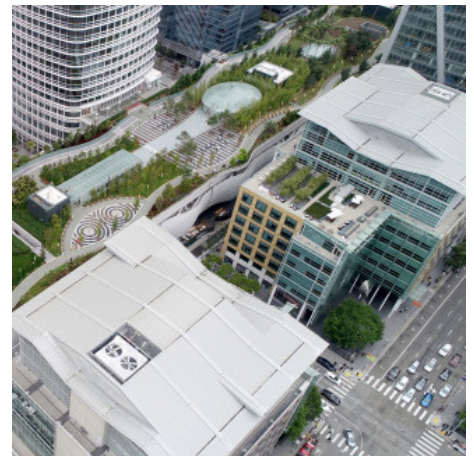
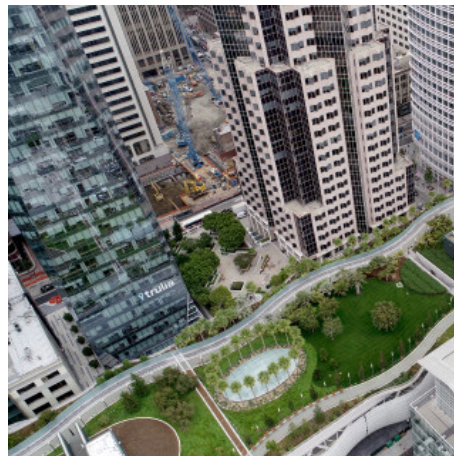


## CDA MEMBERSHIP

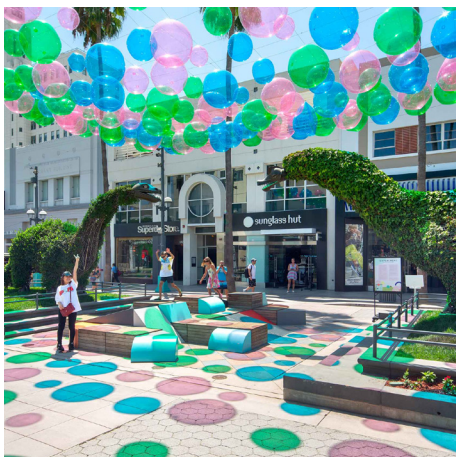
California Downtown Association (CDA) is an organization that represents urban place managers, main street programs, and neighborhood improvement districts who bridge the gap between public, private and community needs on a statewide scale, and brings together small, medium and large sized organizations to share best practices, collaborate on solutions and advocate proven strategies.

CDA represents the spectrum of business improvement districts throughout the state of California, and its membership -- primarily focused on advocacy, collaboration and education -- is designed to help members thrive and stay competitive in their communities.





**HELPING  
BUSINESS  
DISTRICTS  
SUCCEED**



**60+  
MEMBER  
ORGANIZATIONS**

## Membership Benefits

Reasons why CDA is right for you and your organization!

### ADVOCACY

The health of California's business districts is directly linked to legislation proposed (and passed) by city, county, and state legislative bodies. California Downtown Association (CDA) is there to learn and communicate about upcoming bills to provide members the opportunity to become aware of and advocate as needed. CDA has been instrumental in various recent efforts to ensure that legislation meets the needs of our members and our sectors.

### COLLABORATION

CDA collaborates with regional and industry partners on the West Coast's **best conference** -- West Coast Urban District Forum -- to provide access to experts and networking while exploring relevant industry topics.

CDA brings members together locally, regionally, and statewide...virtually and in-person to exchange valuable information, ideas and best practices.

Use the **CDA Member Directory** to find and connect with industry professionals by member organization.

### EDUCATION & COMMUNICATION

The **West Coast Urban District Forum** is CDA's most popular and most visible event, offering engaging education, networking opportunities, and relevant topics and discussions for the diverse range of member organizations.

CDA's member **e-newsletter** targets the topics and issues of most interest and concern to members with a focus on business district news and legislation as well as upcoming events and member accomplishments.

The **website** features current news postings, related industry resources and links, a calendar of events and job postings, and a range of vendor resources.

### NETWORKING

Through industry events, in-person meetings, and CDA's membership directory, members can easily connect with one another as well as industry consultants, vendors, and revitalization experts throughout the state.

CDA is committed to providing the desired level of services and benefits you deserve. A CDA membership is a great business asset and the return on investment is significant. Imagine the cost of handling these issues alone — significantly more than the cost of your yearly membership.

### FOR MORE INFORMATION

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