



# PUBLIC SECTOR PARTNERSHIPS

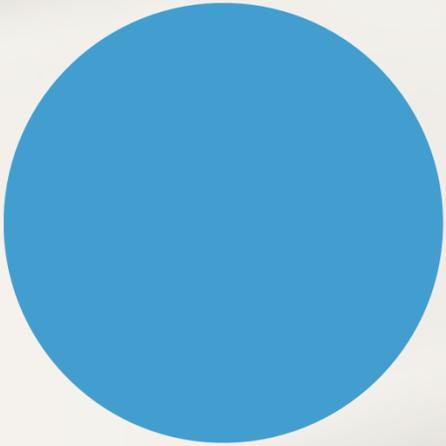
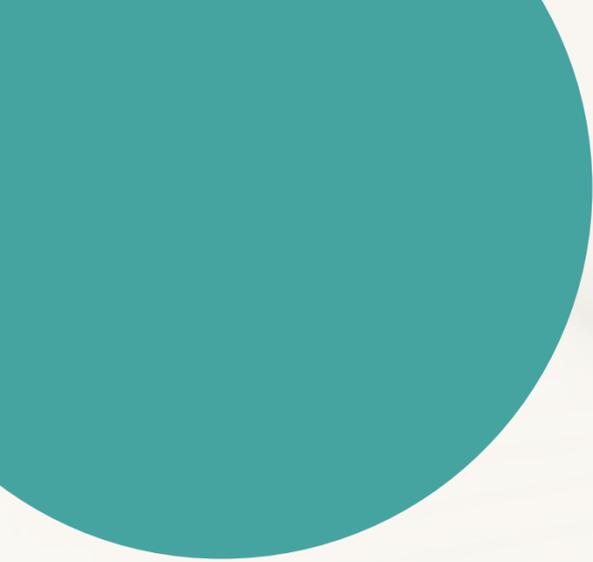
“Communities in cities around the world are filled with residents overflowing with creativity and innovation. To better meet the challenges of a fast changing world, the most competitive cities are finding innovative ways to break open silos to empower communities to solve problems.”

- Ron Jaicarran, President of Imagine Cities



## OUR STORY

In response to the immense change brought on by the 4th Industrial Revolution, the private and public sector invested in platforms that provide access to the knowledge and skills their employees need to effectively adapt to this new industrial period. Similarly, our digital platform provides access to the resources needed for cities, and the communities that exist within them, to adapt and thrive in this era of exponential change.



**BCG**

“City governments are beginning to recognize that residents are not merely customers or end users of services, but also interested parties that are well positioned to understand the problems facing their communities and how to tackle them.”

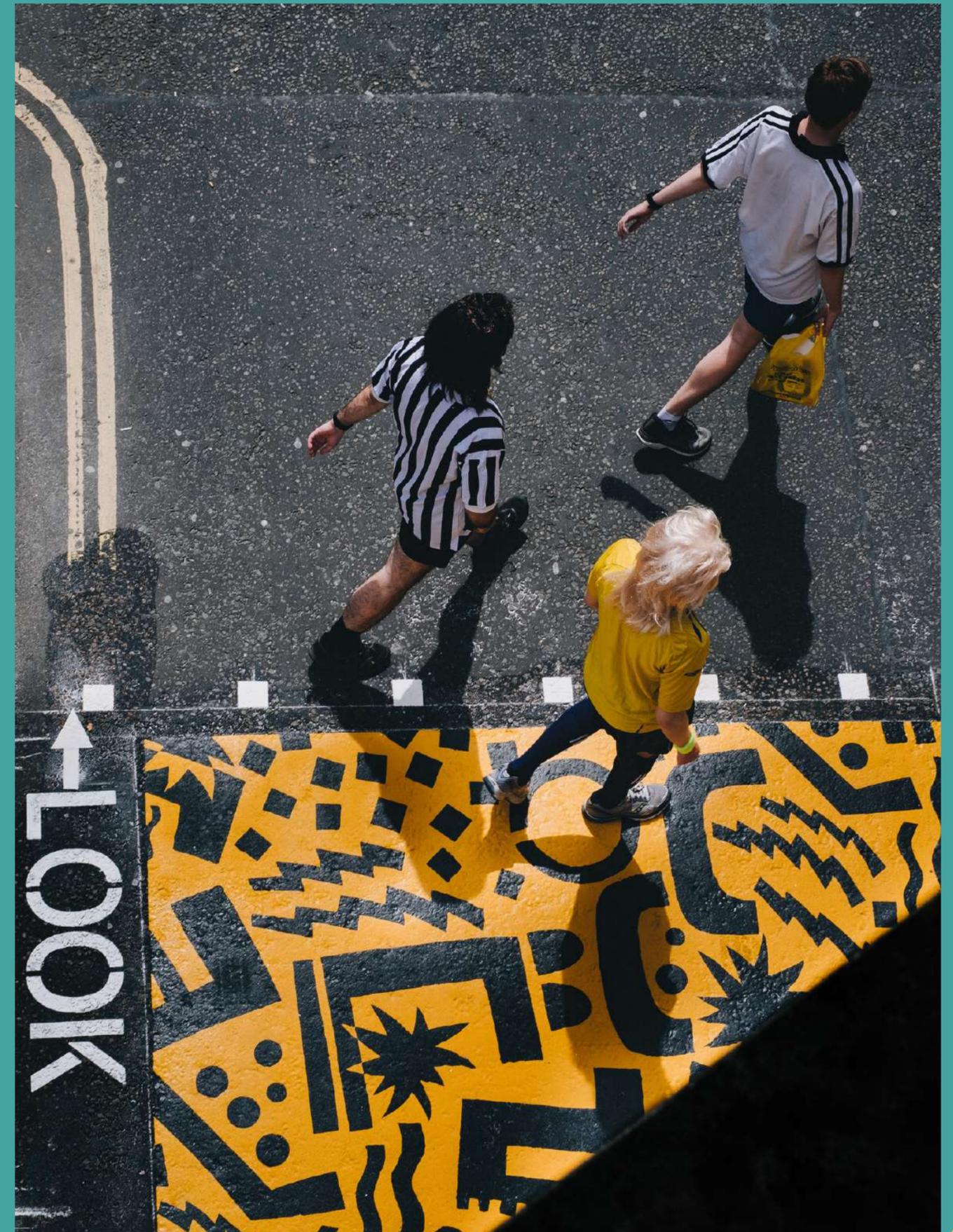
- Boston Consulting Group

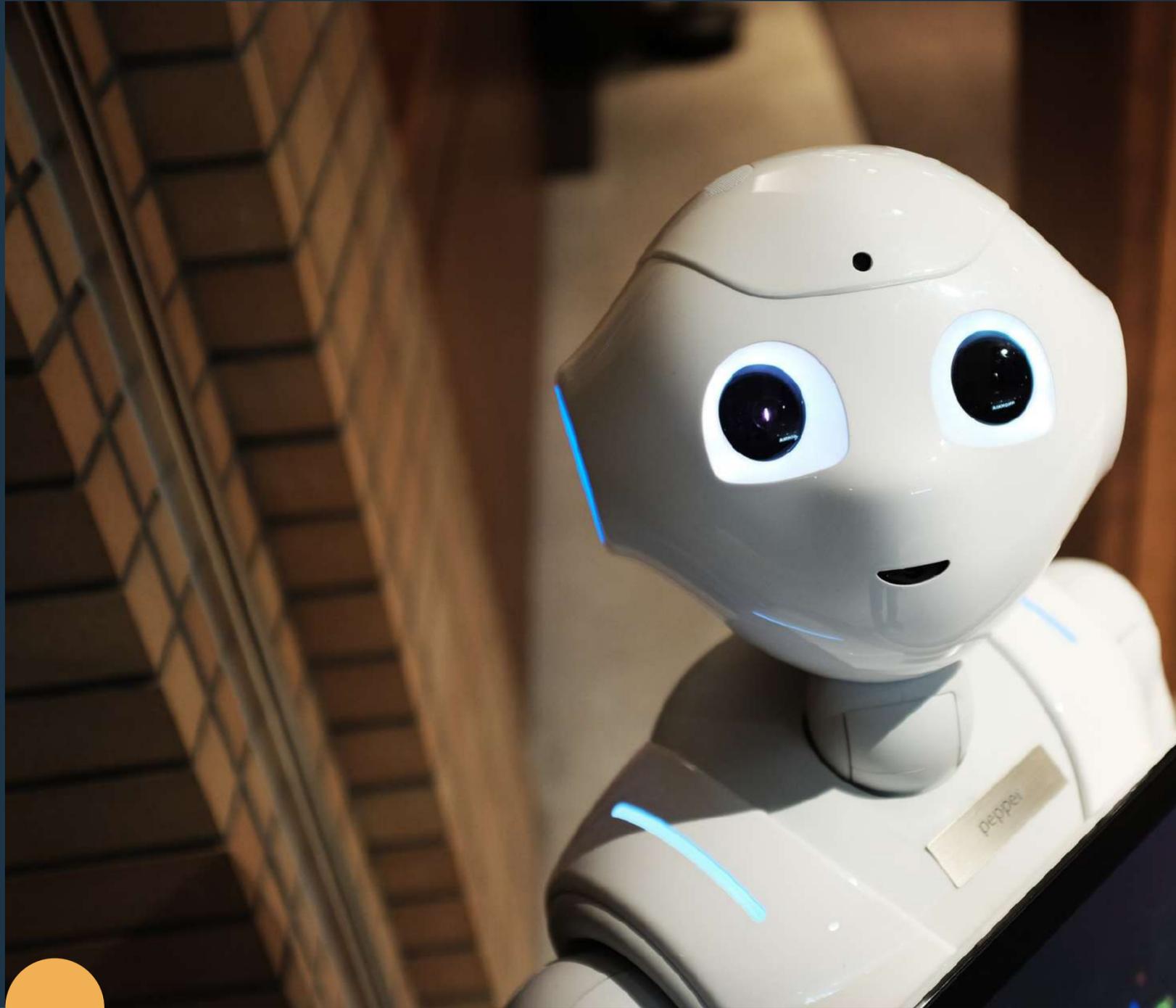


## OUR AUDIENCE

While we intend to expand our audience to include the public and private sectors, our initial focus is on local community organizations. These are organizations established to meet local needs. In Calgary, these are called community associations while in San Francisco, they are called community benefit districts. While they have different names, they serve a similar purpose which is to organize resources to meet local needs under a locally recognized governance structure.

If you would like to learn more about the organizations we support, take a look at [Sunalta Community Association](#), [Fernwood Neighbourhood Resource Group](#), [Tenderloin Community Benefit District](#) or [Bloor West Village BIA](#).





## DIGITAL PRODUCTS

The ability to accomplish our mission is rooted in our three digital assets: a cities research search engine, learning guides, and a project portal.

Our digital products create a complete ecosystem that provides access to resources to enable the ongoing change required to adapt to a fast paced world.

# SOLVING PROBLEMS

01

## ACCESS TO CREDIBLE RESEARCH

In an era where media outlets have proliferated significantly, it's becoming increasingly difficult to find credible content to guide decision making.

### → Search Engine

Modeled after Google's search engine, our search engine provides research that is specific to cities. We collect and share research across 18 different research categories. You can learn about building more resilient local economies or how to improve mental health across your community. The research we collect is guided by feedback from users.

02

## ACCESS TO SKILLS & TOOLS

Innovation occurs everywhere. Through our research, we find community leaders who use creative skills to create tools that improve their neighbourhoods.

Unfortunately, these skills and tools are not widely accessible for leaders to use.

### → Learning Guides

Modeled after MOOC platforms like Coursera, we package skills and tools into easy to understand digital learning guides that uses multimedia to create an engaging learning experience.

Users can apply these skills and tools in their community, creating experiences that embed a stronger culture of experimentation and innovation to solve problems in cities.

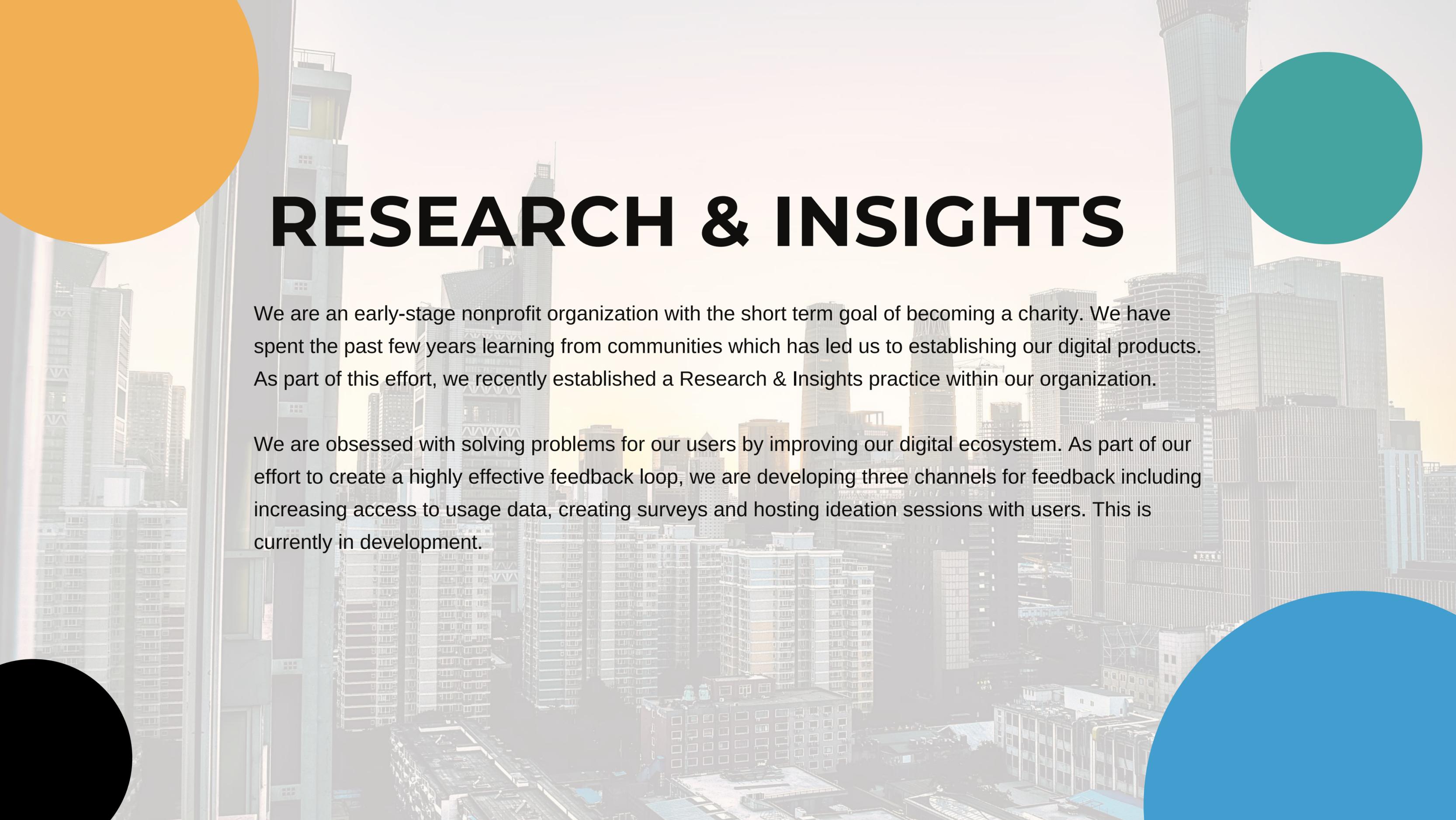
03

## ACCESS TO TALENT

In an era where increasingly advanced skillsets are being used to identify and solve complex problems, access to these skills are often cost prohibitive for community organizations.

### → Project Portal

We partner with post-secondaries to provide students with real world experience through community-based projects where they can apply the skills they have learned. This opportunity could be in person or remote. Students will work with community leaders and upon successful completion of the project, they will receive course credits. These projects could include updating a website, implementing a marketing strategy for a local event, analyzing data to find local insights, or building a bench for a local park.



# RESEARCH & INSIGHTS

We are an early-stage nonprofit organization with the short term goal of becoming a charity. We have spent the past few years learning from communities which has led us to establishing our digital products. As part of this effort, we recently established a Research & Insights practice within our organization.

We are obsessed with solving problems for our users by improving our digital ecosystem. As part of our effort to create a highly effective feedback loop, we are developing three channels for feedback including increasing access to usage data, creating surveys and hosting ideation sessions with users. This is currently in development.

# WHY SUPPORT IMAGINE CITIES?

## Thrive

Support the development of more thriving communities by accessing much needed resources that enable adaptation.

## More Informed Decisions

Assist communities in accessing the research to make more informed decisions.

## Skills & Tools

Provide communities with access to a growing library of skills and tools to adapt to change.

## Stronger Culture

Embed a stronger culture of problem solving, experimentation and innovation directly into the streets of your city.

## Global Reach

As a digital platform, we have the opportunity to have scale globally. Join us early in our journey to build a global community.

## Free of Charge

Your support allows us to keep our digital products free for local community organizations.

# MEMBERSHIP

Become a member and be invited to two exclusive digital city-making conversation events per year, which includes an online after party.



## BASIC MEMBERSHIP

**\$25**

Includes 2 tickets to our online events per year



## CORPORATE MEMBERSHIP

**\$200**

Includes 8 tickets to our online events per year



## NONPROFIT/CHARITY MEMBERSHIP

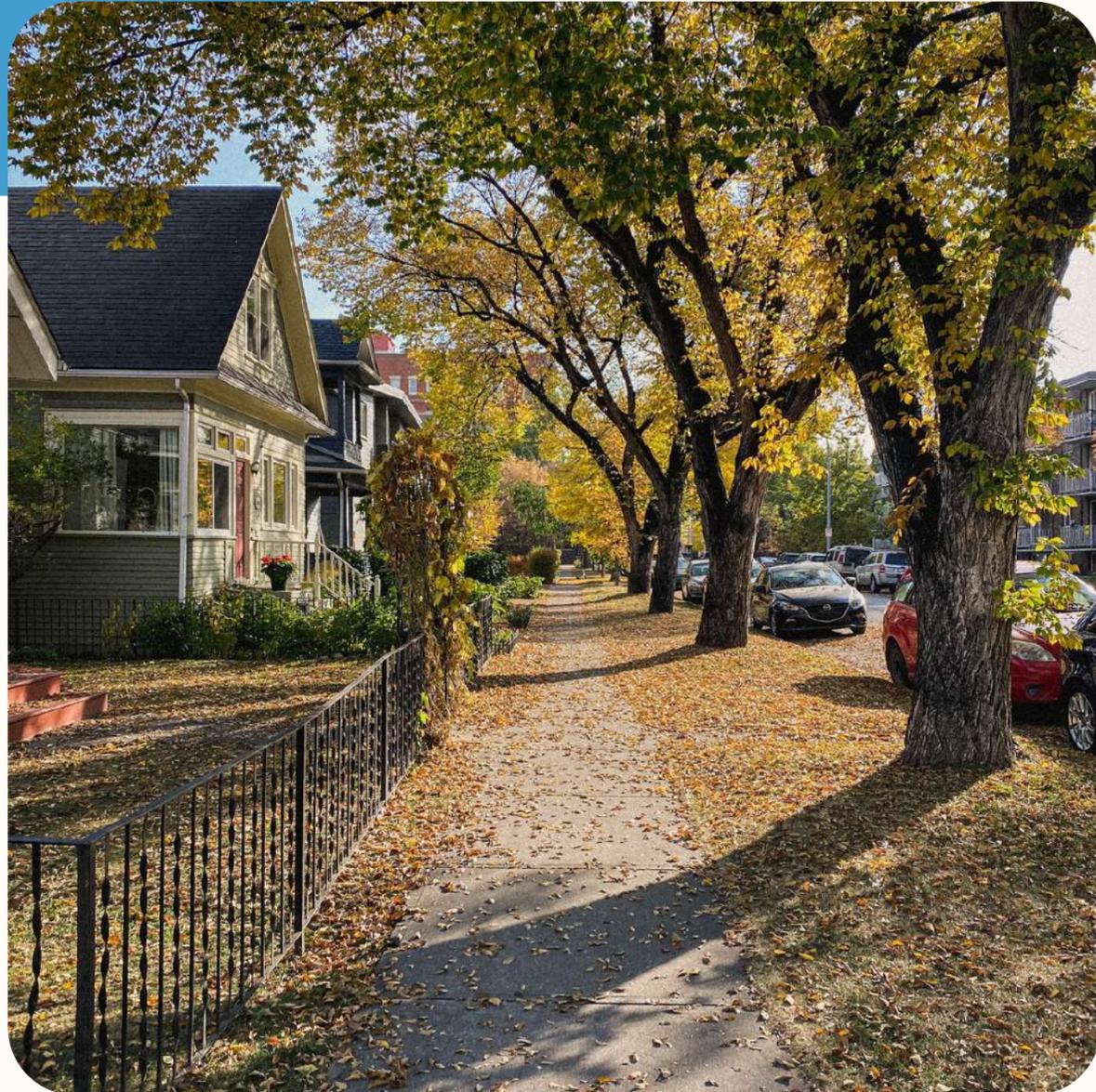
**\$100**

Includes 8 tickets to our online events per year



## **USE OUR DIGITAL TOOLS**

Our success is dependent on users utilizing our digital tools. Use them often to support your organization's effort to build thriving communities.



## PROVIDE FEEDBACK

We are obsessed with improving our digital tools to serve you better. Provide us with feedback!

***You can participate in two ways:***

1. Provide feedback by using our online survey.
2. Join one of our ideation sessions to develop solutions to the problems identified in our survey.

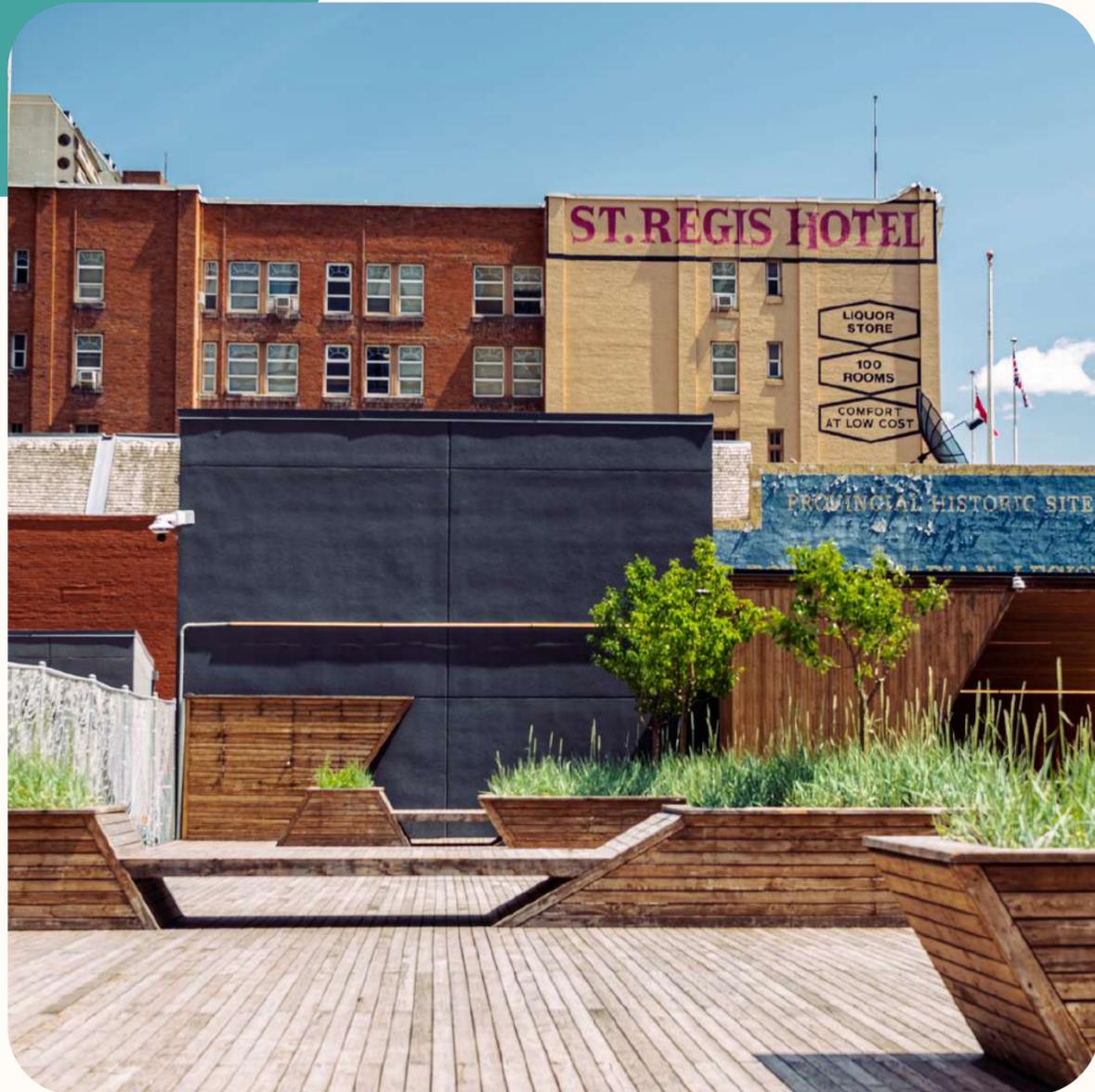




## SPEAKING ENGAGEMENT

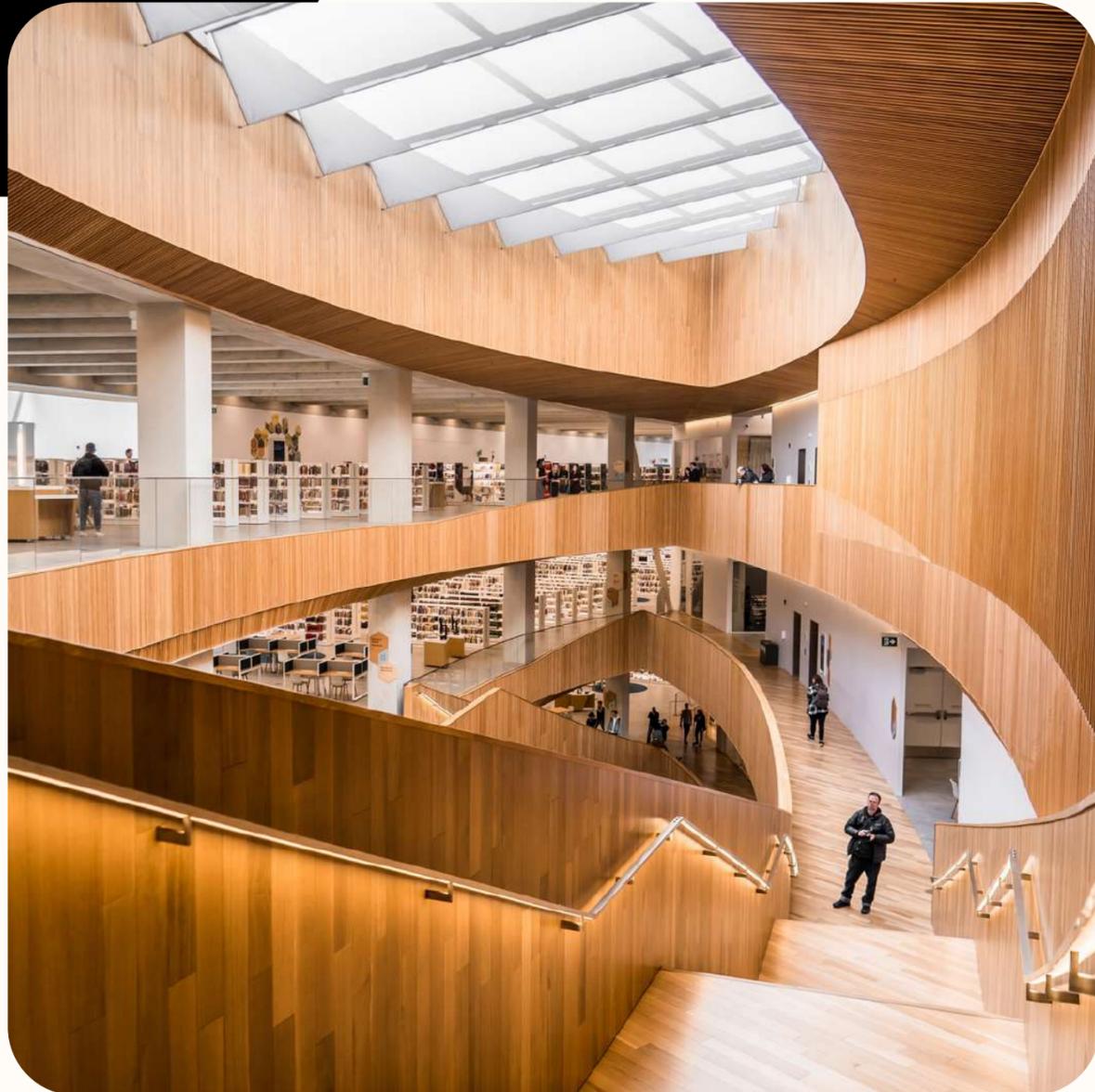
If you are interested in learning more about our organization, we can provide you with an in person or virtual presentation alongside a Q&A period. Use this [form](#) to make the request.

**Note:** due to demand and time constraints, we require a minimum of 5 attendees at each presentation.



## SHARE OUR RESOURCES

Share our digital tools with your network to create more awareness about our organization.



## **FOLLOW US ON SOCIAL MEDIA**

You can follow our organization on [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

You can also sign up for our quarterly [newsletter](#).



# We Are All City Makers

## **JOIN THE MOVEMENT!**

For more information contact:  
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[www.imaginecities.com](http://www.imaginecities.com)