



TAMPA, FL

OCTOBER 20-22, 2021



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**IDA 67TH ANNUAL
CONFERENCE & MARKETPLACE**

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WELCOME

02. Information

02. Registration

04. Hilton Tampa Downtown Hotel Floor Plan

06. Welcome Letters

08. Daily Schedule

08. Wednesday

10. Thursday

14. Friday

18. Program Descriptions

Master Talks, Breakout Sessions,
Tours & Mobile Workshops

18. Wednesday

24. Thursday

41. Friday

58. Events & Receptions

60. Downtown Achievement Awards

65. Industry-Specific Exhibitors

A SPECIAL
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OUR LOCAL
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Registration

HOW TO FIND US

The conference is located on the second floor of the Hilton Tampa Downtown Hotel located at 211 North Tampa Street, Tampa, Florida 33602.

REGISTRATION, SECOND FLOOR ATRIUM

Tuesday | 2:00pm – 6:00pm

Wednesday | 7:30am – 5:30pm

Thursday | 7:30am – 5:30pm

Friday | 7:30am – 3:30pm

MARKETPLACE

Meet the companies that can help you enhance your urban district by visiting the IDA Marketplace on the second floor of the Hilton Tampa Downtown Hotel.

Wednesday | 12:00pm – 5:00pm

Thursday | 10:00am – 6:00pm

Friday | 10:00am – 3:30pm

WE'RE SO HAPPY TO SEE YOU!

IDA places the highest priority on the health and safety of our members, partners and colleagues. Please wear a face mask; maintain 6 feet of physical distancing; and wash your hands often.

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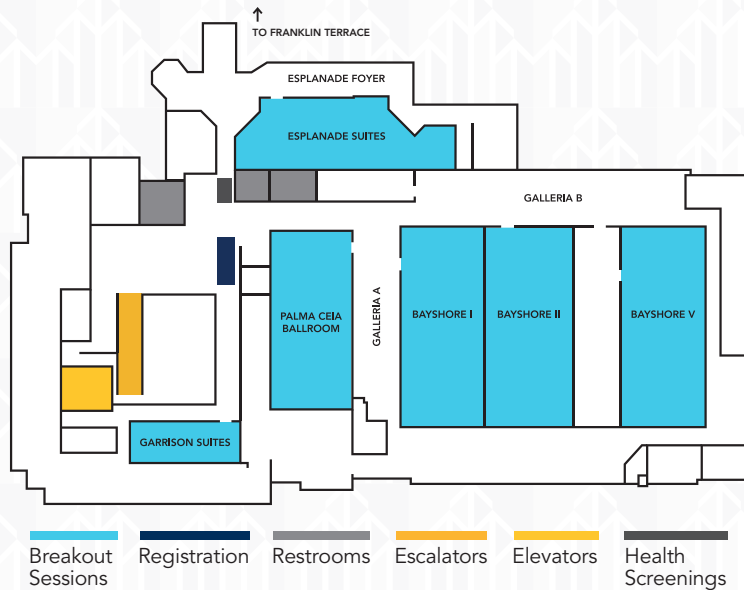


Join us to gain access to free resources, workshop materials, and hands-on help from our team.
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General Information

HILTON TAMPA DOWNTOWN HOTEL | 2ND FLOOR



* Marketplace map can be found on inside back cover

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All Things Urban

Stantec's Urban Places is an interdisciplinary hub bringing together leaders in planning and urban design, mobility, sustainability, mixed-use architecture, smart cities, and brownfield redevelopment. We work in downtowns across the globe—in cities and suburbs alike—to unlock the extraordinary urban promise of enhanced livability, equity, and resilience.

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Welcome to Tampa



Kathleen Rawson

Welcome to IDA's 67th Annual Conference & Marketplace!

There has never been a more compelling reason or critical time to come together and support one another in rebuilding our cities. Many downtowns have suffered greatly during the pandemic, and urban place management organizations are being called on to do more with less. We face challenges many of us have never experienced, but these are the days we live for – we are meeting the moment.



David Downey

Attendees will explore solutions and gain actionable insights into the modern obstacles districts face today while discussing post-pandemic recovery efforts to carry the momentum of unprecedented times into deploying unique strategies in an ever-evolving economy. This

year's conference will also highlight the Tampa Bay area's transformation as one of the fastest-growing regions in the United States. Tampa is a perfect backdrop to be inspired while discovering emerging districts full of distinct character, cultural heritage, development, purpose, and design.

The IDA Annual Conference & Marketplace is the signature gathering of industry leaders, and Mary Miller, the Education Committee Chair, and her group of dedicated IDA volunteers have curated fabulous sessions and workshops organized around IDA's knowledge domains. Thank you to the committee for their dedication and commitment. The 2021 program is full of unique opportunities to learn from the experts and develop relationships to benefit your organization and enhance your career. We'd also like to give a special acknowledgment to the hardworking staff of IDA and the Tampa Downtown Partnership, who have continued to adjust during these uncertain times and without whom this week's conference would not be possible.

Together, we are inspired leaders shaping cities.

Kathleen Rawson
IDA Board Chair

David T. Downey, CAE, Assoc. AIA
IDA President & CEO



Lynda Remund

On Behalf of the Tampa Downtown Partnership and the City of Tampa, we are pleased to welcome you to Tampa!

Located along the Hillsborough River, the City of Tampa is filled with cultural diversity and is a magnet for those seeking a lifestyle filled with the beautiful outdoors and economic opportunity. Tampa's rich history and bright future make it the perfect backdrop for collaboration and learning as we navigate our districts through the challenging past year and move forward into this decade of modern momentum.

Present-day revitalization welcomes a growing residential base with a \$3 billion dollar development known as Water Street, Florida's largest port, a vibrant arts and culture scene, and the Tampa Riverwalk offering premier access to many of these features. Thousands flock to Tampa each year to celebrate Jose Gaspar, a mythical pirate, through a month-long celebration of art and music festivals, marathons, and the infamous Gasparilla Pirate Invasion and Parade.

With 150 people moving to Tampa every day, it is no surprise that WalletHub ranked Tampa as the #1 city to live in Florida and 15th in the nation, and Forbes named it as the number one emerging tech city in the United States. Affectionately known as "Champa Bay," one might say Tampa is a top city for sports fans as the champions of both Super Bowl LV and back-to-back Stanley Cup wins!

We hope you will take the opportunity to explore Tampa's urban core and its surrounding neighborhoods. Whether you stroll the beautiful Tampa Riverwalk from Downtown to Tampa Heights, sip a café con leche on the brick streets of Ybor City, dine at an inventive restaurant in Seminole Heights, take in a bike ride along Tampa Bay on Bayshore Boulevard, shop for unique gifts in Hyde Park, eat a Cuban sandwich in West Tampa, or fly from our world-class airport in Westshore, we hope you enjoy your visit. As you attend the many workshops and sessions to learn best practices while networking with colleagues, please know that your stay is important to us, and giving you the best experience is our top priority.

Lynda Remund, SHRM-CP, President and CEO
Tampa Downtown Partnership

Wednesday Schedule

DAILY
SCHEDULE
PRESENTED BY:



Start	End	Program	Location		
7:30am	5:30pm	Registration sponsored by MIG	Host Hotel, Second Floor Atrium		
7:00am	1:00pm	IDA Golf Outing	Host Hotel, First Floor Lobby		●
8:30am	11:30am	Tampa by Bike – A Mobile History Lesson	Host Hotel, First Floor Lobby		●
8:30am	11:30am	Marion Transit Parkway – Field Charrette Tour	Host Hotel, First Floor Lobby		●
8:30am	11:30am	Placemaking and Design for Successful Retail	Bayshore I	●	
8:30am	11:30am	Strategic Planning and Financial Management	Bayshore V	●	
12:00pm	5:00pm	Meet and Greet Exhibitors in the Marketplace	Host Hotel, Second Floor		
12:30pm	3:30pm	Rebuilding our Urban Centers	Bayshore I	●	
12:30pm	3:30pm	Education in Downtown Tampa	Host Hotel, First Floor Lobby		●
12:30pm	3:30pm	Housing Options	Host Hotel, First Floor Lobby		●
4:00pm	5:00pm	Opening General Session: Welcome and Master Talks	Straz Center for the Performing Arts, Ferguson Hall, 1010 N Macinnes Pl.		
6:30pm	8:00pm	Opening Reception	Armature Works The Gathering, 1910 N Ola Ave.		

Thursday Schedule

DAILY
SCHEDULE
PRESENTED BY:



Start	End	Program	Location	BREAKOUT	MOBILE WORKSHOP	FACILITATED FORUM	SERVICE ADVISORY
7:30am	5:30pm	Registration sponsored by MIG	Host Hotel, Second Floor Atrium				
8:00am	8:30am	Coffee in the Marketplace	Host Hotel, Second Floor				
8:00am	10:00am	Public Art Walking Tour	Host Hotel, First Floor Lobby		●		
8:00am	10:00am	An Inside Look at Water Street Tampa	Host Hotel, First Floor Lobby		●		
8:30am	10:00am	Changing Cultures, Brands and Names	Bayshore I	●			
8:30am	10:00am	Colleges and Universities: Powering Cities and National Economy	Garrison Suites	●			
8:30am	10:00am	How BIDs Collaborate with Their Cities	Palma Ceia Ballroom	●			
9:15am	10:15am	Eyesores to Eye Candy: How to Fight Blight	Bayshore V	●			
9:15am	10:15am	Friend or Foe: How to Effectively Manage the Media	Bayshore II	●			
9:15am	9:45am	Service Advisory: Reclaiming the Horizontal Space	Esplanade Suites				●
10:00am	10:30am	Networking Break in the Marketplace sponsored by Tampa Bay Buccaneers	Host Hotel, Second Floor				
10:15am	12:15pm	Port Tampa Bay	Host Hotel, First Floor Lobby		●		
10:15am	12:15pm	Tampa Theatre Restoration	Host Hotel, First Floor Lobby		●		
10:15am	12:15pm	Smart Cities Technologies Powered by Public Private Partnerships	Host Hotel, First Floor Lobby		●		
10:30am	12:00pm	Recruiting Diversity to Propel Placemaking	Bayshore II	●			
10:30am	12:00pm	Discussing Sustainability for Small and Medium-Sized Districts	Bayshore I	●			
10:30am	11:30am	Get Your District Back Online With Digital Advertising	Palma Ceia Ballroom	●			
10:30am	11:30am	The Next Five Years and Beyond: Tools For Changing Mobility	Bayshore V	●			
10:30am	11:00am	Service Advisory: Data-Driven Recovery	Esplanade Suites				●

Thursday Schedule

DAILY
SCHEDULE
PRESENTED BY:



Start	End	Program	Location	BREAKOUT	MOBILE WORKSHOP	FACILITATED FORUM	SERVICE ADVISORY
11:30am	1:00pm	Lunch & Learn with Exhibitors	Host Hotel, Second Floor				
12:00pm	12:45pm	CEO/Executive Director Forum	Palma Ceia Ballroom			●	
12:00pm	12:45pm	Homelessness Forum	Bayshore V			●	
12:30pm	1:15pm	Communications Forum	Esplanade Suites			●	
12:30pm	1:15pm	Economic Development Forum	Bayshore I			●	
12:30pm	1:15pm	ELF Alumni Forum	Garrison Suites			●	
1:30pm	3:00pm	Plenary Session: Master Talks and IDA Downtown Achievement Awards	Tampa Theatre, 711 North Franklin St.				
3:15pm	3:45pm	Networking Break in the Marketplace	Host Hotel, Second Floor				
3:00pm	5:00pm	Franklin Street Corridor Vision Plan Realized – Field Charrette	Tampa Theatre Lobby, First Floor		●		
3:00pm	5:00pm	Explore ENCORE! Tampa (Downtown's Tempo District)	Tampa Theatre Lobby, First Floor		●		
3:30pm	5:00pm	From Edge to Innovation Center: Paving the Way to Smart City	Esplanade Suites	●			
3:30pm	5:00pm	Adapting Public Realm Innovations to Post-Pandemic Downtowns	Palma Ceia Ballroom	●			
3:30pm	5:00pm	The Future of Parks	Bayshore II	●			
3:30pm	5:00pm	The Gloves Are Coming Off: We Have To Fight for What We Need	Bayshore V	●			
3:30pm	4:30pm	IDA Leadership in Place Management Certification Program	Garrison Suites	●			
3:30pm	4:00pm	Service Advisory: Understanding U.S. Consumer Behavior	Bayshore I				●
5:00pm	6:00pm	Marketplace Cocktail Hour sponsored by Florida Downtowns	Host Hotel, Second Floor				
		Dinner on Your Own					

Friday Schedule

DAILY
SCHEDULE
PRESENTED BY:



Start	End	Program	Location	BREAKOUT	WORKSHOP	FACILITATED FORUM	SERVICE ADVISORY
7:30am	3:30pm	Registration sponsored by MIG	Host Hotel, Second Floor Atrium				
7:45am	8:30am	Coffee Service	Host Hotel, Second Floor				
8:00am	10:00am	An Inside Look at Water Street Tampa	Host Hotel, First Floor Lobby		●		
8:00am	10:00am	Operations Team	Host Hotel, First Floor Lobby		●		
8:30am	10:00am	Pinnacle Award Winners	Esplanade Suites	●			
8:30am	10:00am	So You Want to Be More Diverse?	Garrison Suites	●			
8:30am	10:00am	Downtown Recovery Strategies and Storytelling	Palma Ceia Ballroom	●			
9:15am	10:15am	Municipal Lighting: Enlivened Spaces	Bayshore II	●			
9:15am	10:15am	Public Art Murals Achieved by Public & Private Partnerships	Bayshore I	●			
10:00am	10:30am	Networking Break in the Marketplace	Host Hotel, Second Floor				
10:15am	12:15pm	Mid-Town Tour	Host Hotel, First Floor Lobby		●		
10:15am	12:15pm	Hyde Park Retail	Host Hotel, First Floor Lobby		●		
10:30am	12:00pm	Planning for Retail Vitality in the Face of Changing Market Dynamics	Bayshore I	●			
10:30am	12:00pm	The Transformational Power of Public Art	Bayshore II	●			
10:30am	12:00pm	Strategic Planning During (and After) COVID	Bayshore V	●			
10:30am	11:00am	Service Advisory: Providing Value to Stakeholders through Curated Experiences	Garrison Suites				●
10:45am	11:45am	Why People-First Design Matters for Cities	Esplanade Suites	●			
10:45am	11:45am	Reimagining Outdoor Dining and Public Space	Palma Ceia Ballroom	●			
11:45am	1:15pm	Lunch & Learn with Exhibitors	Host Hotel, Second Floor				

Friday Schedule

DAILY
SCHEDULE
PRESENTED BY:



Start	End	Program	Location	BREAKOUT	WORKSHOP	FACILITATED FORUM	SERVICE ADVISORY
12:15pm	1:00pm	Equity and Inclusion Forum	Bayshore I			●	
12:15pm	1:00pm	Events and Activations Forum	Palma Ceia Ballroom			●	
12:15pm	1:00pm	Human Resources Forum	Garrison Suites			●	
12:30pm	1:15pm	Safety and Security Forum	Bayshore II			●	
12:30pm	1:15pm	CEO/Executive Director Forum Part 2	Bayshore V			●	
1:15pm	1:45pm	Service Advisory: Immersive Storytelling for Economic Development	Esplanade Suites				●
1:15pm	2:15pm	We Aren't Placemaking, We Are People Making	Palma Ceia Ballroom	●			
1:30pm	3:00pm	Breaking Barriers: Innovative Approaches to Greening	Bayshore I	●			
1:30pm	3:00pm	Building an Economic Development Program Through Effective Partnerships	Bayshore II	●			
1:30pm	3:00pm	The Policy Realm of Homelessness	Bayshore V	●			
2:15pm	3:15pm	Networking Break in the Marketplace	Host Hotel, Second Floor				
2:45pm	3:45pm	A New Director's Guide to Thrive Your First One to Three Years	Esplanade Suites	●			
2:45pm	3:45pm	Retail is Changing Are You? Models to "Disaster-Proof" Our Districts	Palma Ceia Ballroom	●			
3:00pm	5:00pm	Downtown Sustainability	Host Hotel, First Floor Lobby		●		
3:00pm	5:00pm	Riverfront Parks (Sold Out)	Host Hotel, First Floor Lobby		●		
3:30pm	5:00pm	Move on Over, Millennials – It's Time for Gen Z	Bayshore I	●			
3:30pm	5:00pm	Effective Service Delivery Across Jurisdictions: The Art of Inter-Governmental Agreements	Bayshore II	●			
3:30pm	5:00pm	Welcome Back Downtown: Wayfinding & Gateway Enhancements	Bayshore V	●			
5:30pm	7:30pm	Closing Reception	Tampa Museum of Art, 120 West Gasparilla Plaza				

Wednesday Schedule



ARMATURE WORKS | TAMPA, FL

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 of the city and time to experience Tampa's emerging districts, cultural heritage and active world-class development.

Pre-registration is required for pre-conference tours. Visit the registration desk to check availability and sign-up (there are fees to attend). Please visit downtown.org/annual for full descriptions. Tours will depart from the first floor lobby of the Hilton Tampa Downtown Hotel.

GOLF OUTING AT AVILA GOLF AND COUNTRY CLUB | \$175

7:00am – 1:00pm

TAMPA BY BIKE – A MOBILE HISTORY LESSON | \$75

8:30am – 11:30am

MARION TRANSIT PARKWAY – FIELD CHARRETTE TOUR | \$35

8:30am – 11:30am

EDUCATION IN DOWNTOWN TAMPA | \$60

12:30pm – 3:30pm

HOUSING OPTIONS | \$60

12:30pm – 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 are fees to attend).

PLACEMAKING AND DESIGN FOR SUCCESSFUL RETAIL | \$75

Location: Bayshore I | 8:30am – 11:30am

Brick-and-mortar retail strategy has always had to be savvy to succeed. But in 2021, retail environments must be irresistible to compete with alternatives like online shopping and creating a great shopping street is no small feat. We have gotten much better at describing what walkable, vibrant streets should be like, but we still can't reliably create them. This workshop will explore how place managers can foster better downtown retail environments with advanced techniques of placemaking and design. Come prepared to learn from two seasoned professionals whose expertise in placemaking and retail design creates a suite of tools and techniques for more active people environments to better support downtown retailers.

*Light refreshments will be provided.

Domain: Economic Development

Presenters:

Tim Mount, Co-Owner, Street-Works Studio (Port Chester, NY)
Phil Myrick, CEO, Phil Myrick, LLC (Pleasantville, NY)

CM | 3

STRATEGIC PLANNING AND FINANCIAL MANAGEMENT | \$75

Location: Bayshore V | 8:30am – 11:30am

A not-for-profit organization, while driven by its mission, is first and foremost a business. It must remain fiscally strong to survive and profitable to ultimately grow. Consequently, the most important responsibility of any chief executive is maintaining a viable business model contributing to the overall financial health of the organization. Absent financial health, the organization cannot pursue its mission. Therefore, every chief executive must assure proper fiscal planning, monitoring and reporting processes are in place to enable timely decision-making by all leaders. The executive needs not be an accounting professional, however, there are key fiscal practices a good executive must learn and understand. Join this session to learn the basic principles of accounting (e.g., cash v accrual basis); the importance of internal controls; how the strategic plan impacts the budget preparation process; preparation for an audit and other fiscal management tools.

*Light refreshments will be provided.

Domain: Organizational Management

Presenters:

Tina Leone, CEO, Ballston Business Improvement District (Arlington, VA)
Dewitt M. Peart, President & CEO, Downtown Austin Alliance (TX)

REBUILDING OUR URBAN CENTERS | \$75

Location: Bayshore I | 12:30pm – 3:30pm

Since March of 2020, we have experienced a pandemic, civil unrest, business closures and openings and cancelled events. Now, many cities are beginning the process of welcoming back visitors and residents. How do we continue moving forward to ensure we return stronger than ever? Join us as we discuss rebuilding our downtowns and city centers through a new lens. Bring your experiences, knowledge and lessons learned. Participants should be prepared to share in group conversations around public safety and health, communications and operations. This workshop is designed for the CEO/Executive Directors, Operations, Economic Development and Marketing & Communications staff. *Light refreshments will be provided.

Domain: Public Space Management and Operations

Facilitators:

Pat Powell, Senior Director of Operations and Preparedness,
Golden Triangle BID (Washington, DC)

Shane Zahn, Director of Safety Initiatives, Minneapolis Downtown DID (MN)



OPENING GENERAL SESSION | 4:00PM – 5:00PM

Straz Center for the Performing Arts, Ferguson Hall | 1010 N Macinnes Pl



JEFF VINIK

Owner | Tampa Bay Lightning

Jeff Vinik purchased the Tampa Bay Lightning in 2010, promising a comprehensive transformation of the franchise while pledging to make a significant positive impact in the Tampa Bay community. The Lightning's success under Vinik has coincided with the emergence of a development company, Strategic Property Partners (SPP), LLC and its plan to develop approximately 60 acres in downtown Tampa's south core into a new district entitled Water Street Tampa. SPP, a partnership between Vinik and Cascade Investment, LLC of Kirkland, Washington, is expecting to deliver approximately \$3 billion in investment to bring Water Street Tampa to life and reinvent the blocks surrounding AMALIE Arena into a walkable, 24-7 live, work, play and stay wellness district.



ROB HIGGINS

Executive Director | Tampa Bay Sports Commission

Since 2004, Rob Higgins has promoted the development of community sports and led the Tampa Bay Sports Commission as the principal organization that bids on and hosts sports and entertainment events in the Tampa Bay area. He served on the bid and operations committee to successfully land and host the 2009 Super Bowl and was President/CEO of the Tampa Bay Super Bowl LV Host Committee in 2021.

For those that require assistance, shuttles will be available from the Hilton Tampa Downtown to the Straz Center beginning at 3:00pm. Shuttles will depart from the hotel front lobby drive. After the General Session, shuttles will begin departing at 5:00pm to return attendees to the Hilton Tampa Downtown. The Straz Center is less than a 20-minute (0.8 miles) walk from the hotel.



KEVIN PLUMMER

Head of School | Tampa Preparatory School

Kevin Plummer is the Immediate-Past Chairman of the Tampa Downtown Partnership. Formerly, Kevin served on the Board of the Executive Steering Committee of the Friends of the Riverwalk. He is a 13-year member of the Tampa Downtown Partnership, and oversaw six years of educational space renovations particularly with local architects Holmes Hepner and Associates and iConstructors, turning roughly 65K square feet of renovated space into active learning environments.



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Thursday Schedule



AMALIE ARENA | TAMPA, FL

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. For more information, visit downtown.org/career.



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 2021 sessions provide an easy way for AICP certified planners to earn their CM credits.

For more information, visit downtown.org/career.

8:00AM – 10:00AM

Pre-registration is required for mobile workshops. Visit the registration desk to check availability and sign-up (there are fees to attend). Please visit downtown.org/annual for full descriptions. Mobile workshops will depart from the first floor lobby of the Hilton Tampa Downtown Hotel. If you're attending one of these workshops, **please arrive 15 minutes before your scheduled departure time.**

PUBLIC ART WALKING TOUR | \$60

Meeting Location: Hilton Tampa Downtown Hotel, First Floor Lobby

Domain: Public Space Management and Operations

AN INSIDE LOOK AT WATER STREET TAMPA | \$60

Meeting Location: Hilton Tampa Downtown Hotel, First Floor Lobby

Domain: Economic Development

CHANGING CULTURES, BRANDS AND NAMES

Location: Bayshore I | 8:30am - 10:00am

As communities and districts evolve, place management organizations must follow suit. This panel will explore initiating and managing change from the inside/out on both the organizational and district level. The panelists will share the positives and challenges of renaming and expanding districts, rebranding efforts, expanding programmatic focus, measuring impact and building an inclusive organizational culture.

Domain: Organizational Management

Track: Intermediate

Panelists:

Tracy Sayegh Gabriel, President & Executive Director,
National Landing BID (Arlington, VA)

Matt Brown, President & CEO, Centro San Antonio (TX)

Steve Cramer, President and CEO, Minneapolis Downtown Council (MN)

COLLEGES AND UNIVERSITIES: POWERING CITIES AND NATIONAL ECONOMY

Location: Garrison Suites | 8:30am-10am

Colleges and universities are America's economic engines in towns, cities and metropolitan areas. Typically large employers, ed's and med's are the economic backbone, creating jobs, supporting business, bolstering tourism and innovation districts and collectively fueling the economy. These institutions and host communities need each other to be successful. How do they work with diverse but conflicting stakeholders to maintain mutually beneficial partnerships?

Domain: Economic Development

CM | 1.5

Track: Intermediate

Panelists:

Lucia Garsys, Senior Advisor to the County Administrator for Community Partnerships, Hillsborough County (Tampa, FL)

Jeff Murrison, President and CEO, Hillsborough Street Community Service Corporation (Raleigh, NC)

David Dixon, FAIA, Stantec's Urban Places Fellow (Boston, MA)

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HOW BIDS COLLABORATE WITH THEIR CITIES

Location: Palma Ceia Ballroom | 8:30am - 10:00am

Description: Three different BIDs relay how they work with their cities on both day-to-day and project-based economic development. Learn how each BID has created its own working relationship with key city leadership, and how they work together on everything from business attraction to project formulation.

Domain: Economic Development

CM | 1

Track: Intermediate**Panelists:**

Gary Ferguson, Executive Director, Downtown Ithaca Alliance (NY)

Georgette Steffins, Executive Director, Downtown Albany BID (NY)

Merike Treier, Executive Director, Downtown Committee of Syracuse (NY)

EYESORES TO EYE CANDY: HOW TO FIGHT BLIGHT

Location: Bayshore V | 9:15am - 10:15am

Every downtown faces the challenge of vacant and blighted commercial buildings. These problems often appear intractable and frankly beyond the reach of an urban place management organization. Learn how Downtown Memphis decided to step up and tackle this problem head-on with a data-driven approach using both carrots (incentive outreach) and sticks (litigation). Hear about what worked well and what didn't.

Domain: Economic Development

CM | 1

Track: Intermediate**Panelists:**

Brett Roler, AICP, Vice President of Planning & Development, Downtown Memphis Commission (TN)

Alex Balloon, Director, Tacony Community Development Corporation, Philadelphia, PA

FRIEND OR FOE: HOW TO EFFECTIVELY MANAGE THE MEDIA

Location: Bayshore II | 9:15am-10:15am

Marketing is central to our work as downtown leaders. Understanding how the media works is key to getting your message out and making sure that your community is represented in the best light possible. Learn how to position yourself as a thought leader and become an effective and persuasive communicator.

Domain: Marketing, Communications and Events**Track:** Introductory**Panelists:**

Kimberly Bares, President and CEO, The Magnificent Mile Association (Chicago, IL)

Mary-Claire Burick, President, Rosslyn BID (Arlington, VA)

SERVICE ADVISORY:**Reclaiming the Horizontal Space: Why It's Time to Move Beyond On-Street Parking for Neighborhood & Downtown Resiliency**

Location: Esplanade Suites | 9:15am-9:45am

When the COVID-19 pandemic struck, many cities pivoted quickly to on-street dining to help their downtown businesses survive. However, this shift accelerated consumer demand for more outdoor-oriented opportunities for dining and entertainment. Can your city meet this demand by converting on-street parking to other uses? This session will explore parking utilization, trends in consumer demand and different strategies for rethinking the "horizontal space" of your downtown streets and sidewalks to keep your community centers vibrant for your visitors, residents and businesses alike.

Panelist:

Roger Zalneraitis, Chief Executive Officer, MODSTREET (Durango, CO)

10:15AM – 12:15PM**PORT TAMPA BAY | \$60****Meeting Location:**

Hilton Tampa Downtown Hotel, First Floor Lobby

Domain: Policy and Advocacy**TAMPA THEATRE RESTORATION | \$35****Meeting Location:** Hilton Tampa Downtown Hotel, First Floor Lobby**Domain:** Planning, Design and Infrastructure**SMART CITIES TECHNOLOGIES POWERED BY PUBLIC PRIVATE PARTNERSHIPS | \$35****Meeting Location:** Hilton Tampa Downtown Hotel, First Floor Lobby**Domain:** Planning, Design and Infrastructure**WATER STREET
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way we experience city living.

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waterstreettampa.com

RECRUITING DIVERSITY TO PROPEL PLACEMAKING**Location:** Bayshore II | 10:30am-12:00pm

How do we build great urban places in unexpected locations? And can we use mercantile diversity to drive larger conversations forward? This session highlights the stories of two communities, one suburban and one urban, and how their redevelopment success is built upon curated diversity and the homegrown business innovation of restaurants and retail entrepreneurs.

Domain: Economic Development

CM | 1.5

Track: Intermediate**Moderator:** John Yung, Senior Project Executive, Urban Fast Forward (Cincinnati, OH)**Panelists:**

Kathleen Norris, Principal and Managing Director, Urban Fast Forward (Cincinnati, OH)

David Waltz, City Manager, City of Blue Ash (OH)

DISCUSSING SUSTAINABILITY FOR SMALL & MEDIUM-SIZED DISTRICTS**Location:** Bayshore I | 10:30am-12:00pm

UPMOs can achieve operational savings, bring benefit to stakeholders and catch a competitive edge by focusing on sustainability. This session will introduce the business case for sustainability as outlined the IDA Sustainability Top Issues Council's 2021 report. The heart of the session will focus on strategies that are most relevant to small- to medium-sized UPMOs and how sustainability can benefit their districts.

Domain: Planning, Design and Infrastructure

CM | 1.5

Track: Introductory**Panelists:**

Audrey Leous, Senior Project Manager, Planning & Sustainability, Central Atlanta Progress (GA)

Lori Foster, Chief Strategy Officer, Downtown Tempe Authority (AZ)

Samantha Jackson, Deputy Director, Downtown Mesa Association (AZ)

GET YOUR DISTRICT BACK ONLINE WITH DIGITAL ADVERTISING

Location: Palma Ceia Ballroom | 10:30am-11:30am

There's never been a greater need to quickly bring our districts back on track. Digital advertising is the most efficient channel for increasing foot traffic, event attendance and sales, but only when it's done right. Learn how Downtown Norfolk used digital ads during the pandemic to become the country's top travel destination, shattered Restaurant Week records and emerged with extraordinary momentum.

Domain: Marketing, Communications and Events

Track: Intermediate

Panelists:

David Romako, Founder, Bright Brothers Strategy Group (Phoenix, AZ)
Sam Black, Marketing & Digital Manager, Downtown Norfolk Council (VA)

THE NEXT FIVE YEARS AND BEYOND: TOOLS FOR CHANGING MOBILITY TO PROMOTE GREATER DOWNTOWN SUCCESS

Location: Location: Bayshore V | 10:30am-11:30am

Parking always represents an immediate issue. Cities are interested in avoiding or minimizing the need for expensive parking to support new investment as well as reducing automobile trips. This panel will explore near-term mobility strategies to address parking, including innovative, comprehensive suites of transportation demand management (TDM) tools. Well planned and implemented, these tools provide increasingly effective alternatives to driving. These tools also offer low-cost alternatives to expensive auto-centric infrastructure and instead focus on more readily achievable alternative options.

Domain: Planning, Design, and Infrastructure

CM | 1

Track: Intermediate

Panelists:

David Dixon, FAIA, Stantec's Urban Places Fellow (Boston, MA)
Ralph DeNisco, co-Leader, Stantec's Urban Mobility Group (Boston, MA)

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SERVICE ADVISORY:

Data-Driven Recovery - Leverage New Types of Data to Drive Growth and Measure Success

Location: Esplanade Suites | 10:30am -11:00am

The pandemic fundamentally disrupted downtown economies, but the recovery is presenting downtowns with an opportunity to position themselves for long-term success. Ian will reveal how many BIDs, downtowns, EDOs and cities are leveraging new types of mobile location data to identify and maximize opportunities. Learn how data is being used to optimize a range of operations from retail attraction and marketing, to measuring and reporting growth in districts across the country.

Panelist:

R.J. Hottovy, Head of Analytical Research, Placer.ai (Los Altos, CA)

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12:00PM – 12:45PM

CEO/EXECUTIVE DIRECTOR FORUM

Location: Palma Ceia Ballroom

HOMELESSNESS FORUM

Location: Bayshore V

12:30PM – 1:15PM

COMMUNICATIONS FORUM

Location: Esplanade Suites

ECONOMIC DEVELOPMENT FORUM

Location: Bayshore I

ELF ALUMNI FORUM

Location: Garrison Suites



ADELEE LE GRAND

CEO | Hillsborough Area Transit Authority (HART)

Adelee Le Grand is a leader, with over two decades of experience, who is passionate about utilizing mobility as a tool to create and sustain vibrant equitable communities. As the HART CEO, she is focused on elevating the value of Public Mobility as the foundation of environmentally sustainable equitable communities. Adelee previously served as the Chief Mobility Officer for the Atlanta-region Transit Link Authority (ATL) and the Chief Strategy Officer in service to the New Orleans Regional Transit Authority. She empowers her team to view their portfolio of projects as opportunities to improve the lives of the community they serve. Her motto is, "it is not about the project, it is about how the project improves the community."



GREG PEPITONE

Senior Economist | Tourism Economics

Greg is a Senior Economist at Tourism Economics with over 13 years of experience providing strategic advisory services to clients in the tourism, sports, and meeting sectors. He focuses in the areas of economic and fiscal impact assessment, market viability and strategy, business planning and analysis, and facility and other capital project planning. Prior to joining Tourism Economics, Greg was a Manager in PwC's Hospitality & Leisure Practice.

MASTER
TALKS

1:30PM - 3:00PM

GENERAL SESSION & DOWNTOWN ACHIEVEMENT
AWARDS PRESENTATION

Tampa Theatre, 711 North Franklin Street

The Tampa Theatre is a short 6-minute walk (0.3 mile) from the host hotel. Please plan accordingly. Shuttles will not be provided.



HEATHER HILES

Managing Partner and CEO | Black Ops. Ventures

Heather Hiles is an expert in technology, learning and talent development, with a 30-year track record of creating and scaling nonprofit and for-profit organizations that have improved millions of lives. Hiles is the founder / co-founder of SFWorks, EARN, The Hiles Group, Pathbrite, Calbright College and Black Ops Ventures.

Leadership Philosophy: Inspired to solve large-scale problems. Data-driven and intellectually honest. Believes all companies and solutions are only as good as the people who power them.

3:00PM – 5:00PM

FRANKLIN STREET CORRIDOR VISION PLAN REALIZED – FIELD CHARRETTE

Meeting Location: Tampa Theatre Lobby, 711 North Franklin St

Domain: Planning, Design and Infrastructure

EXPLORE ENCORE! TAMPA (DOWNTOWN'S TEMPO DISTRICT)

Meeting Location: Tampa Theatre Lobby, 711 North Franklin St

Domain: Economic Development

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FROM EDGE TO INNOVATION CENTER: PAVING THE WAY TO SMART CITY

Location: Esplanade Suites | 3:30pm-5:00pm

BREAKOUT
SESSIONS

Linking innovation and technology to place has emerged as a compelling strategy for district growth and economic development. This panel provides a retrospective from secondary markets on the rise that are fast transforming into cutting-edge innovation districts. Panelists will discuss the role that transportation, catalytic tenants, educational anchors, technology and real estate play in the creation of a smart city.

Domain: Economic Development

CM | 1.5

Track: Introductory

Moderator: Larisa Ortiz, Managing Director, Public Non-Profit Solutions, Streetsense, (Bethesda, MD)

Panelists:

Tracy Sayegh Gabriel, President & Executive Director, National Landing BID (Arlington, VA)

Patrick Bannon, President, Bellevue Downtown Association (WA)

Elizabeth Lusskin, President, LIC Partnership (Long Island City, NY)

**ADAPTING PUBLIC REALM INNOVATIONS TO
POST-PANDEMIC DOWNTOWNS**

Location: Palma Ceia Ballroom | 3:30pm-5:00pm

How can mixed-use downtowns build on learnings from COVID-19 to enhance the public realm and boost commercial vibrancy? This session explores opportunities for BIDs to adapt pilot projects developed in the last year (shared/pedestrian priority streets, temporary plazas and outdoor dining) into long-term initiatives to increase foot traffic, retail activation and entice office tenants to return to the workplace.

Domain: Planning, Design, and Infrastructure**Track:** Intermediate**Moderator:** Nur Asri, AICP, Assistant Director, Public Non-Profit Solutions, Streetsense (New York, NY)**Panelists:**

Regina Myer, President, Downtown Brooklyn Partnership (NY)
Jennifer Falk, Executive Director, Union Square Partnership (New York, NY)
Jessica Lappin, President, Alliance for Downtown New York (NY)

THE FUTURE OF PARKS

Location: Bayshore II | 3:30pm-5:00pm

Managing parks takes time, resources and people determined to succeed. From operations and maintenance to planning for programs and events, employing the assistance of cutting-edge technology can quickly yield results. Dynamic management systems can make every site a case study unto itself. The lessons learned from one park can be scaled and applied to other public places as well.

Domain: Public Space Management and Operations**Track:** Intermediate**Panelists:**

Jason Radcliff, Principal, dwg. (Austin, TX)
Matt Maciogge, Director of Operations, Downtown Austin Alliance (TX)
Dustin Bullard, Executive VP of Economic Development and Place, Downtown Dallas, Inc. (TX)

**THE GLOVES ARE COMING OFF: WE HAVE TO FIGHT
FOR WHAT WE NEED**

Location: Bayshore V | 3:30pm-5:00pm

The future of downtowns, urban centers and commercial neighbors, while uncertain, will clearly have to evolve to address the public health endemic, reverse the effects of climate change and create truly just and complete communities. The federal government will play a key role in supporting these efforts, but it requires IDA to be strong advocate in the Capitol. Join us for a discussion of federal-level public policy and the lobby efforts needed to restore the core for our cities.

Domain: Policy and Advocacy**Track:** Intermediate**Moderator:** Andrew Goldberg, Principal, Agora (Washington, DC)**Panelists:**

Jason Ilstrup, President, Downtown Madison Inc. (WI)
Zack Matheny, President, Downtown Greensboro (Greensboro, NC)

IDA LEADERSHIP IN PLACE MANAGEMENT CERTIFICATION PROGRAM

Location: Garrison Suites | 3:30pm-4:30pm

After years of work to codify our profession, IDA's Professional Development Committee, and newly created Leadership in Place Management (LPM) Commission, has launched the premier certification program for urban place management professionals. Join this session and learn more about the program and why it's important to the urban place management profession and industry.

Domain: Leadership Development**Track:** Introductory**Panelists:**

Jennifer Brown, Principal, Principles Passion Place LLC (Montclair, NJ)
Chad Emerson, President & Chief Executive Officer, Downtown Huntsville, Inc. (AL)

BREAKOUT SESSIONS

SERVICE ADVISORY: Understanding U.S. Consumer Behavior in Downtowns and Retail Destinations in a Post-COVID Retail Landscape

Location: Bayshore I | 3:30pm-4:00pm

COVID has become the single biggest shock to downtowns and retail destinations since WWII, and the changes in consumer behavior it has wrought could influence downtown performance for decades to come. But will it? Springboard is delivering insights on changes in consumer behavior across the U.S. as we emerge from the pandemic, using data derived from a monthly consumer survey combined with the Springboard Downtown Index. This session will provide an overview of the three key themes examined by the survey and will establish those aspects that downtown practitioners are able to influence to drive positive performance and a greater ROI on interventions.

Panelists:

Jonathon Davis, Downtown Development Specialist, Springboard Research
(San Diego, CA)

Chip, Executive Director, Downtown Boulder (CO)

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Friday Schedule



TAMPA POSTCARD MURAL, CARL COWDEN

MOBILE WORKSHOPS

8:00AM – 10:00AM

AN INSIDE LOOK AT WATER STREET TAMPA | \$60

Meeting Location: Hilton Tampa Downtown Hotel, First Floor Lobby

Domain: Economic Development

MOBILE WORKSHOP: OPERATIONS TEAM | \$35

Meeting Location: Hilton Tampa Downtown Hotel, First Floor Lobby

Domain: Public Space Management and Operations

BREAKOUT SESSIONS

PINNACLE AWARD WINNERS

Location: Esplanade Suites | 8:30am-10:00am

Join this lively, fast-paced session to learn the behind-the-scenes of how these Downtown Achievement Awards Pinnacle Award winners worked through the pandemic to produce award-winning projects.

Moderator: Jake Gordon, CEO, Downtown Vision, Inc. (Jacksonville, FL)

Panelists:

Lisa Middag, Director of Nicollet Activation, Minneapolis Downtown Improvement District (MN)

Nicholas Griffin, Executive Director, Downtown Center BID (Los Angeles, CA)

Jean Cooney, Director, Arts & Culture, Times Square Alliance (New York, NY)

Mary-Claire Burick, President, Rosslyn BID (Arlington, VA)

Kimberly Van Driel, Director of Public Space Management, Downtown Grand Rapids Inc. (MI)

Joe Rudemiller, Vice President, Marketing & Communications, 3CDC (Cincinnati, OH)

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**SO YOU WANT TO BE MORE DIVERSE? DIVERSIFYING THE PLACE
MANAGEMENT INDUSTRY FROM THE INSIDE OUT**

Location: Garrison Suites | 8:30am-10:00am

Equity, diversity and inclusion are popular buzzwords, but how are organizations really implementing these initiatives? This roundtable discussion is about diversifying the place management industry from the inside out. We want to uncover the personal experiences of minorities and highlight organizational challenges and successes around increasing staff and board diversity as well as efforts to support minorities.

Domain: Organizational Management**Track:** Introductory**Facilitators:**Ebony P. Walton, Senior Operations Administrator, DowntownDC BID
(Washington, DC)Gerren Price, Director of Public Space Operations, DowntownDC BID
(Washington, DC)

Samantha Jackson, Deputy Director, Downtown Mesa Association (AZ)

DOWNTOWN RECOVERY STRATEGIES AND STORYTELLING

Location: Palma Ceia Ballroom | 8:30am-10:00am

Downtown leaders and marketing professionals around the world have been exploring new recovery strategies and storytelling like never before. The depth and range of techniques used to elevate one's district vary. In this session, panelists will share a variety of tactics from their own experiences and participants will examine which approaches might work best for their district.

Domain: Marketing, Communications and Events**Track:** Intermediate**Moderator:**Ariella Gibson, Marketing & Communications Assistant, Chicago
Loop Alliance (IL)**Panelists:**

Kiana DiStasi, Marketing Director, Chicago Loop Alliance (IL)

Tiffany Tauscheck, Chief Strategy Officer, Greater Des Moines
Partnership (IA)

Tiffany Faublas, Marketing Director, West Palm Beach DDA (FL)

MUNICIPAL LIGHTING: ENLIVENED SPACES

Location: Bayshore II | 9:15am-10:15am

The advent of affordable, "cloud controlled", color changing, low voltage LED lighting in its various forms creates a whole new dimension for city managers and park directors to enliven spaces, delight constituents, promote economic development, celebrate accomplishments, support local, national and team events, generate revenue and enhance safety and security.

Domain: Planning, Design, and Infrastructure**Track:** Introductory**Panelists:**Vince Palasota, CEO, Inception Lighting and Palasota Enterprises
(Denton, TX)


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BREAKOUT SESSIONS

PUBLIC ART MURALS ACHIEVED BY PUBLIC & PRIVATE PARTNERSHIPS

Location: Bayshore I | 9:15am-10:15am

The session will focus on public art murals in our downtowns with an emphasis on public and private partnerships to help finance the murals. Included will be simple instructions on how BIDs can manage the process for mural installation with an emphasis on regional artists to complete the murals and gaining access to funding and the walls in your community.

Domain: Public Space Management and Operations

Track: Introductory

Panelists:

Stephanie Coppula, Director of Marketing and Communications, Bethesda Urban Partnership (MD)

Gabe Holmstrom, Executive Director, Downtown Little Rock Partnership (AR)

MOBILE WORKSHOPS

10:15AM – 12:15PM

MID-TOWN TOUR | \$60

Meeting Location: Hilton Tampa Downtown Hotel, First Floor Lobby

Domain: Economic Development

HYDE PARK RETAIL | \$60

Meeting Location: Hilton Tampa Downtown Hotel, First Floor Lobby

Domain: Economic Development

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BREAKOUT SESSIONS

PLANNING FOR RETAIL VITALITY IN THE FACE OF CHANGING MARKET DYNAMICS

Location: Bayshore I | 10:30am-12:00pm

Downtowns are struggling to address the retail challenges and trends accelerated by the pandemic, including changes in shopping habits and fewer downtown workers. Hear how two BIDs approached finding solutions that acknowledge hard truths and identify opportunities for action while working with stakeholders to resolve long standing policies and regulatory issues that stand in the way of downtown recovery.

Domain: Economic Development

CM | 1.5

Track: Intermediate

Moderator: Larisa Ortiz, Managing Director, Public Non-Profit Solutions, Streetsense (Bethesda, MD)

Panelists:

Mary Miller, President & CEO, Downtown Norfolk Council (VA)

Mike Smith, Director, Real Estate Strategies, Streetsense (Bethesda, MD)

Kathleen Rawson, CEO, Downtown Santa Monica, Inc. (CA)

THE TRANSFORMATIONAL POWER OF PUBLIC ART

Location: Bayshore II | 10:30am-12:00pm

Marc Chagall said, "Great art picks up where nature ends." Public art in cities transforms public spaces, connects people and revitalizes communities. Hear from three cities utilizing the power of public art in ambitious ways, inspiring long-term positive change. Any community on any budget can benefit from the strategic targeted implementation of public art.

Domain: Public Space Management and Operations

Track: Intermediate

Moderator: Jacob Gordon, CEO, Downtown Vision Inc. (Jacksonville, FL)

Panelists: Andrea "Andi" Rodriguez, Vice President, Cultural Placemaking, Centro San Antonio (TX)

Diana Donovan, Executive Director, Cultural Council of Greater Jacksonville (FL)

Ed Janoff, Deputy Director/Chief of Staff, Union Square Partnership (New York, NY)

BREAKOUT SESSIONS

STRATEGIC PLANNING DURING (AND AFTER) COVID

Location: Bayshore V | 10:30am-12:00pm

This session will dive into strategic planning and what it looks like coming out of the pandemic. Panelists will reflect on their experiences leading strategic planning processes during this once-in-a-generation disruption. We'll also look forward to what's already changed, what hasn't and what needs to change when it comes to strategic planning for organizations.

Domain: Organizational Management

Track: Intermediate

Moderator: Erin Laetz, Associate Vice President, Progressive Urban Management Associates (PUMA) (Denver, CO)

Panelists:

Brian Kurtz, President & CEO, Downtown Tulsa Partnership (OK)

Nicole J. Thompson, President & CEO, Downtown Durham, Inc. (NC)

Austin Metoyer, Economic Development & Policy Manager, Downtown Long Beach Alliance (CA)

BREAKOUT SESSIONS

SERVICE ADVISORY:

Providing Value to Stakeholders through Curated Experiences

Location: Garrison Suites | 10:30am-11:00am

Dive into what makes a memorable experience and ways to drive value for local businesses through a curated passport platform. From identifying your assets to thinking about all aspects of your downtown experience, level up your programming with these unique tips. Learn how Tampa has driven measurable spending and supported local economic growth through their downtown passport program.

Panelists:

Taylor McGurk, VP of Sales, Bandwango (Cedar Rapids, IA)

Mo Parikh, CEO, Bandwango (Salt Lake City, UT)

REIMAGINING OUTDOOR DINING AND PUBLIC SPACE

Location: Palma Ceia Ballroom | 10:45am-11:45am

Discover how a downtown pedlet program in Montana and streeteries in Maryland promoted local placemaking efforts, created public spaces, and spurred an outside dining movement that increased business revenue, supported local business, and created jobs. Attendees will gain the knowledge of how to establish these programs in their communities, learn of the wider economic impact in a downtown commercial district and how these can be viable tools in the post-pandemic recovery process.

Domain: Public Space Management and Operations

Track: Intermediate

Moderator: Kellie Pierce, Director of Operations, Downtown Great Falls Association (MT)

Panelists:

Jeff Burton, Executive Director, Bethesda Urban Partnership (MD)

Joan Redeen, Community Director, Great Falls BID (MT)



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BREAKOUT SESSIONS

WHY PEOPLE-FIRST DESIGN MATTERS FOR CITIES

Location: Esplanade Suites | 10:45am-11:45am

Following the pandemic health crisis, cities need to rethink how to attract new residents and retain current residents. They will need proactive design to address housing, climate change, equity, transit and human-centric experiences. Using insights from Gensler's latest research, this session will explore design strategies and planning solutions that create sustainable and equitable urban experiences to empower and connect people.

Domain: Planning, Design, and Infrastructure

Track: Intermediate

Panelists:

Leith Oatman, LEED-AP, NCIDQ, Workplace Practice Leader, Gensler (Tampa, FL)

Higor Arruda, AIA, NCARB, Design Director, Gensler, Tampa, FL

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12:15PM – 1:00PM

EQUITY AND INCLUSION

Location: Bayshore I

EVENTS AND ACTIVATIONS

Location: Palma Ceia Ballroom

HUMAN RESOURCES

Location: Garrison Suites

12:30PM – 1:15PM

SAFETY AND SECURITY

Location: Bayshore II

CEO/EXECUTIVE DIRECTOR FORUM PART 2

Location: Bayshore V

BREAKOUT SESSIONS

WE AREN'T PLACEMAKING, WE ARE PEOPLE MAKING

Location: Palma Ceia Ballroom | 1:15pm-2:15pm

... and if we get that right, our people make great places! We have an opportunity to use experience, a pandemic and data to inform how we cultivate our greatest assets, our people. Before we can "reopen" our districts (as if they were ever closed), we must address the anxieties, fears, languishing, burnout and uncertainties of the past year. If we don't, then we are asking people to walk out of a burning building, shake it off and build a new building. We can do better. Be prepared to talk about processing emotions and understanding weaknesses as well as utilization of data and recognition of history.

Domain: Leadership Development

CM | 1.5

Track: Introductory

Panelists: Kate Borders, Executive Director, Downtown Tempe Authority/Foundation (AZ)

Michael Smith, President & CEO, Charlotte Center City Partners (NC)

SERVICE ADVISORY: Immersive Storytelling for Economic Development

Location: Esplanade Suites | 1:15pm-1:45pm

As cities reopen, driving economic growth by attracting tourism, residents, real estate development and business is essential. But the pandemic has changed the way people live, work and play. Online experiences are more important than ever in creating destination awareness. Discover new ways for districts and destinations to build immersive virtual online experiences. Learn how Downtown Los Angeles leveraged the Vistity platform to win the 2021 IDA Pinnacle award for economic development. Peek inside the hottest new tool for destination storytelling that integrates maps, drones, images and information into beautiful online experiences that entice businesses, tourists and residents to explore your downtown.

Panelists:

Jamie Schwartzman, CEO, Vistity (Los Angeles, CA)

Nicholas Griffin, Executive Director, Downtown Center BID
(Los Angeles, CA)



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BREAKING BARRIERS: INNOVATIVE APPROACHES TO GREENING

Location: Bayshore I | 1:30pm-3:00pm

Greening is a challenge for many cities. UPMOs can propel greening efforts forward through capital expenditures, public-private partnerships and property owner engagement. This session will explore innovative approaches to installing green infrastructure in downtown right-of-ways, when traditional options have been exhausted. Solutions include leveraging public-private partnership, reimagining the public realm and doing a complete and total overhaul.

Domain: Planning, Design and Infrastructure

CM | 1.5

Track: Intermediate

Moderator: Nancy Locke, Principal, Stantec (Denver, CO)

Panelists:

Amanda Miller, Senior Specialist, Downtown Environment, Downtown
Denver Partnership (CO)

Ben Shardlow, Director of Urban Design, Mslp DID (MN)

Mark Hutflesz, Director of Streetscape, Downtown Phoenix Inc. (AZ)

BUILDING AN ECONOMIC DEVELOPMENT PROGRAM THROUGH EFFECTIVE PARTNERSHIPS

Location: Bayshore II | 1:30pm-3:00pm

Economic development is foundational for downtowns guiding recovery efforts and combating rising vacancy rates, and partnerships are the key to an effective program. We'll discuss the most important partnerships, offer tips and tactics for building these distinct relationships and share stories and examples to serve neighborhoods now and into recovery.

Domain: Economic Development

CM | 1.5

Track: Intermediate

Panelists:

Mary-Claire Burick, President, Rosslyn BID (Arlington, VA)

Nicole Thompson, President & CEO, Downtown Durham, Inc. (NC)

Dave Diaz, Senior Business Development Officer, Loudoun County
Department of Economic Development (Ashburn, VA)

THE POLICY REALM OF HOMELESSNESS

Location: Bayshore V | 1:30pm-3:00pm

The number of individuals experiencing homelessness continues to increase. Legislation to address this issue is also growing, especially with the funding received through the American Rescue Plan Act. Hear from practitioners on how they are navigating and influencing policy with elected officials in their local cities and states.

Domain: Policy and Advocacy

Track: Introductory

Moderator: Samantha Jackson, Deputy Director, Downtown Mesa Association (AZ)

Panelists:

Jimmy Cerracchio, President & CEO, Downtown Fresno (CA)
Tom Harris, President, Times Square Alliance (New York, NY)
Amie Pospisil, Vice President of Programs, Breaking Ground (New York, NY)

A NEW DIRECTOR'S GUIDE TO THRIVE YOUR FIRST
ONE TO THREE YEARS

Location: Esplanade Suites | 2:45pm-3:45pm

So, you've landed the position of President/CEO or Executive Director, now what? Join this session and learn from two professionals who have transitioned into leadership roles of urban place management organizations. Learn how to navigate your first year and set reasonable expectations for success for years to come.

Domain: Leadership Development

Track: Introductory

Moderator: Jennifer Hensley, Executive Director, Downtown Boise Association (ID)

Panelists:

Brian Kurtz, President & CEO, Downtown Tulsa Partnership (OK)
Matt Brown, President and CEO, Centro San Antonio (TX)

RETAIL IS CHANGING ARE YOU?
MODELS TO "DISASTER-PROOF" OUR DISTRICTS

Location: Palma Ceia Ballroom | 2:45pm-3:45pm

Brick and mortar retail, especially with the pandemic, is changing drastically but our downtown recruitment efforts aren't keeping up. Moving forward, shared spaces, studio/retail mixes, pop up retail, a diversity of business owners--and an understanding that retail must be different to disaster-proof our districts--will be key to keep retail and businesses alive in our downtowns. These shared spaces and new real estate models lower the barriers for micro-businesses to grow and are an essential way to increase opportunities for women and product business owners of color. Join this session to learn about why these changes are happening, discuss key business sectors to tap like small-scale manufacturing, and engage in a discussion about the range of shared spaces opening with varying retails models--art coops, shared kitchen, community video/photos studios, makerspaces, micro-retail and others. The panel will also discuss funding mechanisms, how to use ARPA dollars to achieve these outcomes, and policy mechanisms to allow and support these uses.

Domain: Economic Development

Track: Intermediate

Panelists:

Carrie Gartner, Executive Director, The Loop Community Improvement District (Columbia, MO)
Skyra Rideaux, Owner, Rideaux Economic Development Co. (Austin, TX)
Ilana Preuss, Founder & CEO, Recast City (Takoma Park, MD)

3:00PM – 5:00PM

DOWNTOWN SUSTAINABILITY | \$35

Meeting Location: Hilton Tampa Downtown Hotel, First Floor Lobby

Domain: Planning, Design, and Infrastructure

RIVERFRONT PARKS | SOLD OUT

Meeting Location: Hilton Tampa Downtown Hotel, First Floor Lobby

Domain: Planning, Design, and Infrastructure

MOVE ON OVER, MILLENNIALS – IT’S TIME FOR GEN Z

Location: Bayshore I | 3:30pm-5:00pm

With Millennials entering family formation stage and increasingly looking to the suburbs, our Downtowns will be shaped in the years ahead by the Gen Z’ers. In this session, you’ll learn about who they are and what they expect, in terms of shops, services, Third Places and public spaces, as well as what kinds of themes and messages they respond to.

Domain: Economic Development

Track: Introductory

Panelists:

David Ramako, Founder, Bright Brothers Strategy Group (Phoenix, AZ)

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EFFECTIVE SERVICE DELIVERY ACROSS JURISDICTIONS: THE ART OF INTER-GOVERNMENTAL AGREEMENTS

Location: Bayshore II | 3:30pm-5:00pm

There are many layers of government involved in Downtown and BID management. The more layers, the more complicated it is to deliver efficient and effective public services to your stakeholders. With this challenge comes great opportunity to develop inter-governmental relationships, agreements to facilitate the delivery of services within districts and expansion of services through enhanced cooperation.

Domain: Policy and Advocacy

Track: Intermediate

Moderator: Joe Gudenrath, Executive Director, El Paso Downtown Management District (TX)

Panelists:

Vincent Martinez, Director, Downtown Operations, Downtown Denver Partnership (CO)

John Wiebenson, Operations Director, Georgetown BID (Washington, DC)

WELCOME BACK DOWNTOWN: WAYFINDING AND GATEWAY ENHANCEMENTS

Location: Bayshore V | 3:30pm-5:00pm

Downtown Milwaukee needed to update their outdated wayfinding for Summer 2020 events and to orient visitors in 2021 as COVID-19 travel restrictions lifted. While the timelines and budgets for these signage initiatives were very different, the end results have welcomed new visitors by improving these downtown environments. Our session will discuss the process and lessons learned during these gateway and wayfinding signage projects.

Domain: Planning, Design, and Infrastructure

Track: Introductory

Moderator: Shelley Steele, President, Corbin Design (Traverse City, MI)

Panelists:

Gabriel Yeager, Downtown Environment Specialist, Milwaukee Downtown, BID #21 (WI)

Jeff Frank, Lead Designer, Corbin Design (Traverse City, MI)

Events & Receptions



SPARKMAN WHARF | TAMPA, FL

OPENING RECEPTION

Armature Works | The Gathering
1910 N Ola Avenue, Tampa, FL 33602
Wednesday, October 20th
6:30pm – 8:00pm

Armature Works is located in the Tampa Heights neighborhood and is easily accessed from the host hotel via a 1-mile walk along the Tampa Riverwalk. For those that require assistance, there will be shuttle transportation running from the Hilton Tampa Downtown to the reception destination beginning at 5 p.m. and running on a constant loop until 9 p.m.

Celebrate the 67th Annual Conference & Marketplace kick-off with a party in one of Tampa's most historic locations. Armature Works is a fully restored mixed-use building with unobstructed views of the Hillsborough River. The landmark structure is one of Tampa's premier destinations with innovative eateries, Heights Public Market and playful outdoor spaces. This event will give you a taste of Tampa's history, character and local talent. Keep an eye out, as you may spot some of Tampa's favorite scallywags!

MARKETPLACE COCKTAIL HOUR

Hilton Tampa Downtown Hotel, Second Floor
Thursday, October 21th
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. The Marketplace Cocktail Hour is sponsored by Florida Downtowns.

CLOSING RECEPTION

Tampa Museum of Art, 120 West Gasparilla Plaza
Friday, October 22th
5:30pm – 7:00pm

The Tampa Museum of Art is a short 8-minute walk (0.4 miles) from the host hotel, Hilton Tampa Downtown Hotel. Please plan accordingly. Shuttles will not be provided.

What better way to close out the 2021 Annual Conference & Marketplace hosted in Tampa's Downtown than at one of the most popular arts and cultural institutions at the heart of the Tampa Riverwalk. The Tampa Museum of Art features a vast cantilever terrace facing the Hillsborough River and the iconic University of Tampa campus. After dark, the building's metal façade is illuminated in a mesmerizing 14,000 square foot LED installation by artist Leo Villareal. Enjoy an evening of riverfront city views, world-renowned art exhibits, and local music with new friends.

Downtown Achievement Awards



SPARKMAN WHARF | TAMPA, FL

CINCINNATI CENTER CITY DEVELOPMENT CORPORATION (3CDC)

Cincy Card Connection Program
Cincinnati, OH – Marketing, Communications and Events

DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

Downtown Los Angeles Virtual Tour Platform
Los Angeles, CA – Economic Development

DOWNTOWN GRAND RAPIDS INC.

World of Winter
Grand Rapids, MI – Marketing, Communications and Events

DOWNTOWN PARTNERSHIP OF COLORADO SPRINGS

Colorado Springs DDA Gateways Initiative
Colorado Springs, CO – Public Space Management and Operations

MPLS DOWNTOWN IMPROVEMENT DISTRICT

Street Show Artists Unite for Justice
Minneapolis, MN – Marketing, Communications and Events

ROSSLYN BUSINESS IMPROVEMENT DISTRICT

O2: Outdoor Office
Arlington, VA – Public Space Management and Operations

TIMES SQUARE ALLIANCE

Messages for the City
New York, NY – Public Space Management and Operations

Please visit downtown.org/innovative-projects for descriptions and resources about each of these projects. IDA members can view Excellence winners and past award-winning presentations in the Knowledge Center on downtown.org.

ATLANTA DOWNTOWN IMPROVEMENT DISTRICT

Atlanta Downtown Social Impact Safety Team (A.S.I.S.T.)
Atlanta, GA – Public Space Management and Operations

BETHESDA URBAN PARTNERSHIP

Bethesda Streetery
Bethesda, MD – Economic Development

CHARLOTTE CENTER CITY PARTNERS

Small Business Innovation Fund
Charlotte, NC – Economic Development

CONNECTOLEDO DOWNTOWN DEVELOPMENT CORPORATION

Downtown Toledo Master Plan
Toledo, OH – Planning, Design and Infrastructure

DOWNTOWNDC BUSINESS IMPROVEMENT DISTRICT

Black Lives Matter Mural Project
Washington, DC – Public Space Management and Operations

DOWNTOWN COMMITTEE OF SYRACUSE, INC.

Storefront Tips
Syracuse, NY – Economic Development

DOWNTOWN COMMUNITY ALLIANCE

DSM Forward Playbooks
Des Moines, IA – Marketing, Communications and Events

DOWNTOWN COORDINATING COUNCIL

Project Hope, Unity and Compassion
Tulsa, OK – Public Space Management and Operations

DOWNTOWN DENVER PARTNERSHIP

Denver Startup Week
Denver, CO – Economic Development

DOWNTOWN GREENSBORO INCORPORATED

2030 Strategic Vision Plan
Greensboro, NC – Planning, Design and Infrastructure

DOWNTOWN LITTLE ROCK PARTNERSHIP

Shadows at Sixth
Little Rock, AR – Marketing, Communications and Events

DOWNTOWN LYNCHBURG ASSOCIATION

DOWNTOWN-A-THON
Lynchburg, VA – Marketing, Communications and Events

DOWNTOWN MEMPHIS COMMISSION

BuildDowntown Master Plan
Memphis, TN – Planning, Design and Infrastructure
South City Good Neighbor Grant
Memphis, TN – Policy and Advocacy

DOWNTOWN MOBILE ALLIANCE

Downtown Strong Small Business Impact Fund
Mobile, AL – Policy and Advocacy

DOWNTOWN PARTNERSHIP OF COLORADO SPRINGS:

DOWNTOWN VENTURES

Virtual First Friday
Colorado Springs, CO – Marketing, Communications and Events

DOWNTOWN SAN DIEGO PARTNERSHIP

Curbside San Diego
San Diego, CA – Public Space Management and Operations

DOWNTOWN SIOUX FALLS, INC.

Downtown Sioux Falls Burger Battle
Sioux Falls, SD – Marketing, Communications and Events

DOWNTOWN TOPEKA INC.

Everygy Plaza
Topeka, KS – Public Space Management and Operations

DOWNTOWN VANCOUVER BUSINESS IMPROVEMENT ASSOCIATION

VMF Winter Arts

Vancouver, BC – Public Space Management and Operations

EXCHANGE DISTRICT BIZ

Bijou Patio

Winnipeg, MB – Public Space Management and Operations

FORT WAYNE DOWNTOWN IMPROVEMENT DISTRICT

Dining Delivery Support Program

Fort Wayne, IN – Economic Development

MILWAUKEE DOWNTOWN, BUSINESS IMPROVEMENT DISTRICT #21

Brighten the Passage

Milwaukee, WI – Planning, Design and Infrastructure

MKSK

Lawrenceburg Civic Park

Columbus, OH – Planning, Design and Infrastructure

REGINA DOWNTOWN BID AND REGINA'S WAREHOUSE BID

Staff Supper and Heart & Soul Cookbook

Regina, SK – Leadership Development

SASAKI

Moore Square Improvements

Watertown, MA – Planning, Design and Infrastructure

SODO BUSINESS IMPROVEMENT AREA

SODO Track

Seattle, WA – Public Space Management and Operations

UNION SQUARE PARTNERSHIP

Union Square-14th Street District Vision Plan

New York, NY – Planning, Design and Infrastructure

WEST PALM BEACH DOWNTOWN DEVELOPMENT AUTHORITY

Dining on the Spot

West Palm Beach, FL – Public Space Management and Operations

Exhibitors

MEET THE COMPANIES OFFERING
SOLUTIONS TO ENHANCE YOUR DISTRICT



JULIAN B. LANE PARK | TAMPA, FL

* Marketplace map found
on the inside back cover.



BLOCK BY BLOCK | BOOTH 18

Block By Block is a one-stop solution for safety, cleaning, hospitality, landscaping and social service outreach programs to improve 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.

Blair McBride

President

502-749-1551 | bmcbride@blockbyblock.com | blockbyblock.com



IKE SMART CITY | BOOTH 3

IKE Smart City's interactive digital kiosk, IKE, drives discovery, mobility, and equity to support placemaking initiatives in cities nationwide. IKE's innovative technology offers a hyperlocal experience with advanced features that benefit communities across the economic spectrum. Kiosks are currently live in Baltimore, MD; Cleveland, OH; Columbus, OH; Coral Gables, FL; Denver, CO; Miami, FL; Tampa, FL; San Antonio, TX; St. Louis, MO; and Tempe, AZ.

Jibran Shermohammed

Vice President of Development & Corporate Counsel

770-714-9174 | jibran@ikesmartcity.com | ikesmartcity.com



BRIGHT BROTHERS STRATEGY GROUP

Bright Brothers Strategy Group is a people-first, data-driven consultancy that develops strategies and actionable plans for downtowns, districts and organizations throughout North America. We've worked with dozens of your fellow IDA peers and we'd love to help you grow as well.

Josh Yeager

Partner

267-648-5798 | Josh@bright-brothers.com | bright-brothers.com



CREOS | BOOTH 7

A leading agency for interactive installations, Creos focuses on creating lasting memories from unique experiences. We have been transforming over 200 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.

Hugo Larouche

Senior Accounts Manager – Sales

514-975-5849 | hugo.larouche@creos.io | creos.io/en/



DISTRICT360 | BOOTH 6

District360 by CUBE84 is the leading Salesforce CRM partner for downtown Districts. Built on the Salesforce platform, District360 brings all of your property, business and stakeholder information into one system giving your team a 360-degree view of all operations in your district.

Kathryn McKissick

Customer Success Manager

202-505-1056 | kathryn@cube84.com | www.district-360.com



DOWNTOWN DECORATIONS | BOOTH 16

DDI is one of the premier commercial décor companies providing holiday décor and banners to municipalities and commercial centers throughout North and South America for over 17 years. We accentuate the holiday season through eye-catching decorations and design elements, while understanding visitor traffic importance and its value to your downtown.

Ted Peterson

President

315-565-7404

tpeterson@downtowndecorations.com | www.downtowndecorations.com



DOWNTOWN GIFT CARDS | BOOTH 20

Miconex provides Downtown Gift Card programs. Taking tried and tested technology, downtowns get a fully managed service including payment, redemption and fulfilment, so downtowns can do what they do best- supporting businesses and communities.

Andrew Monaghan

CEO
303-956-0024 | andrew@mi-cnx.com | www.mydowntowngiftcard.com



EarthPlanter®

EARTHPLANTER | BOOTH 10

Serving over 350 downtowns, EarthPlanters are the ideal solution for any beautification program looking for superior plant growth, reduced labor and water savings up to 80%. And, with our industry exclusive lifetime warranty, these will be the last planters you ever buy. Visit us at booth #10 to learn more.

Robert Buckley

Sales & Marketing
877-815-9276 | rbuckley@earthplanter.com | www.earthplanter.com



ENCHANT STUDIOS | BOOTH 11

Enchant Studios designs and manufactures premium light installations that transform spaces. Create captivating experiences of awe and wonder with larger-than-life holiday, winter and custom lighting sculptures.

Jassmin Nicoloff

Business Development Manager
416-995-8598 | jassmin@enchantstudios.com | www.enchantstudios.com



MODSTREET

MODSTREET | BOOTH 2

MODSTREET manufactures parklets and other modular products for outside guest service seating on sidewalks or in adjacent parking spaces for restaurants, breweries, retailers and communities alike. Easy to assemble with ZERO construction and ZERO downtime.

Maggie Kavan

Cofounder/CMO/Director of Sales
303-507-3422 | maggie@modstreet.co | www.MODSTREET.co



Placer.ai

PLACER.AI | BOOTH 5

Placer.ai is the leader in location analytics, generating foot traffic insights for any location in the U.S. Leaders in retail, commercial real estate, and restaurants are using the product daily to optimize their decision making.

Rob Pavelock

Sales Development Representative
315-269-8816 | rob.pavelock@placer.ai | www.placer.ai

SPRINGBOARD.

SPRINGBOARD RESEARCH INC. | BOOTH 12

Springboard delivers real time shopper insights to grow retail businesses and destinations. It tracks physical behaviors inside and outside of locations and stores, and develops actionable insights and predictive analytics on foot traffic to maximize the value of every foot of space. Employing state of the art artificial intelligence and machine learning, Springboard enables better and faster decision making for retailers, hospitality operators, shopping malls and centers and downtowns.

Katie Pegot

Business Development Director
619-630-6073 | katie.pegot@spring-board.info | www.spring-board.info/us/



STREETPLUS | BOOTH 13

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

Melea Solheim

484-816-4153 | msolheim@streetplus.net | www.streetplus.net

TRACKTİK

TRACKTİK | BOOTH 9

TrackTik is a mobile (IOS or Android) and web-based workforce management software ideally suited to the needs of business improvement districts as it's highly configurable and helps with the day to day management of various ambassador initiatives, ranging from safety and hospitality to maintenance and sanitation programs.

Dominic O'Toole

Business Development Executive

1-888-454-5606 | dominic.otoole@tracktik.com | www.tracktik.com



URBAN BIRD SERVICES | BOOTH 1

Urban Bird Services provides abatement, relocation, and/or population control for all types of Avians including pigeons, grackles, geese, & bats. See why downtowns trust UBS to eliminate noise and mess, which saves cleaning funds & creates healthier spaces.

Arri Davis

Regional Manager

817-419-9000 | arridavis@urbanbirdservices.com | www.urbanbirdservices.com



VISTITY | BOOTH 15

Tell your story. VISTITY is the hosted online platform for creating beautiful virtual tours of districts and cities. Combine maps, drones, photos, videos, and social media to bring anyone, from anywhere, to experience your destination.

Jamie Schwartzman

CEO

310-597-9339 | jamie@vistity.com | www.vistity.com



YIFTEE | BOOTH 8

Keep local dollars local and accelerate pandemic recovery with Yiftee's FREE Community eGift Card program. Your custom Downtown Card can be spent only at your local businesses. Redeemed as a Mastercard, quick/easy to implement.

Donna Novitsky

CEO

650-533-0938 | donna@yiftee.com | www.yiftee.com

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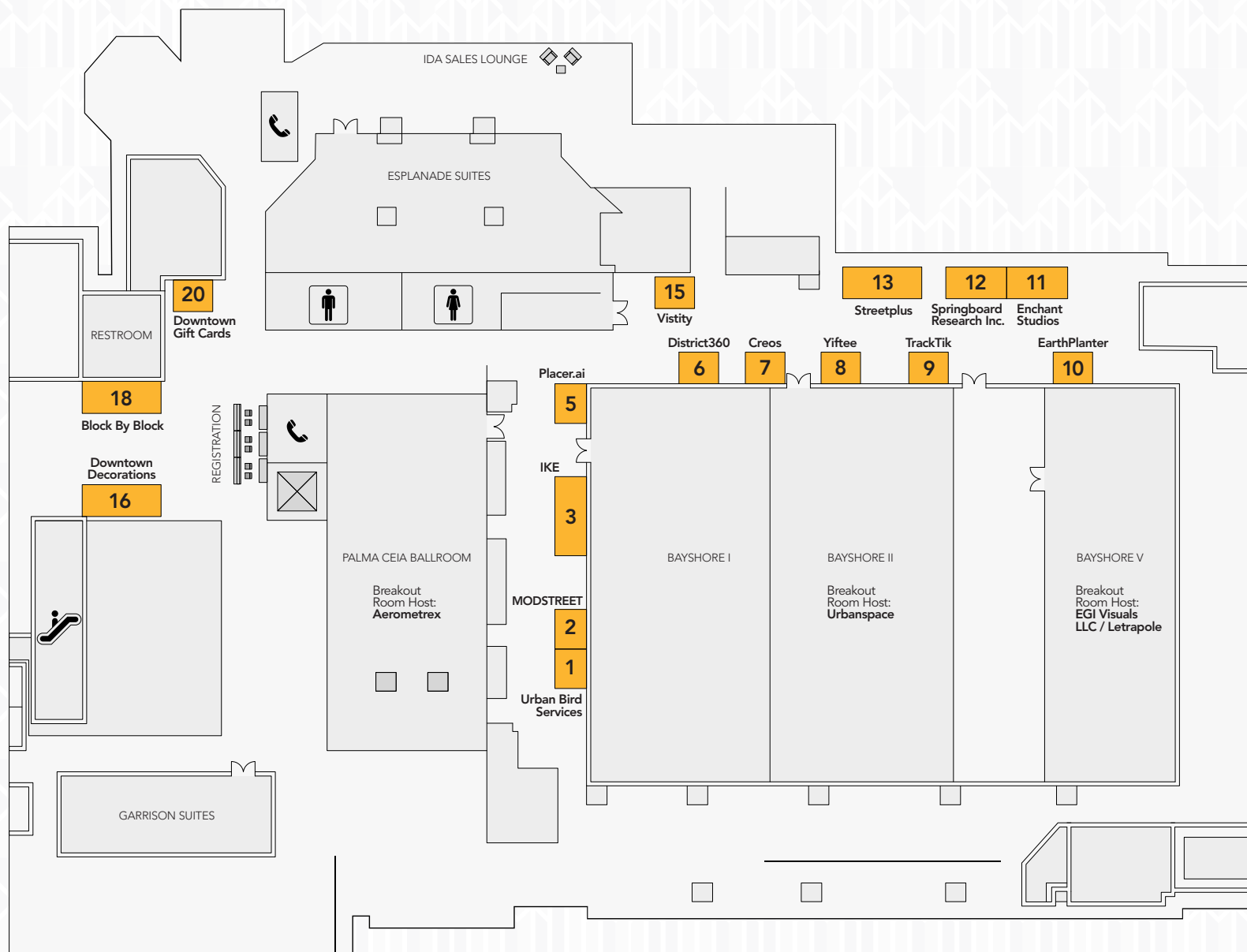
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