



**INSPIRED LEADERS
SHAPING CITIES**

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Inaugural IDA Inspired Leader Award Announced

IDA Honors Judith Veresuk of the Regina Downtown Business Improvement District

Washington, DC – At their 66th Annual Conference & Marketplace last week, the International Downtown Association (IDA) recognized Judith Veresuk, Executive Director of the Regina Downtown Business Improvement District in Saskatchewan, Canada as the inaugural Inspired Leader Award winner.

Urban place management professionals are at the forefront of significant change throughout metropolitan areas around the world and the Inspired Leader Award honors those who have shown clear achievements in recent years, in addressing a broad range of issues impacting how people live, work and play in downtowns and city centers.

“Judith Veresuk’s buoyancy, skill and outlook on life propel her forward with the ability to tackle anything, as has been demonstrated most recently with the COVID crisis,” said David Downey, IDA President and CEO. “IDA is pleased to honor Judith for the vital contributions she has made throughout the COVID-19 crisis and years prior in her role at the Regina Downtown BID.”

Ms. Veresuk’s local stakeholders describe her as a tireless advocate who has supported, educated, consulted and fostered an authentic sense of community in Regina, thanking her for being a lead driver in initiatives that worked towards the revitalization of the city.

“I am thrilled to receive the Inspired Leader Award from IDA. Through the emotional highs and lows of the COVID pandemic, keeping my focus on my members and what they needed to get through the crisis was a real beacon – like that light at the end of the tunnel that we keep running towards,” says Judith Vereuk. “Knowing that all of these efforts were appreciated and valued by my members and the IDA community is truly gratifying.”

As Executive Director of the Regina Downtown Business Improvement District, Ms. Veresuk is responsible for designing, implementing and managing programs to ensure Downtown Regina is a clean, safe and friendly destination for visitors, residents and businesses. She holds a degree in Urban and Regional Planning from Ryerson University and was previously employed with the Vancouver Olympic Organizing Committee where she worked on signage and wayfinding plans for multiple Olympic venues. Prior to that, she was the Executive Director of the Downtown Windsor Business Improvement Association.

IDA’s members have a proven track record of creating collaborative public-private partnerships to tackle weighty issues. More than 2,500 downtown management districts exist in cities throughout the U.S. and Canada, affecting significant change in every major metropolitan area throughout North America in an industry that is growing rapidly around the globe. Place management work touches every discipline of

city building, including economic development, leadership, marketing, events, public space management, public policy, planning and infrastructure.

About IDA

IDA is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are city builders and 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.

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