



**INSPIRED LEADERS  
SHAPING CITIES**

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## **IDA Awards Top Industry Honor to Ten Organizations**

*IDA Presents Awards Recognizing Innovative Achievement in Urban Place Management*

Washington, DC – The International Downtown Association (IDA) recognized 25 outstanding projects as winners of the Downtown Achievement Awards which identify improvements to urban centers by dedicated organizations around the globe. The winning organizations represent over 35 cities in the United States, Canada, South Africa and Singapore. The top ten projects received Pinnacle Awards, the industry's highest recognition, representing the most creative and inspiring innovations in urban place management.

Urban place management organizations are on the front lines of solving challenges related to placemaking, economic development, urban planning and branding. These organizations activate public spaces and make cities vibrant, healthy places for everyone. During a comprehensive review, this year's projects were awarded by a jury of IDA members in the following categories: leadership development; organizational management; economic development; marketing, communications and events; planning, design and infrastructure; policy and advocacy; and public space management and operations.

"These innovative projects received the IDA Pinnacle Award for setting the new standard for improving cities worldwide," said David Downey, IDA President and CEO. "Each award-winning project has made an impact on its city and the people who live, work and play in the community, and demonstrates the continued commitment to champion livable, vital and thriving urban centers."

Winners of this year's Pinnacle Awards are:

- *Transit as a Solution for Downtown Parking, Office Leasing and Employee Turnover*  
Capital Crossroads Improvement District – Columbus, OH  
An innovative program in downtown Columbus, Ohio stimulated commercial leasing, reduced employee turnover, doubled the use of transit among the pool of eligible employees, and prevented the emission of more than 6.8 million pounds of CO2 per year. Launched and funded by downtown property owners, Downtown C-pass allows eligible companies to offer free, unlimited transit to their employees. More than 440 companies take part in the program, including the 50 largest employers in the eligibility area. Over 15,000 employees are enrolled, representing half the eligible workforce of 30,000.
- *Main Street Grand Forks: The Longest Table*  
Community Foundation of Grand Forks, East Grand Forks & Region – Grand Forks, ND  
For the past two years, the Longest Table has welcomed local Grand Forks, North Dakota residents to sit down for a free meal in a welcoming environment with people they may not have known, to foster stronger connections, exchange stories, discuss community challenges and spur civic innovation. The Longest Table has been successful in engaging underrepresented

populations in important civic conversations; providing everyday citizens with tools to be active participants in creating the community they want to have; and gathering and distributing data to inform, engage and influence local, regional and state decision-making.

- *311 to Salesforce Integration Project*  
DowntownDC BID – Washington, DC  
The DowntownDC BID worked with its contractor, Cube84, to integrate the BID's Salesforce-based database with the District of Columbia's non-emergency hotline. The BID works to monitor elements of public space such as sidewalks, streetlights and street signs to help ensure a state of good repair. The BID reports defects in the public space to 311 and works directly with city agencies to ensure repairs are made in a timely manner. The project has increased efficiency over 100 percent, and managing and reporting cases has never been easier.
- *Downtown Day Services Center*  
DowntownDC BID – Washington, DC  
The Downtown Day Services Center offers services to individuals experiencing homelessness by utilizing a housing-first model and is operated by the DowntownDC BID with support from the District of Columbia Department of Human Services (DHS) and services from Pathways to Housing DC and HIPS. The center offers on-site support by providing a multitude of services within a single point of access including: food and beverages; restroom, shower and laundry facilities; employment assistance; legal services; healthcare; harm reduction services; computer access; social activities and entertainment; and more. In the last year, the facility has served over 38,549 individuals.
- *Open on Main*  
Downtown Memphis Commission – Memphis, TN  
The purpose of the Open on Main pop-up retail initiative is three-fold: increase activation and animation on Main Street; encourage more permanent occupation of empty and underutilized spaces in the downtown core; and allow shop owners to test retail concepts and strategies. The program requires negotiation with multiple owners and landlords to secure desired spaces and multiple potential tenants with conflicting needs and obligations. To date, Open on Main has an over 80% minority- and women-owned business enterprise participation level.
- *Project Downtown: Celebrating 10 Years of Implementation*  
Downtown Wichita – Wichita, KS  
Project Downtown, the master plan for Wichita, is a 15-year community vision and blueprint for development in downtown Wichita, KS. The plan was adopted in December 2010 and has served as the community's north arrow since then. The plan was founded on market economics with industry experts providing sound economic forecast information for commercial and residential development. Since then, the market potential in each of the real estate sectors has been frequently updated to ensure accurate and current data is available for development project due diligence. Downtown Wichita has helped foster over \$1 billion in investment in the downtown core area since its adoption.
- *19<sup>th</sup> Street Rain Gardens*  
Golden Triangle BID – Washington, DC  
The Golden Triangle BID installed 11 bioretention cells and 10 expanded tree boxes on the sidewalks of one of the neighborhood's key streets. At over \$1 million in construction costs and two full blocks of new green infrastructure, this is the largest capital improvement managed by the BID thus far. The new bioretention cells (aka rain gardens) capture and treat 43,000 gallons of polluted stormwater per storm protecting the city's streams and rivers. By building the new bioretention cells and expanded tree boxes, the BID converted 4,500 of concrete to new green space and added 33 trees and over 400 native plants.

- Sha'p Left Community Primary Health Care Hub*  
 Greater Tygerberg Partnership – Bellville, Cape Town; South Africa  
 In South Africa, approximately 45 million people rely on the public health system most of whom are low-income earners who cannot afford to pay high prices for health care. Responding to this need, the Greater Tygerberg Partnership (GTP) collaborated with the Cipla Foundation to launch a new community-based healthcare hub at the Bellville public transport interchange to provide primary healthcare services, eye care and a chronic medicine pick-up point to the scores of commuters that pass through. Called the Sha'p Left Centre, the hub comprises three fully-fitted reused shipping containers with the capacity to treat 80 patients per day.
- Downtown Activation and Public Art Initiative*  
 Pittsburgh Downtown Partnership – Pittsburgh, PA  
 The Downtown Activation and Public Art Initiative (DAPA) was created in 2012 to enliven downtown Pittsburgh through a diverse and engaging use of public art, creative placemaking and entrepreneurship. DAPA programming includes an ever-evolving collection of activities, installations, art offerings and markets such as the Market Square Public Art and Urban Supper which have brought in tens of thousands to celebrate downtown Pittsburgh.
- Data-Driven and Predictive Urban Management and Public Safety for a Safer City*  
 Voortrekker Road Corridor Improvement District – Bellville, Cape Town; South Africa  
 Working in partnership with global security service provider Securitas SA, the Voortrekker Road CID has built and managed its own centralised control centre through which all reporting is processed into a powerful response database. This database enables the VRCID to collate, analyse and respond immediately to security, urban cleansing and social development needs. Behavioural analytics can support predictive policing to track negative behaviour, proactively identify hotspots of criminal activity and respond quickly to events as they are happening on the ground. The project comprises a network of 72 cameras and a team of skilled public safety officers who are deployed to respond to incidents when reported.

In addition to the above Pinnacle Award winners, 15 projects were awarded an Excellence Award for their outstanding response to an industry challenge.

IDA's members have a proven track record of creating collaborative public-private partnerships to tackle weighty issues. More than 2,500 downtown management districts exist in cities throughout the U.S. and Canada. Place management organizations affect significant change in every major metropolitan area throughout North America in an industry that is growing rapidly around the globe. Place management work touches every discipline of city building, including economic development, leadership, marketing, events, public space management, policy, planning and infrastructure.

The 2020 Downtown Achievement Awards are sponsored by Grow with Google. Additional information on the Pinnacle award winners can be found online at [downtown.org](http://downtown.org).

## **About IDA**

IDA is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are city builders and downtown champions who bring urban centers to life, bridging the gap between the public and private sectors. We represent an industry of more than 2,500 place management organizations, employing 100,000 people throughout North America and growing rapidly around the world. Founded in 1954, IDA is a resource center for ideas and innovative best practices in urban place management. For more information, visit [www.downtown.org](http://www.downtown.org).

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