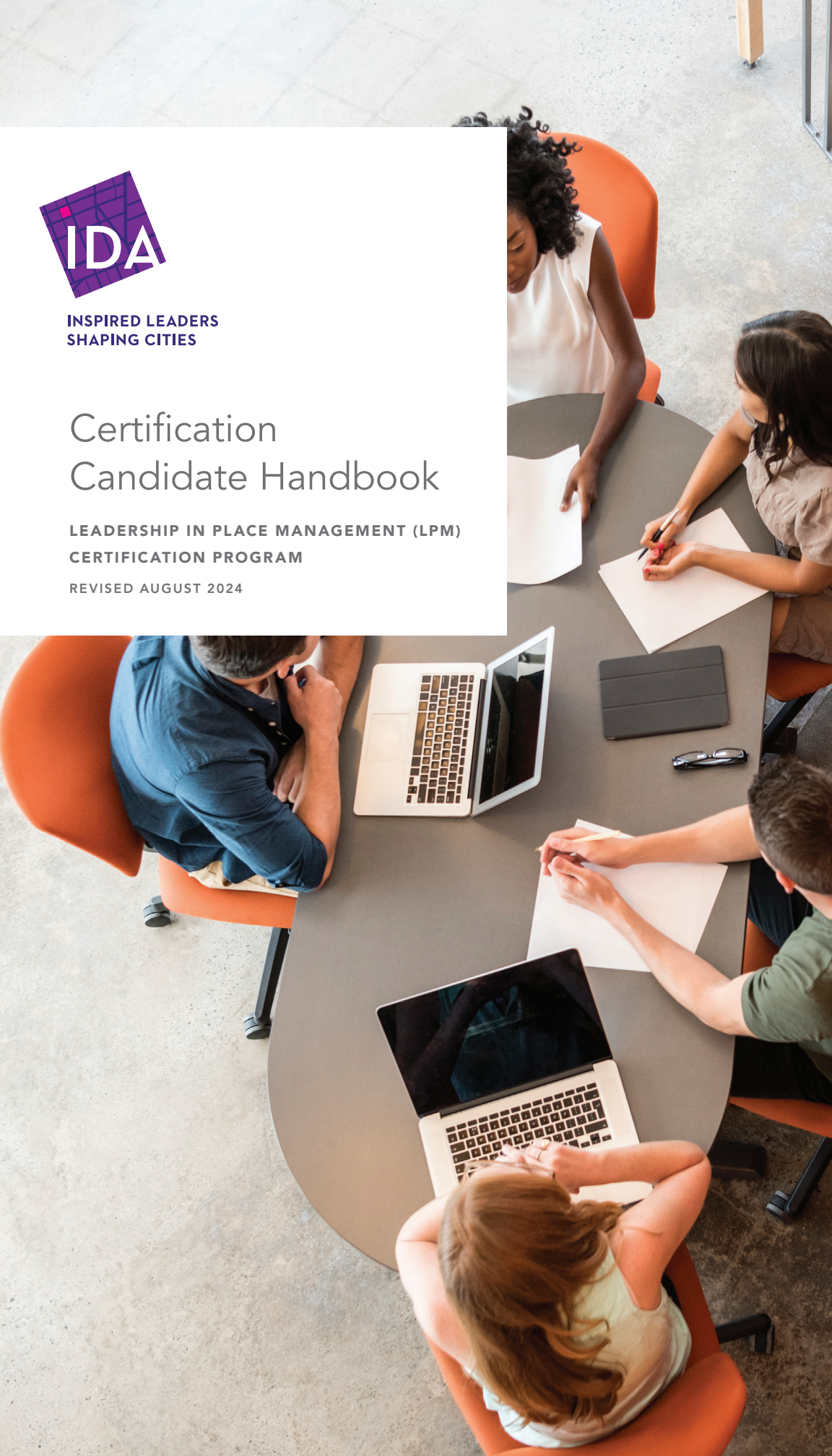

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Certification Candidate Handbook

LEADERSHIP IN PLACE MANAGEMENT (LPM) CERTIFICATION PROGRAM

REVISED AUGUST 2024

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Thank you for your interest in the International Downtown Association's (IDA) Leadership in Place Management (LPM) certification program. This handbook is a guide for candidates seeking to obtain the LPM credential and includes the policies and procedures of the program. This certification recognizes place management professionals who demonstrate the knowledge and skills to manage and lead a place management organization.

To attain certification, candidates must meet eligibility requirements before taking the exam.

This certification was developed according to accreditation best practices and standards. IDA's Professional Development Committee first undertook the task of identifying and studying the seven core domains of professional practice in 2016 and later worked with a psychometrician to review the knowledge domains and conduct a full job task analysis study with participation from over 300 in the place management field. This study validated the knowledge and skills of those in the place management profession. In 2020 IDA engaged 34 subject matter experts to begin the item (exam question) writing process. Over 200 items were developed and beta tested by approximately 500 participants.

In December of 2020, the IDA Board of Directors established the Leadership in Place Management Commission to be the independent governing body of the program within IDA. They have complete autonomy, oversight and management of the certification program and develop all policies and standards related to the LPM credential. The program is administered by IDA staff, who implements the policies. This structure allows the LPM Commission to maintain integrity concerning policy matters related to credentialing.

The goal of the certification program is to provide LPM professionals the ability to demonstrate proficiency in all aspects of the place management profession while also maintaining a commitment to ethical conduct and personal and professional growth.

By receiving this certification, it demonstrates a moderate level of professional competence in the key content domains that have been identified through the job task analysis study.

To ensure the LPM professional continues to stay current in place management trends, certification renewal and maintenance will be required. Certificants will keep up to date on changes in the field, enhance their knowledge and skills through ongoing professional development, and contribute to the advancement of the profession by taking a leadership role.

ELIGIBILITY REQUIREMENTS

To be eligible to apply for the exam, certificants must meet all of the following requirements:

Have three years' experience employed as the CEO/ Executive Director or five years' employment at a staff level of any qualifying organization(s)*.

AND

Have a bachelor's degree or higher, or in lieu of a degree, have three additional years' employment at a staff level of any qualifying organization(s)*.

AND

Two letters of recommendation regarding professional work experience as it relates to at least two or more of the seven domains of professional practice.

AND

Are committed to upholding the IDA Code of Ethics.

*Qualifying organizations include any of the following which are actively engaged in urban place management in North America: business improvement district (BID), business improvement area (BIA), place management partnerships, alliances, chamber of commerce, community development corporation, Main Street program, public government agency and/or consultancies and vendors engaged in urban place management.

APPLICATION PROCESS

The first step towards earning an LPM credential is to complete the application located on IDA's website. The window to apply for the exam will be noted on IDA's website.

To apply, candidates are required to login to their IDA account on downtown.org. If a candidate does not currently have an IDA account, they will be able to create one. Member and nonmember application rates apply, and payment is required at the time of application submission. If an applicant is unsure of their membership status, please reach out to certification@downtown.org.

Please be sure to read all information included in this handbook and follow all instructions in the application carefully. Candidates should fully understand the eligibility requirements when considering applying for the exam. Application fees are nonrefundable. If a candidate has questions regarding eligibility, please contact certification@downtown.org.

Candidates applying to sit for the exam will be asked to provide the following:

- Current resume that includes:
  - Education: Name of institution attended with highest level of education achieved, and name of degree received with dates of attendance and graduation.
  - Professional Experience: List of position titles and include dates of related experience.
- Two letters of recommendation regarding professional work experience as it relates to at least two or more of the seven domains of professional practice.
- Upload a copy of diploma or transcript (if applicable).
- Reasonable Accommodations Request (if applicable)
- Confirmation that the applicant is committed to upholding the IDA Code of Ethics.

All applications must be received by the deadline listed on IDA's website.

The LPM Commission reserves the right to review and verify accuracy of all information provided by candidates. This may

include contacting educational institutions and employers.

When a candidate's application has been reviewed and accepted, they will receive an email notifying them to register for the exam. The LPM exam is administered through Prolydian, a leading virtual credential platform, and remote proctoring by ProctorU.

If a candidate's application has been denied, they are eligible to reapply 12 months after their initial application submission date.

APPLICATION FEE

The nonrefundable application fee ($200 USD IDA member / $300 USD nonmember) is due at the time of application. The application is valid for one year from the date of submission.

REASONABLE ACCOMMODATIONS

The LPM Commission will make reasonable efforts to accommodate eligible candidates, who provide detailed documented evidence of their disability or need for reasonable accommodations for a professional certification exam, with auxiliary aids and services that do not present an undue burden to the LPM Commission and do not fundamentally alter the measurement of the knowledge the assessment is intended to test. If a candidate requires reasonable accommodations, please inform IDA of the need in writing with supporting medical documentation at the time of application.

CONFIDENTIALITY

Certification applications and candidates' performance on the LPM exam shall remain confidential unless otherwise stipulated by the examinee or as required by law. The LPM program will release application and pass/fail information only to the applicant and in writing.

NON-DISCRIMINATION POLICY

IDA does not discriminate against any person based on race, color, national origin, age, gender identity, sexual orientation, religion or disability.

EXAM PROCESS

Upcoming exam registration deadlines and exam dates will be noted on IDA's website.

When a candidate's application has been reviewed and accepted, they will receive an email from IDA notifying them to register and pay for an upcoming exam. The LPM exam is administered through Prolydian, a leading virtual credential platform, and remote proctoring by ProctorU. Once a candidate has paid for the exam, they will receive instructions about scheduling the exam including scheduling instructions, relevant technical requirements and test taker resources.

EXAM FEE

Once a candidate has been deemed eligible to sit for the exam, a fee of $325 USD member / $475 USD nonmember is due. This fee is nonrefundable, and the exam must be taken within one year of application submission. A second exam on the same application is subject to a retesting fee of $200 USD member / $250 USD nonmember.

EXAM FORMAT

The exam will consist of 100 multiple choice questions, and candidates will be given three hours to complete the exam. The exam will be administered remotely through a secure online system with live remote proctoring.

PREPARING FOR THE EXAM

The LPM Exam is intended to test for a moderate level of competency of urban place management professionals. Candidates applying to sit for the LPM Exam are encouraged to develop a study plan based on the Exam Content Outline. The IDA Knowledge Center can be used as a source of study in each of the seven domains of professional practice. The LPM Commission is not involved in developing any preparatory program or materials, and no preparatory program is endorsed by the LPM Commission nor is it a prerequisite to earning the LPM credential.

EXAM CONTENT OUTLINE

The composition of the exam is guided by extensive research done through the job task analysis. The exam and content outline will be updated as determined by the LPM Commission. Below is a detailed outline of the seven major areas of content on the exam which will be used to guide the composition of the current exam. Each domain contains several subcategories with detailed knowledge needed. Not every item will be found on every exam and questions in each area will be randomized.

Candidates taking the LPM Certification exam will be tested on their knowledge of:

LEADERSHIP DEVELOPMENT 15%

CANDIDATES TAKING THE LPM CERTIFICATION EXAM WILL BE ASKED ABOUT THEIR ABILITY TO AND KNOWLEDGE OF:

1.1	**Leadership Skills**
1.1.1	Ability to communicate and collaborate effectively across stylistic differences.
1.1.2	Ability to develop strategies that allow you to "flex" your style when needed in order to work more productively with others (Knowledge of or Identification of strategies).
1.2	**Board Leadership**
1.2.1	Ability to develop roles and responsibilities for the board of directors including job descriptions and expectations.
1.2.2	Ability to delineate the roles of board members, operational team and staff members including the communication between each group.
1.2.3	Demonstrate understanding of how to create policies that serve the organization and maintain governance requirements.
1.3	**Planning**
1.3.1	Knowledge of the value in planning documents and processes.
1.4	**External Relationship Building**
1.4.1	Ability to utilize best practices in communicating effectively with all stakeholders and has knowledge of communication tools to put in place with the organization.
1.4.2	Ability to utilize community building techniques and activities that increase the buy-in of residents and stakeholders.
1.4.3	Knowledge of how to engage with elected officials and city leadership in an effective manner.
1.4.4	Ability to build partnerships with other organizations to leverage the power of your own team, resulting in more impactful and larger scaled initiatives.

CANDIDATES TAKING THE LPM CERTIFICATION EXAM WILL BE ASKED ABOUT THEIR ABILITY TO AND KNOWLEDGE OF:

2.1	**Organizational Structure**
2.1.1	Knowledge of District assessment and funding models and the constraints that exist around the use of assessment dollars.
2.1.2	Knowledge of District formation and renewal enabling legislation.
2.1.3	Knowledge of Organizational Models.
2.1.4	Ability to utilize best practices in operational systems such as: CRM, reporting systems, maintenance/tracking systems and metrics/ performance reporting.
2.1.5	Ability to produce, review, manage, and oversee contracts.
2.1.6	Ability to apply best practices in organization structure.
2.2	**Board Management**
2.2.1	Ability to utilize best practices to onboard a new member and keep members engaged and committed to the board.
2.2.2	Knowledge of efficient board meeting implementation.
2.2.3	Ability to form the right committees for the organization.
2.2.4	Understand how to navigate controversial board discussions that might result in more heated conversations.
2.2.5	Ability to handle conflicts with a board member and among board members.
2.3	**Managing a Team**
2.3.1	Ability to apply best practices and creative concepts in hiring, managing, coaching, contracting, promoting and releasing employees.
2.3.2	Knowledge of Human Resources functions, when to bring in external experts and where to get help.
2.3.3	Ability to conduct productive staff and department meetings.

CANDIDATES TAKING THE LPM CERTIFICATION EXAM WILL BE ASKED ABOUT THEIR ABILITY TO AND KNOWLEDGE OF:

2.4	**Finance**
2.4.1	Demonstrate an understanding of the purpose and process of an audit.
2.4.2	Knowledge of earned income & funding mechanisms from grants and sponsorships to TIF funds, loan programs and other incentives.
2.4.3	Ability to develop and oversee budgets, review financial statements and prepare/present financial reports.
2.4.4	Ability to manage a finance or budget committee and understand the roles of each.
2.5	**Governance**
2.5.1	Knowledge of non-profit management requirements, meeting notices, bylaws, board votes, and Robert's Rules of Order.
2.5.2	Knowledge of insurance requirements.
2.5.3	Knowledge of the federal reporting requirements.

ECONOMIC DEVELOPMENT 11%

CANDIDATES TAKING THE LPM CERTIFICATION EXAM WILL BE ASKED ABOUT THEIR ABILITY TO AND KNOWLEDGE OF:

3.1	**Business Recruitment / Retention**
3.1.1	Demonstrate understanding of what a vibrant business mix looks like and how to attain it.
3.1.2	Demonstrate understanding of market research trends, how to identify industry niches and how to support them.
3.1.3	Ability to create business health analyses for existing businesses and provide resources to keep them thriving.
3.1.4	Ability to work with brokers in the community and become a resource to them.
3.1.5	Ability to create and present the metrics to support your desired outcomes.
3.2	**Real Estate, Development & Redevelopment**
3.2.1	Demonstrate understanding of development strategies, the development process, the entitlement process, funding mechanisms, planning requirements and the makeup of a development team.
3.2.2	Knowledge of lease agreements.
3.2.3	Knowledge of the role of mobility in the development process.
3.2.4	Knowledge of the process of neighborhood change and the impact of investment.
3.2.5	Ability to report the development growth to stakeholders.
3.3	**Specialty Markets & Trends**
3.3.1	Knowledge of the value of market research and metrics and how to communicate the value of various industries and how to report data back to boards and stakeholders.
3.3.2	Ability to manage a nighttime economy and daytime economy simultaneously.
3.3.3	Ability to support tourism and visitors to downtown and partners with CVB.

PLANNING, DESIGN AND INFRASTRUCTURE 13%

CANDIDATES TAKING THE LPM CERTIFICATION EXAM WILL BE ASKED ABOUT THEIR ABILITY TO AND KNOWLEDGE OF:

4.1	**Urban Planning Basics**
4.1.1	Knowledge of zoning, land use plans, permitting and amendments in the context of downtown.
4.1.2	Knowledge of regulatory frameworks surrounding zoning, planning and land use and the difference in public vs. the private realm.
4.1.3	Knowledge of what a downtown/community plan includes, how it is developed, various tools and documents available, and how best to get involved with the process.
4.2	**Active Transportation and Mobility**
4.2.1	Knowledge of the latest trends on bicycle infrastructure, storage, lane configurations, etc.
4.2.2	Knowledge of challenges with streetcar, light rail, high speed rail, trains, basic bus systems and bus rapid transit.
4.2.3	Knowledge of correct ways to manage parking and how to communicate the parking operations to your stakeholders.
4.2.4	Demonstrate understanding of pedestrians and what they need to feel comfortable, safe and drawn in to a place.
4.2.5	Knowledge of transportation demand management.
4.2.6	Ability to ensure accessibility and ADA compliance and communicating that adequately.
4.2.7	Ability to build, fund, gain support, preserve, program and protect open spaces with community buy-in.
	Sustainability
	Demonstrate an understanding of how a varied industry mix and talent pool supports long-term economic growth and can absorb economic shocks.
	Demonstrate an understanding of how community resources can support a diverse group of residents, employees, and visitors.
	Demonstrate an understanding of how to prepare for and mitigate the effects of environmental stressors such as flooding, extreme heat, and storms.

POLICY AND ADVOCACY 14%

CANDIDATES TAKING THE LPM CERTIFICATION EXAM WILL BE ASKED ABOUT THEIR ABILITY TO AND KNOWLEDGE OF:

5.1	**Government Relations**
5.1.1	Knowledge of the basics of government structures and how to work closely with municipal leaders and elected officials.
5.1.2	Knowledge of legal issues (ordinances /laws / amendments) coming down the pipeline that may affect your urban place.
5.1.3	Ability to successfully develop relationships at city, state, county, provincial and federal levels.
5.2	**Stakeholder / Community Engagement**
5.2.1	Ability to successfully engage the community, including meeting management, distribution of information, event engagement, and exercises such as dot-ology.
5.2.2	Ability to build relationships with community partners that are true collaborations, (such as Convention and Visitor Bureaus, Economic Development Councils, Chambers of Commerce, etc.).
5.2.3	Ability to maintain an empathetic approach to some stakeholder's concerns; listen, understand, and engage more thoroughly with distressed stakeholders.
5.2.4	Ability to facilitate a community meeting and keep your cool despite the most aggressive of situations.
5.3	**Research**
5.3.1	Knowledge of the value of research for communicating vision and how metrics keep policy perspectives data-based.
5.3.2	Ability to design, distribute and collect surveys with various budget restrictions.
5.3.3	Ability to prepare research reports to create a proactive approach to defending a district opinion.

CANDIDATES TAKING THE LPM CERTIFICATION EXAM WILL BE ASKED ABOUT THEIR ABILITY TO AND KNOWLEDGE OF:

54	Equity and Inclusion
5.4.1	Demonstrate understanding of why inclusivity is a goal that can benefit the triple-bottom line for your investors.
5.4.2	Demonstrate understanding of when to take the lead and when to be a partner.
5.4.3	Ability to connect a downtown master plan or visioning process to the goals of various place-based stakeholders.
5.4.4	Ability to develop best practices and lessons learned from other place management organizations.

PUBLIC SPACE MANAGEMENT AND OPERATIONS 18%

CANDIDATES TAKING THE LPM CERTIFICATION EXAM WILL BE ASKED ABOUT THEIR ABILITY TO AND KNOWLEDGE OF:

6.1	**Clean, Safe and Hospitality**
6.1.1	Knowledge of a clean and safe program.
6.1.2	Knowledge of various types of programs and the pros and cons of each: information ambassadors, hospitality, security, clean, green.
6.1.3	Knowledge of current technology trends for managing, responding, tracking and reporting.
6.1.4	Knowledge of infrastructure needed, such as waste management.
6.1.5	Ability to create, implement and evaluate Clean and Safe deployment.
6.1.6	Ability to envision the next level for your program.
6.2	**Maintenance & Beautification**
6.2.1	Knowledge of landscaping management and maintenance.
6.2.2	Knowledge of best practices in holiday décor programming.
6.3	**Fundamentals of Placemaking**
6.3.1	Demonstrate understanding of how activations are planned, managed, scheduled, maintained, staffed, reviewed, evaluated, monitored and retooled.
6.3.2	Demonstrate understanding of the value of public art, performance art, and sidewalk activations.
6.3.4	Knowledge of best practices in merchant engagement with respect to public activations near their venues.
6.3.4	Demonstrate understanding of engagement of the local police in placemaking.
6.3.5	Knowledge of facilities management, including water management, parks facilities, drainage issues, sewer treatment, etc.
6.3.6	Ability to conduct community engagement before placemaking.
6.3.7	Ability to seek funding support for placemaking initiatives.

CANDIDATES TAKING THE LPM CERTIFICATION EXAM WILL BE ASKED ABOUT THEIR ABILITY TO AND KNOWLEDGE OF:

6.5	Social Services
6.4.1	Knowledge of what infrastructure is needed to address social service needs.
6.4.2	Knowledge of place management organizations and BID programs that are addressing homelessness and panhandling.
6.4.3	Ability to work with social service agencies in the community and leverages their programs to have the greatest impact.
6.4.4	Ability to utilize the best tools to advocate for the business community and maintain compassion for the human needs.

MARKETING, COMMUNICATIONS AND EVENTS 14%

CANDIDATES TAKING THE LPM CERTIFICATION EXAM WILL BE ASKED ABOUT THEIR ABILITY TO AND KNOWLEDGE OF:

7.1	**Marketing**
7.1.1	Knowledge of branding vs marketing.
7.1.2	Knowledge of data and metrics that should be tracked and reported to calculate value of all marketing/PR campaigns.
7.1.3	Ability to create marketing strategies, meet organizational goals, understand target market segments and execute a branding campaign.
7.1.4	Ability to provide audience assessments and determines messaging strategy.
7.2	**Communications**
7.2.1	Knowledge of technologies, social media, and other forms of communications.
7.2.2	Ability to utilize successful techniques for engaging the media and managing PR campaigns.
7.2.3	Ability to search for new ways to engage with stakeholders.
7.2.4	Ability to identify best practices regarding annual reporting and standard publications.
7.3	**Events**
7.3.1	Ability to identify successful sponsorship and partnership strategies.
7.3.2	Ability to develop sellable assets.
7.3.3	Ability to measure the success of events, knowing appropriate metrics to track and how to report to stakeholders.
7.3.4	Ability to leverage successful events to do more.
7.3.5	Ability to create and manage volunteer programs that bring value to events and the community.

REGISTRATION AND REQUIREMENTS

The LPM exam is administered through Prolydian, a leading virtual credential platform, and remote proctoring by Examity. Once the candidate has paid for the exam through IDA, they will be able to schedule an exam time via a link provided by email. The email will come from support@prolydian.com.

Candidates will be required to create a new account and login with Prolydian. Candidates will receive a second email with instructions to visit the "Your Exams" area and click the "Schedule" button and follow the steps to select an exam time. To learn more, visit https://www.prolydian.com/test-taker-faqs.

Before taking the exam, candidates will be asked to sign a confidentiality and non-disclosure agreement. If a candidate does not agree to sign this document, they will be dismissed from taking the exam.

Please review the following technical specifications and make sure the computer being used for the exam meets the technical requirements:

- Desktop computer or laptop (tablets, Surface devices, Chromebooks, ARM CPU architecture and cell phones do not meet the proctoring requirements).
- Meazure Learning's Guardian Browser is required for use to launch and take the exam. You can download the Guardian Browser ahead of the exam appointment here: guardian.meazurelearning.com
- A working built-in or external webcam with a minimum of 640x480 resolution and microphone. Dual monitors are not supported and must be removed from the testing space. Laptops must remain connected to a power source for the duration of the exam.
- macOS X 10.5 or higher / Windows Vista or higher. ProctorU does not support Linux or Chrome OS.
- Internet speed must be at least 2 Mbps download and 2 Mbps upload. Hot spots are not recommended.
- RAM: minimum of 2GB required; 4GB recommended.

BEFORE THE EXAM

Prior beginning the exam, candidates must complete the ProctorU computer requirements check and download the

Guardian Browser. Follow the below steps to download:

1. Download the Guardian Browser here: guardian.meazurelearning.com.

2. Check your equipment to make sure your system is compatible with ProctorU at go.proctoru.com/testitout.

3. Prepare identity verification documents. This includes one of the following:

- Government-issued driver's license
- College/University-issued staff photo ID
- Passport
- Non-US Military issued identification card
- Any physical Government-issued identification card (must include photo)
- **Please note, your Prolydian account profile name MUST match the name on your photo ID.** If there is a discrepancy, please access your account details and change your name to match your ID. If you need assistance doing so, please contact support@prolydian.com.

EXAM RULES

Prior to the day of exam, make sure the room is free of people, pets and clutter. Each candidate will complete a 360 degree sweep of the room to make sure it is free of anything that might get in the way of the testing experience. Below is a list of exam rules that must be adhered to during your examination. **The online proctor is authorized to terminate your exam if and when you do not follow the below exam rules.**

- You must provide the required personal identification (a government issued photo ID with an expiration)
- You must sign the Non-Disclosure of Confidential Information
- You must provide a continuously connecting internet environment.
- Your computer must be connected to a power source at all times.
- Take your exam in a quiet location; this cannot be a public or noisy location.

- You cannot allow a third party to enter the workspace while you are taking the exam.
- Once the testing session has started you must remain in your testing location except during a requested 10 minute break. A break is optional and only ONE break (up to 10 minutes) is allowed during your exam. The 10 minute break is included in your total three hour time frame to complete the exam. **Please note, once you notify the proctor of a break, you will no longer be able to review or change pre-break exam questions.**
- You cannot get up and walk around during the exam session.
- Do not close or exit the Guardian Browser, or log out of your Prolydian account unless instructed to do so by the proctor.
- You must stay within your webcam view except during the requested break time (10 minute maximum). The webcam must remain on at all times.
- Eye contact stays on the computer screen.
- You cannot access any notes, or any prohibited testing aid (e.g. handheld calculator or scratch paper).
- You cannot communicate, in any manner, with another person other than the proctor about the test during the exam, including attempting to provide or receive assistance.
- You cannot transcribe, communicate or transmit any exam content through pictures or videos for any purpose.
- Do not tamper with the computer.
- Do not mumble or speak out loud.
- Do not cover your mouth or face.
- A beverage in a transparent container is allowed, but no food or smoking.
- Follow the proctor's instructions.

EXAM SECURITY

To ensure exam security, candidates will be required to sign and agree to a Non-Disclosure of Confidential Information.

By executing this agreement, the applicant covenants and agrees that he/she/they shall:

(i) not respond to, in any manner whatsoever, detailed inquiries about

the IDA Leadership in Place Management (LPM) Certification Exam ("Test") its questions, or the possible answers to any of the questions;

(ii) never affirmatively disclose to any person any of the Test questions or possible answers to such questions; and (iii) not participate in any forum or discussion which would discuss specific Test questions or possible answers, be it/they oral, electronic, written or otherwise.

The applicant understands and agrees that the International Downtown Association owns all rights and interests in the Test, including but not limited to copyright.

The applicant covenants and agrees to immediately notify the International Downtown Association in the event that he/she/they discloses any Test information, either inadvertently or otherwise, to anyone other than the International Downtown Association or its designee(s).

Remedies. The applicant understands and agrees that the beneficiary of this Agreement is the International Downtown Association, and that any violation/breach or threatened violation/breach of the terms of this Agreement will cause irreparable injury to the International Downtown Association , its programs and the value to those who have successfully completed the Test. In addition to any and all remedies that may be available to the International Downtown Association for such violations/breach, it shall be entitled to injunctive relief against any threatened violation/breach of any term or provision of this Agreement by the undersigned and an award of reasonable attorney's fees, and where provided for by law, without the necessity of proving actual damages.

DAY OF EXAM

Log in at least 10 minutes prior to the exam. You may need to refresh the screen at the time of the exam. To access your exam:

1. Download the Guardian Browser if you do not already have it.

2. Open the Guardian Browser and log into your Prolydian account at https://app.prolydian.com. You must access Prolydian and log in via the Guardian Browser and not any other browser. Doing so will prevent you from being able to launch your exam.

3. Go to the "My Exams" dashboard and click the "Launch Exam" button. This button will be enabled one minute before your scheduled exam time.

4. Click "Start Session."
5. Follow the on screen instructions to share your screen and check your equipment.
6. Follow the identity verification instructions.
7. The proctor will perform a system check, complete a camera pan of your workspace and will give you instructions on how to begin your exam.

RESCHEDULING AND CANCELLING EXAMS

Candidates are able to reschedule their exam up to 72 hours prior to their selected exam time. Selecting a new exam date or time can be done by the candidate directly in their Prolydian profile. There is no fee for rescheduling.

If a candidate is unable to reschedule for a new date in the same exam timeframe (example November 1-15), then the candidate must contact IDA at certification@downtown.org. If the candidate's application is valid for one more exam cycle, the candidate may reschedule to take a qualifying exam in the future. There is no fee for rescheduling for a future qualifying exam time. If the candidate application has expired past the one-year deadline, the candidate will have to complete a new application.

If a candidates wishes to cancel their exam, they must contact IDA at certification@downtown.org. The exam fee is nonrefundable.

To learn more, view this video: https://www.prolydian.com/test-taker-faqs.

LATE ARRIVAL AND NO SHOW

Candidates who arrive more than 15 minutes late to the scheduled appointment time will only be allowed to take the exam at the discretion of the ProctorU remote proctor. If the remote proctor is unable to accommodate a late arriving candidate, the candidate will be unable to take the exam and will be recorded as a no show.

Candidates who do not arrive on time will forfeit their exam fee. If the candidate's application is valid for one more exam cycle, the candidate may register to take the exam again at a reduced

rate. If the candidate application has expired past the one-year deadline, the candidate will have to complete a new application. Candidate no shows are not eligible for appeal.

EXAM SCORING AND REPORTING

Applicants passing the exam will be notified through Prolydian 72 hours after completing the examination. Applicants who failed the exam will receive a scaled score, along with a diagnostic report indicating content areas of weakness. This report is designed to assist the candidate in preparing to take the exam at a later date. Examination scores will be provided only to the candidate and will not be provided via fax or over the phone.

RETAKING EXAM

If a candidate fails the exam the first time, they are eligible to retake the exam one additional time within one year from the date the application is submitted. The candidate will be notified by email by IDA with registration and payment instructions for the next exam timeframe. If the application has expired, the candidate will be required to submit a new application form and fees, and meet all eligibility requirements. If an application is still valid, there is a $200 USD member / $250 USD nonmember fee to retake the exam. Once IDA receives the retest fee, the candidate will receive an email with information to schedule the next exam. Should a candidate fail both times, they must wait a minimum of six months from the last failed exam to reapply.

The LPM Commission is committed to providing a fair process for appeals for any applicant or certified professional. The LPM Commission shall consider all appeals and complaints and act according to the following:

Application Eligibility Appeal

Applicants may appeal an application denial decision by submitting a written request to the LPM Commission within ten (10) days of denial. The request must describe in detail and include pertinent evidence as to why the denial was made in error.

Examination Appeal

Examination candidates have the right to appeal exam results within ten (10) days of denial according to the criteria established by the LPM Commission. An appeal will be considered only for the following circumstances:

- Extraordinary circumstances that arise with the examination administration procedures;
- LPM Commission-approved special accommodations were not honored at the time of the exam;
- Testing conditions were severe enough to cause a major disruption.

PROCEDURES FOR APPEALS

An appeal must be submitted to the International Downtown Association (IDA) using the Appeal Request Form within ten (10) business days of an adverse decision. The appeal must be in writing and detail the dates, nature, and events of the appeal. Failure to pass the examination may not be appealed.

The appeal shall be considered at the next regularly scheduled meeting of the LPM Commission. All determinations regarding appeals will be decided by two-thirds vote of the LPM Commission.

Notification will be sent by email within ten (10) business days of final determination of the LPM Commission of whether the appeal has been accepted or denied. No member of the LPM

APPEALS

Commission will communicate directly with the applicant filing the appeal. All communications concerning the appeal will be made between the IDA staff representative and the applicant. All decisions of the LPM Commission are final. Please contact IDA at certification@downtown.org with any questions.

CERTIFICATION PROCESS

A certificate will be issued and mailed to the certificant with a confirmation letter after the passing of the exam. IDA will also add the LPM designation to the certificant's IDA account profile.

REGISTRY OF CERTIFIED PROFESSIONALS

IDA will maintain a public list of all certified professionals in good standing on its website. This listing will include the name of the certified individual, current organization and current expiration date. Applicants have the option of opting in/out of participation in the registry. Stakeholders may contact IDA either in writing at certification@downtown.org or by phone to ask if a professional is LPM certified in good standing. No other information will be provided.

USE OF THE LPM CREDENTIAL

Individuals who are currently certified may use the title "Certified Leader in Place Management" and the designation "LPM." The title and designation may not be used to imply that an organization or company is certified. Use of the title and designation by individuals who have not been awarded the certification or who have failed to maintain their certification is prohibited. The designation of LPM and its use is subject to approval by the LPM Commission.

CERTIFICATION MAINTENANCE

The purpose of certification maintenance is to ensure the LPM professional continues to stay current in urban place management trends, keep up to date on changes in the field, enhance their knowledge and skills through ongoing professional development, and contribute to the advancement of the profession by taking a leadership role.

Those who have successfully met the eligibility requirements and passed the LPM exam will be required to renew their certification every three years.

In order to maintain certification, certificants will be required to track qualifying continuing education activities from the certification effective date. One hour of qualifying continuing education unit (CEU) is equal to one credit hour and certificants are required to complete 40 credit hours over three years. The deadline for submitting qualifying continuing education units will be 30 days BEFORE the expiration date of the current certification.

> Example: If certification is valid December 1, 2022 through November 30, 2025, the certificant must submit qualifying credits by October 31, 2025.
>
> Example: If certification is valid June 1, 2022 through May 31, 2025, the certificant must submit qualifying credits by May 1, 2025.

As a courtesy, reminders will be sent out each year and again three months before the certification expiration date. However, certificants are encouraged to record their activities as they complete them. Certified professionals are responsible for managing their certification status and maintaining accurate contact and mailing information in IDA's system.

LPM credit hours for certification renewal may be accumulated in a wide variety of ways by participating in professional development activities, taking a leadership role by volunteering in a leadership capacity, providing educational training, conducting research and writing white papers. All of these listed below are eligible activities if they meet the guidelines outlined below and are directly related to place management as defined by the exam content outline. One hour of qualifying continuing education unit (CEU) is equal to one credit hour and certificants are required to complete 40 credit hours over three years.

Professional Development

Live webinars, conferences, summits or workshops. Includes in-person and online face-to-face offered by IDA and other organizations related to economic development, urban planning, placemaking, leadership development, main street, nonprofit management or others that are directly related to place management as defined by the LPM exam content outline. All activities must be instructor-led and include learning objectives. Networking and roundtable discussions are not included. Earn credits for actual clock time of live webinars, conferences, summits or workshops up to a maximum of eight hours per day.

Leadership, Educational Training, Research and Writing

Leadership: One (1) credit for each year as a volunteer officer of a qualifying organization which is actively engaged in urban place management in North America: business improvement district (BID), business improvement area (BIA), place management partnerships, alliances, chamber of commerce, community development corporation, main street program, statewide or regional BID association, or municipal government agency committee or commission. Maximum of three (3) credits per reporting period.

Educational Instruction: Two (2) credits for a one-hour session and five (5) credits for a three-hour session will be given for each session/workshop that the applicant instructs related to place management topics as identified in the exam content outline. Maximum of ten (10) credits per reporting period

Research and Writing: Five (5) credits will be given for research and/or white papers on place management topics that the applicant is involved in writing and credited as an author. Maximum of ten (10) credits per reporting period.

Other Activities Not Listed Above

Candidates may submit up to ten (10) credits for other activities within the three-year reporting period. These credits must be related to place management topics as identified in the exam content outline. Examples of what does **not** qualify:

- Product or service specific sales meetings
- Day to day job-related duties
- General software training hours
- Marketplace hours (i.e., tradeshow/exhibit hall)
- Networking and networking receptions
- Volunteer activities unrelated to the profession

Questions regarding submitting continuing education credits? Please contact certification@downtown.org.

CERTIFICATION MAINTENANCE AND RENEWAL

RENEWAL PROCESS

Once all renewal requirements have been met, the certificate will receive a renewal notice and invoice. After the renewal fee is paid, the certification registry will be updated to reflect the new expiration date of the certification.

Reminders will be sent out each year and again three months before the certification expiration date. If applicable renewal fees and CEUs requirements are not submitted by the expiration date, the certification will be revoked. The LPM designation may not be used in any form of communication after it's been revoked. If the certificant wishes to become certified after this termination, they will need to submit a new application and pass the exam.

RENEWAL FEE

Certification renewal fees are $275 USD for members and $400 USD for nonmembers. The LPM certification fee is due at the time of renewal and once submitted, the renewal fee is nonrefundable.

Contact Information

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IDA

INSPIRED LEADERS
SHAPING CITIES