

## CDA History

Over 30 years ago, the State of California passed landmark legislation allowing the formation of Business Improvement Districts (BID). Soon after, a pioneering group of business district managers recognized the need for an association that would provide a forum for addressing issues unique to business associations in California--the only state at the time that had passed BID legislation. This group, comprised of managers from cities as diverse as Bakersfield, Fresno, Merced, San Jose, Santa Monica and Whittier, came together over a weekend to exchange information. They shared their successes, failures, accomplishments, frustrations and created a new organization, California Downtown Association (CDA).

## Our Mission

Today, CDA is committed to the long-term preservation and prosperity of business districts everywhere. Our organization represents thousands of diversified businesses throughout California within its network of downtown associations, cities, chambers of commerce, commercial business districts and industry-related vendors and consultants.

Our primary purpose remains to exchange information pertinent to California's business districts and to formulate solutions to common challenges.

## 30 Years Collective Expertise

Since 1971, CDA, a membership-based 501(c) 6 nonprofit corporation, has grown from a few scattered cities to one of the strongest business district organizations in the country. This has enabled CDA to successfully lobby in the State Legislature on behalf of our members for statewide improvement programs as well as for local funding legislation.

Our membership is diverse, representing main streets, historic downtowns and business districts in the rural communities of the central valley, the foothills of the Sierras, the beach communities along the northern and southern coasts, as well as the downtowns and revitalized districts located in the heart of California's urban centers.

CDA is proud to offer opportunities for education and information for a membership base that includes 30-year veterans of business district revitalization as well as those who are new to the field. California Downtown Association is the best resource for downtown and business district news and networking in the state.

*"Thank you so much for taking the time to pass on my inquiry about Farmers' Markets. What a help! The responses we received from members paint a picture of what is happening in other communities."*

Suzanne Strassburger  
Downtown Business Association of Escondido



*"When CDA members roll up their sleeves and simply share...it is particularly helpful. I found the spring conference to contain hands-on advice in a number of areas."*

Gwen Pentecoste  
City of Santa Monica



*"As a direct result of attending CDA's fall conference, I was able to get a third of my BID board to visit Vacaville Downtown BID this month. It was an eye-opener for them to see another BID. We are planning to visit Napa next!"*

Ken Harth  
Novato Downtown Old Town Business Association.

## Member Benefits

### Networking Opportunities

Through CDA's membership directory, website and e-mail distribution system, members are easily and quickly connected to their peers: Experienced executive directors, consultants, vendors and other revitalization experts who share their experience and expertise to address immediate challenges and guide long term planning.

CDA's conferences offer excellent educational opportunities. Our commitment to keeping conferences affordable and to provide exceptional value to CDA members is based upon our mission to serve not only those members working for well-funded urban associations, but also to serve the many small districts whose limited budgets generally restrict staff attendance at statewide and national conferences offering comparable curricula.

### Newsletter

The CDA newsletter, mailed quarterly to CDA members and supplemented electronically, is designed to keep members informed about CDA activities, business district news and legislation. Industry experts are invited to contribute articles and members are encouraged to use the newsletter to share accomplishments.

### Annual Achievement Awards

The CDA Crystal Eagle Achievement Awards recognize outstanding efforts by cities, downtown organizations, business districts and redevelopment agencies to meet the ever-growing challenges of development and business district revitalization. The purpose of the awards is to celebrate and honor those whose efforts in developing programs and designing projects contribute to the successful revitalization and vitality of California's downtowns and central business districts.



### CDA Website

Our website is an excellent resource for managers looking for answers to immediate challenges. Along with posting current news, the website offers a complete member listing with e-mail and/or website links to the city or association, related industry links, plus job postings for those searching for staff, or for members searching for new professional opportunities. Our members-only section contains a library of articles and an archive of email network discussion items. Visit [www.californiadowntown.com](http://www.californiadowntown.com)

### Legislative and Member Advocacy

Through our newsletter, email network and website, CDA members remain informed about pending legislation that may impact business district redevelopment and associations. Moreover, CDA has the stature within the state to effectively represent the interests of our members to the state legislature.

## CDA Membership Application

Name \_\_\_\_\_ Title \_\_\_\_\_ Organization \_\_\_\_\_

Business Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Mailing Address \_\_\_\_\_ Telephone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_

Type of Organization:  Association  Public Agency  Vendor/consultant  Individual (Not representing an entity in any other member category)

If Association: Annual Budget: \_\_\_\_\_ Number of members in organization: \_\_\_\_\_

We are a:  BID  PBID  Voluntary District  Other

### Annual Membership Dues

Organization Type	Dues
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<b>Business Organizations, Associations, Chambers of Commerce &amp; other Nonprofits</b>	
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Less than \$75,000	\$200
\$75,000 < \$100,000	\$250
\$100,000 < \$250,000	\$300
\$250,000 < \$500,000	\$400
\$500,000 to \$1,000,000	\$500
Greater than \$1,000,000	\$650

<b>Public Agency</b>	\$300
<b>Vendor/Consultant</b>	\$250
<b>Individual</b>	\$100

I want to help shape the future of CDA. I am interested in joining a committee:

- Membership services  Conferences  
 Legislative advocacy

**Please return completed application with check payable to:**

California Downtown Association  
PO Box 7753, Long Beach California 90807

Telephone (888) 429-1224