HARBORPLACE HOTEL, FIRST FLOOR LOBBY
Domain: Planning, Design and Infrastructure
**Optimizing Operational Efficiency and Reducing Your Carbon Footprint**

**LOCATION: HOMELAND**

Panelists will introduce ways to achieve your clean and safe goals, and make a case for alternative options related to equipment that will reduce your carbon footprint and operating costs while improving efficiencies.

**Domain: Public Space Management and Operations**

**Moderator:**
David Goldberg, Chief Executive Officer & Principal, Streetplus Company, LLC, Brooklyn, NY

**Panelists:**
Charles Broad, Executive Director, Reading Downtown Improvement District, PA
Matt Allen, Operations Manager, Downtown Berkeley Association, CA

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**My Bad Reputation: Overcoming a Place’s Negative Perception**

**LOCATION: WATERTABLE BALLROOM**

Using case studies from a variety of locations, panelists will discuss how tools such as audience research, re-branding and press strategy can highlight local assets and reshape the narrative.

**Domain: Marketing, Communications and Events**

**CM | 1.5**

**Moderator:**
Joe Gudenrath, Executive Director, Downtown El Paso, TX

**Panelists:**
TJ Witham, Communications Director, Times Square Alliance, New York, NY
Lauren Hamilton, Vice President, Marketing & Promotions, Downtown Partnership of Baltimore, MD
Steffen Poessiger, Vice President, Mithoff Burton Partners, El Paso, TX

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**Transforming Downtown Transit Streets**

**LOCATION: MARYLAND E**

In addition to carrying people to and through downtown, transit streets are also important pedestrian corridors. Learn how Denver, Minneapolis, and Seattle are reinventing the way they do transit.

★ Features a Pinnacle Award Winner!

**Domain: Planning, Design and Infrastructure**

**CM | 1.5**

**Moderator:**
Matt Shawaker, Senior Associate, Stantec’s Urban Places, Denver, CO

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**Empower Collaborations and Partnership Between Municipalities and BIDs**

**LOCATION: MARYLAND F**

IDA’s Municipal Partnerships Top Issues Council identified factors that enable true partnerships between a municipality and a place management organization. Gain tools for creating champions and structuring agreements, and identify steps to move closer to a true partnership.

**Domain: Policy and Advocacy**

**CM | 1.5**

**Moderator:**
Tim Tompkins, President, Times Square Alliance, New York, NY

**Panelists:**
Roxanne Earley, Director, Business Improvement District Program, NYC Department of Small Business Services, NY
Paul Mackinnon, Executive Director, Downtown Halifax Business Commission, NS
Jennifer Lindley, Downtown Development Manager, Town of Queen Creek, AZ

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**Historic Preservation Basics for Downtown Districts**

**LOCATION: MARYLAND A**

Confused about the historic preservation lingo and tax credits? This panel will cover the basics in a snappy presentation with a host of handouts.

**Domain: Planning, Design and Infrastructure**

**CM | 1.5**

**Panelists:**
Brian Goeken, AICP, Technical Preservation Services National Park Service, Washington, DC
Donna Ann Harris, Principal, Heritage Consulting, Inc., Philadelphia, PA

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**Diversity and Inclusion Roundtable**

**LOCATION: MARYLAND B**

Inclusive city building is a core value we all share and yet the path forward is not completely clear. The conversation begins in Baltimore and you are invited to participate in round table discussion to explore ways to best move ahead and take a leadership role so everyone can see a place where they belong.

**Moderator:**
David Downey, President and CEO, International Downtown Association, Washington, DC

**Panelists:**
Andrea Batista Schlesinger, Partner, HR & A Advisors
Natalie Avery, Executive Director, DC BID Council, Washington, DC
Derreck Hughes, Vice President of Operations, Block by Block
Wednesday Schedule

Closing General Session
MARYLAND BALLROOM DC
8:30am - 10:00am

Albus Brooks
Vice President of Business Development and Strategy, Milender White
Serving two terms on Denver City Council, including two terms as Council President, Albus Brooks accomplished an ambitious range of progressive legislative victories with the goal of building a truly inclusive city. To address the affordability crisis, he co-created Denver’s first—and Colorado’s largest—affordable housing fund.

Molly Alexander
Executive Director, Downtown Austin Alliance Foundation
For 30 years Molly Alexander has enjoyed a successful career focused on downtown revitalization and economic development, including enterprises in both the public and private sectors.

John Snook
Executive Director, Treatment Advocacy Center
Before joining the Treatment Advocacy Center, Snook worked on policy issues at the Mortgage Bankers Association (MBA) and at Habitat for Humanity International. He championed mental illness reform, working first with the West Virginia Supreme Court on mental health issues and then at the Treatment Advocacy Center as an advocate for state mental health reform.

Kate Joncas
Director of Urban Strategy and Development, MIG
Kate Joncas leads strategic efforts for complex urban projects in downtowns, neighborhoods and urbanizing places. As Seattle Deputy Mayor from 2014–2017 she directed 32 departments, led waterfront redevelopment and Convention Center expansion, and developed a nationally recognized government performance initiative. Before that she was the CEO of the Downtown Seattle Association where for 20 years, she led one of the most successful revitalization projects in the country, resulting in a vibrant downtown with great retail, transportation and jobs, thousands of residents and a growing, diverse economy.
10:15am – 12:15pm

Hospitality and Safety: Individual Approaches Towards a Shared Goal | SOLD OUT
MEETING LOCATION: RENAISSANCE BALTIMORE HARBORPLACE HOTEL, FIRST FLOOR LOBBY
Domain: Public Space Management and Operations

Downtown Residential Renaissance | $35
MEETING LOCATION: RENAISSANCE BALTIMORE HARBORPLACE HOTEL, FIRST FLOOR LOBBY
Domain: Economic Development

10:30am – 12:00pm

New ‘Outside the Box’ Approaches to Homeless Services
LOCATION: WATERTABLE BALLROOM
Panelists share compassionate and inclusive approaches to serve people experiencing homelessness with programs like pop-up public toilets and videos to reunite families, to more expansive social worker interventions and eviction prevention strategies.
★ Features Pinnacle Award Winners!
Domain: Public Space Management and Operations
Moderator:
Karin Flood, Executive Director, Union Square BID, San Francisco, CA
Panelists:
Kate Fenske, CEO, Downtown Winnipeg BIZ, MB
Christian Martin, Executive Director, Lower Polk Community Benefit District, San Francisco, CA
Ansley Whipple, Woodruff Park Project Manager, Atlanta Downtown Improvement District, GA

Building a Social Media Strategy for your Downtown
LOCATION: MARYLAND F
From understanding your goals and audience to maintaining your brand, come learn tools for crafting a social strategy to fit your downtown and organization.
Domain: Marketing, Communications and Events
Panelists:
Nicole Fincher, Marketing and Special Projects Manager, Downtown Fort Worth, Inc, TX
Lauren Potter, Community Editor, Downtown Phoenix, Inc, AZ
Britt Diehl, Manager, Executive Office & Special Projects, Downtown Denver Partnership, CO
Flipping the Script: Using Housing as an Economic Development Tool
LOCATION: MARYLAND E

This panel will explore the idea that housing is now playing an outsized role in surging downtown success and that the attraction of housing is a necessary precursor to bringing jobs back from the suburbs. Panelists will share real-world market data and case studies.

Domain: Economic Development

CM | 1.5

Moderator:
Craig Lewis, Principal-Planning & Urban Design: Smart Mobility, Stantec’s Urban Places, Charlotte, NC

Panelists:
Laura Volk, Co-Managing Director, Zimmerman/Volk Associates, Clinton, NJ
Randy Thelen, Vice President Economic Development, Downtown Denver Partnership, CO
Larisa Ortiz, Managing Director, Streetsense, Jackson Heights, NY

Setting the National Agenda for Cities
LOCATION: HOMELAND

Discuss the big-picture policy issues impacting cities, and the role of place management organizations in advocating for thoughtful solutions. Case studies from different countries involved in collective advocacy and organizing will review the national climate in their respective places, and open the floor for a discussion about key policy goals and priorities. This session will be a continuation of conversations from the IDA Idea Forum and the Canadian National Policy Summit.

Domain: Policy and Advocacy

CM | 1.5

Moderator:
Tim Tompkins, President, Times Square Alliance, New York, NY

Panelist:
Paul Mackinnon, Executive Director, Downtown Halifax Business Commission, NS

Championing Iconic Downtown Infrastructure
LOCATION: MARYLAND A

Explore how BIDs and other community organizations are initiating and advancing the next generation of imaginative park and transportation infrastructure projects that enhance mobility, create place and spur economic development for downtowns.

★ Features a Pinnacle Award Winner!

Domain: Planning, Design and Infrastructure

CM | 1.5

Moderator:
Tracy Gabriel, President & Executive Director, Crystal City BID, Arlington, VA

Panelists:
Robert Mandle, COO, Crystal City BID, Arlington, VA
Scott Kratz, Executive Director, Building Bridges Across the River, Washington, DC
Paul Levy, President and CEO, Center City District, Philadelphia, PA
Surviving the Retail Apocalypse: Designing Storefronts that Sell
LOCATION: MARYLAND B
This panel will highlight innovative approaches to storefront design including activation of vacant storefronts and the public realm around them, and creative approaches to funding projects.

Domain: Economic Development  

CM | 1.5

Moderator: Isaac Kremer, Executive Director, Metuchen Downtown Alliance, NJ
Panelists: Seanette Corkill, Founder, Frontdoor Back, LLC, Vancouver, WA  
Jonathan Berk, Director, Patronicity, Detroit, MI

Leveraging Universities for Catalytic Neighborhood Revitalization

MEETING LOCATION: RENAISSANCE BALTIMORE HARBORPLACE HOTEL, FIRST FLOOR LOBBY
Domain: Economic Development

Creating and Managing Parks and Plazas through Public-Private Partnership | SOLD OUT
MEETING LOCATION: RENAISSANCE BALTIMORE HARBORPLACE HOTEL, FIRST FLOOR LOBBY
Domain: Public Space Management and Operations

1:30pm – 3:00pm

Building the Value Proposition of Urban Park Management
LOCATION: MARYLAND B
Learn from leading experts in urban park management and improvement projects to help build your value proposition for enhancing and investing in high-quality public spaces and green space.

Domain: Public Space Management and Operations  

CM | 1.5

Moderator: Beth Weirick, CEO, Milwaukee Downtown, BID #21, WI
Panelists: Dan Melman, Vice President of Parks and Public Realm, Capitol Riverfront BID, Washington, DC  
Paul R. Levy, President and CEO, Center City District, Philadelphia, PA  
Karen True, Director of Business and Community Development at Pioneer Square, Seattle, WA
Vitality Defined: IDA’s Vitality Index
LOCATION: MARYLAND A
This session will present the first iteration of the IDA Vitality Index powered by Stantec, an online tool to benchmark the vitality of downtowns across the U.S. During the session, panelists will share the Index and discuss how districts can use this data.
Domain: Policy and Advocacy
Panelists:
David Dixon, FAIA, Vice President, Urban Places Planning and Urban Design Leader, Stantec’s Urban Places, Boston, MA
Maggie Collister, Director of Research, Charlotte Center City Partners, NC
Cathy Lin, AICP, Director of Research, International Downtown Association, Washington, DC

Pop-Up! Retail
LOCATION: WATERTABLE BALLROOM
Discover how cities are supporting pop-up retail and dining by lowering barriers to entry for small businesses through regulatory incentives and comprehensive pop-up retail programs.
Domain: Economic Development
Moderator:
Nur Asri, AICP, Senior Research Strategist, Streetsense, New York, NY
Panelists:
Brett Roler, VP of Planning and Development, Downtown Memphis Commission, TN
Nick Griffin, Executive Director, Downtown Center BID, Los Angeles, CA

Master the Art of Building your Board
LOCATION: MARYLAND E
This interactive session will share tips, proven tools and real-world examples that will help you attract and engage the right board members.
Domain: Organizational Management
Panelists:
Mary-Claire Burick, President, Rosslyn BID, Arlington, VA
Tina Leone, CEO, Ballston BID, Arlington, VA
Charles Gauthier, MCP, President & CEO, Downtown Vancouver BIA, BC
The Power of International Partnership
LOCATION: HOMELAND
Downtowns throughout the world are launching new collaborative initiatives thanks to connections made through IDA. Panelists will discuss international partnerships and collaborations.

Domain: Leadership Development  CM | 1.5
Moderator:
David Downey, President & CEO, International Downtown Association, Washington, DC
Panelists:
Giles Semper, Executive Director, Go! Southampton BID, London, England
Miki Yasui, Professor, Hosei University; Vice Chair, Japan Area Management Network, Tokyo, Japan
Kirby Fowler, President, Downtown Partnership of Baltimore, MD

Canada’s One National Voice: What’s Next?
LOCATION: MARYLAND F
Learn about the effectiveness of the One National Voice Policy Framework and help shape the next steps for the National Network of IDA Canada to actively engage the new federal government. This session will conclude with a Canadian roundtable discussion about the National Network.

Domain: Policy and Advocacy
Moderators:
Judith Veresuk, Chair, National Network Leadership Group; Executive Director, Regina Downtown BID, SK
Ken Kelly, IDA Canada, Halifax, NS

3:15pm – 5:00pm
Station North – Art and Transportation Transforming Communities  |  SOLD OUT
MEETING LOCATION: RENAISSANCE BALTIMORE HARBORPLACE HOTEL, FIRST FLOOR LOBBY
Domain: Planning, Design and Infrastructure

How a BID Grant Program Supported Economic Development through a Tech Hub  |  SOLD OUT
MEETING LOCATION: RENAISSANCE BALTIMORE HARBORPLACE HOTEL, FIRST FLOOR LOBBY
Domain: Economic Development

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www.stagehand.app

US Patent D785,269 S.
3:30pm – 5:00pm

Lights, Creative Economy, Action!
LOCATION: MARYLAND E
Hear from practitioners who are executing innovative place making strategies that drive economic development and engage the creative economy. Come prepared to ask your most vexing questions in a robust Q&A troubleshooting session with our expert panel.
Domain: Public Space Management and Operations CM | 1.5
Moderator:
Larisa Ortiz, Managing Director, Streetsense, Jackson Heights, NY
Panelists:
Leni Schwendinger, Creative Director, Nightseeing™, New York, NY
Karen Auster, Founder and CEO, Auster Agency, Brooklyn, NY
Lynn McCormack, National Program Director, Creative Placemaking, Local Initiatives Support Corporation, New York, NY

How to Accelerate Residential Growth in the Downtown Core
LOCATION: MARYLAND B
Panelists will discuss the economics and fiscal impact of their programs and strategies to accelerate residential growth in downtowns.
Domain: Economic Development CM | 1.5
Moderator:
Neil Albert, President & CEO, DowntownDC BID, Washington, DC
Panelists:
Kirby Fowler, President, Downtown Partnership of Baltimore, MD
Paul Levy, President & CEO, Center City District, Philadelphia, PA
Gerry Widdicombe, Director of Economic Development, DowntownDC BID, Washington, DC

Everybody Innovates Here: Accelerating Innovation and Entrepreneurship Downtown
LOCATION: MARYLAND A
Through case studies, this panel will illustrate how to develop a high-impact, sustainable, inclusive and more effective way to accelerate innovation and entrepreneurship downtown through programs, places, nerve centers, districts and ecosystems.
Domain: Economic Development CM | 1.5
Moderator:
Isaac Kremer, Executive Director, Metuchen Downtown Alliance, NJ
Panelists:
Della Rucker, Co-Founder and Chief Operating Officer, Econogy Talent Group, Cincinnati, OH
Avi Telyas, Founder and CEO, Markerhoods, Newark, NJ
Peering into the Crystal Ball: Adapting to a Changing Climate
LOCATION: HOMELAND
Addressing sustainability and resilience is critical to the future of our cities. Learn how several downtowns across North America are catalyzing and advancing sustainability in their districts.

Domain: Planning, Design, and Infrastructure  
CM | 1.5

Moderator:
Cooper Martin, Director, Sustainability & Solutions, Center for City Solutions, National League of Cities (NLC), Washington, DC

Panelists:
Gavin Duffus, Economic Development Manager, Downtown Vancouver BIA, BC
Jessica Lappin, President, Alliance for Downtown New York, NY
Audrey Leous, AICP, Project Manager, Planning & Sustainability, Central Atlanta Progress, GA

The Challenges of Unlocking Neighborhood Potential Through Planning Policy
LOCATION: MARYLAND F
City planning tools like zoning and comprehensive planning are powerful forces that can help unleash the potential of neighborhoods, but the process can be a lengthy and a deeply political endeavor. Learn about modernized policies from two case studies.

★ Features Pinnacle Award Winners!

Domain: Planning, Design and Infrastructure  
CM | 1.5

Panelists:
Jay Renkens, AICP, Principal and Director of Denver Area Operations, MIG, Inc, Denver, CO
Barbara Blair, President, Garment District Alliance, New York, NY

Public Art and Authenticity: From Beauty to Community, from Pretty to Political
LOCATION: WATERTABLE BALLROOM
This panel will explore the tools for nurturing genuine partnerships with cultural organizations from different communities in a way that empowers lesser known artists, connects disparate communities and develops an authentic urban core.

Domain: Economic Development  
CM | 1.5

Moderator:
Tim Tompkins, President, Times Square Alliance, New York, NY

Panelists:
Karen Brooks-Hopkins, President Emerita, BAM and Nasher Haemisegger Fellow of the National Center for Arts Research at SMU, New York, NY
Carla Perlo, Co-Founder, Dance Place, Washington, DC
Events & Receptions

Newcomers Reception
MARYLAND BALLROOM EF
Monday, October 28
5:30pm - 6:15pm
This reception, designed for new IDA members or first-time conference attendees, is a great way to network with other newcomers. Seasoned IDA members and staff will be available to answer any questions about the conference or IDA in general. This event requires advance tickets. Sponsored by CUBE84

Opening Reception
THE TUNNEL AT PRESTON GARDENS, E. PLEASANT ST. AND SAINT PAUL STREET
Monday, October 28
6:30pm – 8:00pm
The Tunnel is a short 11 minute (0.5 miles) walk from the host hotel. For those that require assistance, a limited number of shuttles will be available beginning at 6:00pm, departing from the host hotel front drive, and will run on a continuous loop until 9:00pm.
Celebrate the opening of the 65th Annual Conference & Tradeshow with a party in The Tunnel at Preston Gardens. This “street festival” event will feature local restauranteurs, regional brews and live music. The tiered park was recently restored by the Downtown Partnership of Baltimore, and programmable LED lights were added in the tunnel.

Tradeshow Cocktail Hour
FIFTH FLOOR ATRIUM AND BALTIMORE BALLROOM
Tuesday, October 29
5:00pm – 6:00pm
Companies offering innovative solutions and programs to enhance your district are on-site and ready to answer your questions. End the day with a beverage and say hello to colleagues and friends while we celebrate a first look at IDA’s Vitality Index powered by Stantec.

Closing Reception
IMET AT THE COLUMBUS CENTER, 701 EAST PRATT STREET
Wednesday, October 30
5:30pm – 7:00pm
IMET at the Columbus Center is an easy 10 minute walk (0.5 miles) from the host hotel. Transportation will not be provided.
Close out the 2019 Annual Conference & Tradeshow with a celebration at the IMET Columbus Center located on Pier 5 of Baltimore’s famous Inner Harbor. In addition to stunning water and city views, reception attendees will be rewarded with a sneak preview of Baltimore's Light City, one of the country's largest light exhibitions.
ALL CITIES NEED TO BE SMART CITIES

Sky Connect Networks (SCN) builds carrier grade, free WiFi and Private LTE networks at venues including business improvement districts (BIDs), neighborhoods, municipalities and transportation hubs at no capital cost to the venue owner.

5G SOLUTIONS | MANAGED WIFI | PRIVATE LTE
Exhibitors

MEET THE COMPANIES OFFERING SOLUTIONS TO ENHANCE YOUR DISTRICT
Stantec’s Urban Places | Booth 5
Stantec’s Urban Places is an interdisciplinary hub bringing together leaders in planning and urban design, transportation including smart and urban mobility, resilience, development, mixed-use architecture, smart cities, and brownfield redevelopment. We work in downtowns across North America—in cities and suburbs alike—to unlock the extraordinary urban promise of enhanced livability, equity, and resilience.

David Dixon
Vice President
Planning and Urban Design Leader
617-416-7217
david.dixon@stantec.com
www.stantec.com/urban-places

Block By Block | Booth 16
Block By Block is a one-stop solution for safety, cleaning, hospitality, landscaping and social service outreach programs for improvement districts. Through our passion for downtowns and urban areas we harness our creativity and draw upon best practices to create highly effective programs. We’ve built a mindset and a culture designed to continually enhance our customers programs.

Jeffrey Heinrich
Vice President of Business Development
888-456-2646
jheinrich@blockbyblock.com
www.blockbyblock.com

IKE Smart City | Lounge 38
IKE Smart City’s interactive digital kiosk, IKE, is a breakthrough citizen engagement platform that helps cities, BIDs, and DMOs communicate with the public and tell the story of their city. IKE drives discovery, mobility, and equity and provides a stream of revenue with no investment required. Visit us at the IKE Smart City Lounge to experience the kiosk chosen by Baltimore and other cities nationwide.

Jaclyn Toopes
Development Manager
847-542-1445
jtoopes@ikesmartcity.com
www.ikesmartcity.com

International Council of Shopping Centers | Booth 9
ICSC brings together the public and private sectors for greater economic success through retail real estate developments and placemaking opportunities. Unlike any other “place,” retail real estate is built around the needs of communities, while building value in them, too. Contact ICSC for the education and networking you need to make your downtown a success.

Cynthia Stewart
Vice President
Community Development
703-627-5168
cstewart@icsc.com
www.icsc.com

Sky Connect Networks | Booth 11
Sky Connect Networks (SCN) finances, builds and operates wireless networks for BIDs/Muni venue partners. SCN offers carrier grade WiFi/Smart City networks where SCN covers all capital costs of the network while providing: free and secure SSID’s, venue Private LTE all while sharing revenue with our venue partners.

Steve Amarante
Partner
917-376-9291
samarante@skyconnectnetwork.com
www.skyconnectnetwork.com

Allied Universal | Booth 28
Our Downtown Ambassadors provide a safe environment and visible presence to Improvement Districts across the nation helping to protect and enhance our clients’ brand. By enhancing public safety, we help create real value for Improvement Districts by making the area safe for visitors, shoppers, businesses and stakeholders alike.

Kevin Francis
Business Development Specialist
646-737-1668
kevin.francis@aus.com
www.aus.com
Artificial Ice/Fall Fest Events | Booth 19
Unique Winter and Fall attractions for rent nationwide. Available for short-term or long-term needs. Synthetic ice rinks to haunted houses!

Michael Lawton
National Sales/Production Manager
800-275-0185
m.lawton@ppentertainmentgroup.com
www.artificialiceevents.com

Britten Inc – BannerSaver | Booth 13
BannerSaver is a wind-spilling, light pole banner bracket specified by cities on six continents. It is engineered to spill 87% of the wind compared to less than 25% for standard bracket systems — saving banners and reducing light pole liabilities. We are also experts in revenue producing light pole banner programs.

Dave Taylor
Director
231-995-8544
dtaylor@britteninc.com
www.bannersaver.com

Calpipe Security Bollards | Booth 25
Calpipe Security Bollards® is the worldwide leader in bollards and bollards security. Since 1998, we have developed bollards solutions for some of the most populated and high-profile public spaces in the world, including Times Square and the Santa Monica Pier. Our team consults and collaborates with you, solving for answers that provide calm and safety without compromising aesthetics.

Greg Davidson
Director of Sales
562-803-4388
gdavidson@atkore.com
www.calpipebollards.com

Circuit | Booth 32
Circuit is an innovative first/last-mile transportation service that’s given over 2.5 million rides in 20+ cities across the US. By offering free, all-electric shuttles in dense city centers, we’re making a positive impact on our communities every day.

Daniel Kramer
Director Operations & New Business
562-252-6680
daniel@ridecircuit.com
www.ridecircuit.com

Corbin Design | Booth 26
Corbin Design is a national leader in wayfinding and sign system design. The firm has developed wayfinding systems for over 95 cities including some of the nation’s largest urban areas and most unique towns. Our clients include Atlanta, Calgary, Fort Worth, Indianapolis, Lansing, Milwaukee, Raleigh, St. Louis and Tulsa.

Shelley Steele
President
231-947-1236
shelley@corbindesign.com
www.corbindesign.com

Creos Experts-Conseils, Inc. | Booth 37
A leading agency for interactive installations, Creos focuses on creating lasting memories from unique experiences. Since 2016, we have been transforming downtown public spaces into must-see destinations. Our installations bring venues to life and attract positive attention by increasing social media coverage, creating direct economic impact and fostering social ties within communities.

Jean-François Leblanc
Project Manager–Sales
514-360-5774 #107
jf.leblanc@creos.io
www.creos.io
**CUBE84 | Booth 15**

CUBE84 is the leading Salesforce partner in the BID industry. We provide custom solutions specifically designed for BIDs to capture and manage a 360-degree view of their districts from property information to stakeholder engagement. CUBE84 specializes in configuring reporting around key metrics, and provides system integrations and tailored training.

Kathryn McKissick  
Director, Customer Success  
202-505-1056  
kathryn@cube84.com  
www.cube84.com

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**Downtown Decorations, Inc. | Booth 3**

Downtown Decorations, Inc. provides the highest quality banners and holiday décor, including, but not limited to, custom & seasonal banners, banner hardware, pole decorations, giant trees, foliage and architectural lighting. Dramatic visual elements – from light pole banners, to towering showpiece trees and captivating displays – will create enchanting streetscapes for your community.

Ted Peterson  
President  
877-369-6332  
tpeterson@downtowndecorations.com  
www.downtowndecorations.com

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**Downtown Diva | Table Top 3**

Manage properties, assessments, contacts, vacancies, businesses, events and more -- all in one place, from your computer, iPad or iPhone. Run complex BID formula scenarios and voting to initiate/renew your district. Get letters, lists, reports, everything you need at the touch of a button. User-friendly, affordable. Preview today!

Jennifer Rose  
Principal  
617-548-6330  
jennifer@downtown-diva.com  
www.downtown-diva.com

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**EarthPlanter | Booth 40**

The #1 selling & recommend commercial self-watering brand in North America. EarthPlanter now services over 350 cities & towns. For superior performance in the toughest city environments, 10 Year Warranty, and Price Match Guarantee, look no further than EarthPlanter.

Robert Buckley  
Director of Sales & Marketing  
877-815-9276  
rbuckley@earthplanter.com  
www.earthplanter.com

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**Eco-Counter | Booth 14**

Tell your story with meaningful data. Eco-Counter specializes in easy-to-deploy pedestrian and cyclist counters. Cost-effective solutions and intuitive software make understanding trends simple. This data has helped organizations worldwide to showcase the value of their initiatives, attract investments and demonstrate the importance of their districts.

Danielle Dhiab  
Client Consultant  
866-518-4404  
dd@eco-counter.com  
www.eco-counter.com

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**Equinox Environmental Desert Planters | Booth 23**

Desert Planters by Equinox is one of the leading manufacturers of Self-Watering planters and in-ground waste/recycling systems. Our mission is environmental sustainability and beautification from Coast to Coast. Please visit us to learn how Desert Planters can save you $$ annually with our 60 different styles & sizes of planters.

Shannon Carson  
Director  
204-633-7564  
shannon@eqnx.biz  
www.desertplanters.com
Geocentric | Booth 42
Geocentric is the leading provider of CMS/CRM Software and Interactive Services to Destination Districts. Our Citylight® Software enables Downtown Districts to publish websites, directories, calendars, and custom interactive maps. We are proud of our long-term commitment to IDA and our award-winning work with over 50 IDA member organizations.

Jim Blakeslee
President
301-960-4724
jim.blakeslee@geocentric.com
www.geocentric.com

Grow with Google | Booth 36
You’re already doing great work in your communities, and Grow with Google wants to help. Grow with Google helps people across the United States gain digital skills to grow their careers and businesses. Join us as a partner and you’ll gain access to presentation materials, resources and hands-on help from our team, all completely free of cost. Apply today at grow.google/partners

Julia Malecke
Partner Activation Manager
gwgpartners@google.com
g.co/grow/ida

Hubbell Lighting, Inc. | Table Top 1
Hubbell Lighting provides historic and contemporary lighting products. Our service and design enhances your community while adding to your district’s safety and security initiatives. Hubbell lighting can provide the segue between assets such as parks, retail, sports and entertainment venues as well as the essential lighting of transportation hubs, parking and city streets.

Michael Springer
Product Manager
– Outdoor Decorative
941-756-2023
mspringer@hubbell.com
www.hubbell.com/hubbelllightingci/en/

International Downtown Association | Booth 7
Businesses, government, and civic leaders look to you for economic growth, cultural opportunities and entertainment for visitors and residents. Where do you find help to lead and manage? Visit the IDA membership booth and discover resources available to you. IDA also maintains a wide array of award-winning best practices, trends and research resources, all designed to ensure our members are always at the forefront of the place management industry, transforming cities and communities into healthy and thriving places.

Learn about IDA’s new research including the 2019 Staffing & Salary Survey and Top Issues Council reports on Housing Attainability and Municipal Partnerships.

202-393-6801
customerservice@downtown.org
www.downtown.org

Live XYZ | Booth 30
Live XYZ is a new kind of city map showing every business on every block and what’s happening inside each location throughout the day. Live helps cities unlock the richness of urban life and increase engagement for residents and visitors.

Jimmy Glaser
Co-Founder, Head of Mapping
917-270-6441
jimmyg@live.xyz
www.live.xyz

Pat Davis Design Group | Booth 33
PDDG is a national marketing communications agency with 40+ years of experience working with municipalities across the U.S., including long-standing client partnerships with economic development, tourism, workforce development, transportation, and related organizations. PDDG’s wide range of services include branding, creative, graphic design, website design, marketing strategy, content creation, social media, and event planning.

George Dimotakis
President & CEO
916-563-7148
georged@pddesign.com
www.pddesign.com
Saltwater Software | Booth 18
Saltwater Loyalty is the highly anticipated loyalty rewards platform from Saltwater Software. It’s designed to support Districts in their mission to increase traffic and profits within their merchant community. Frictionless, and easy adoption offers a unique experience for shoppers, districts and merchants alike, with rewards for all.

Jason Gilbert
CEO
310-917-2202
jason.gilbert@saltwaterware.com
www.saltwaterware.com

Sidewalk Buttler | Booth 20
We are the leading cigarette litter collection and recycling receptacle on the market. Sidewalk Buttler is made from 1/8-inch thick aluminum, custom powder coated and feature no-cost custom messaging. Weather, fire & vandal proof Sidewalk Buttler is Made in Maine with a 20-year warranty. No cheap plastic for you!

Mike Roylos
207-432-4492
sidewalkbuttler@gmail.com
www.sidewalkbuttler.com

Springboard | Booth 34
Springboard is the leading provider of data and intelligence on customer activity in destinations. From customer counting and demographic profiling through to sentiment tracking, our services monitor customer behavior at the finest level of detail. We work with brands, malls, property owners, downtowns and industry associations across North America, UK and Europe.

Claudia Lowe
646-453-7675
hello@spring-board.info
www.spring-board.info

Stagehand | Booth 24
Stagehand integrates local culture and community into placemaking initiatives by simplifying the process of working with local musicians, artists and street performers. Thousands of performances have been scheduled using Stagehand by downtown organizations & airports. We have revolutionized the process of managing performance in public spaces.

Derek Manns
President
403-650-5704
derek@stagehand.app
www.stagehand.app

Street Graffiti Solutions | Booth 29
SGS supplies the world’s only anti-stick wrap and paint to keep unsightly stickers and flyers from polluting street assets such as street poles, garbage bins, utility boxes and traffic lights. The anti-stick wrap also delivers pedestrian eye-level branding, bringing streetscape beautification to new heights.

Colleen Browne
Partner
416-571-7346
cbrowne@streetgraffitisolutions.com
www.streetgraffitisolutions.com

Streetplus | Booth 21
Streetplus is the only privately held and operated provider of clean, safe and friendly services for improvement districts. Join others that have made the switch from other contractors to Streetplus and enjoy the many benefits available through our customized programs, to include social service outreach and technology designed for improvement districts.

Melea Solheim
Vice President of Corporate Services
610-383-5607
msolheim@streetplus.net
www.streetplus.net
Streetsense. | Table Top 2
Streetsense is a strategy and design collective that creates brands people love and places people love to be. Powered by in-depth insights, Streetsense builds market-informed solutions for retail and mixed-use environments. We help our clients optimize their downtown environments, transit-oriented retail, shopping malls, and more.

Larisa Ortiz
Managing Director
Research + Analysis
917-696-1374
lortiz@streetsense.com
www.streetsense.com

UrbanScape Planters | Booth 27
Urbanscape Self Watering Planters is a premier designer and manufacturer of industrial self-watering planters for commercial spaces. Create a stylish statement on any streetscape with our contemporary designs & renowned durability. Custom molded, our planters are extremely durable and designed to withstand harsh climates and high traffic urban environments.

Peter Klym, Owner
800-439-4157
info@urbanscapeplanters.com
www.urbanscapeplanters.com

Victor Stanley, Inc. | Booth 43
Victor Stanley helps you bring your visions to life. From benches and bike racks to smart litter receptacles, which use our Relay Sensor and Service to enable efficient collection routing, we design, engineer and manufacture every detail to ensure our site furnishings will withstand the test of time.

Kristen Bevard
Tradeshow Coordinator
301-855-8300
kristenb@victorstanley.com
www.victorstanley.com

TerraCast Products manufactures architectural grade planters, decorative lampposts and bases that are maintenance-free, rust-free and corrosion-free. We have been helping many Business Improvement Districts and Downtown Organizations to beautify their communities. Starting with pedestrian plazas in the City of New York, our durable planters are used across New York City and other major cities.

Liz Goldring, Sales
305-895-9525
liz@terracastproducts.com
www.terracastproducts.com