



**INSPIRED LEADERS
SHAPING CITIES**

INTERNATIONAL DOWNTOWN ASSOCIATION
910 17TH STREET NW, SUITE 1050
WASHINGTON, DC 20006
202.393.6801 | DOWNTOWN.ORG

FOR IMMEDIATE RELEASE
October 26, 2021

CONTACT: Allison Shashok
(202) 798-5926
allison@downtown.org

IDA Awards Top Industry Honor to Seven Organizations

IDA Presents Awards Recognizing Innovative Achievement in Urban Place Management

Washington, DC – The International Downtown Association (IDA) recognized 36 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 30 cities in the United States and Canada. The top seven 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 effort has made an impact on its city and the people who live, work and play in the community, and displays the continued commitment to champion livable, vital and thriving urban centers."

Winners of this year's Pinnacle Awards are:

- *Cincy Card Connection Program*
Cincinnati Center City Development Corporation (3CDC) – Cincinnati, OH
The Cincy Card Connection program was created to provide immediate financial support to Downtown Cincinnati merchants by establishing a unique gift card matching system that benefits two businesses with one gift card purchase. To help as many retailers as possible, the matching gift card would be purchased from a similar, but different, business and encourages the customer to potentially try a new business in downtown. Hundreds of downtown businesses engaged and the program had over 1,000 participants.
- *Downtown Los Angeles Virtual Tour Platform*
Downtown Center Business Improvement District – Los Angeles, CA
The Downtown Los Angeles Virtual Tour platform is an innovative tool developed by the Downtown Center BID to showcase the real estate market, significant properties, and development projects, to investors, developers, brokers, and prospective tenants. With a dynamic combination of interactive technology, digital mapping, photography, and drone video footage, along with in-depth market statistics, the tour offers both a bird's-eye view and a deep exploration of the area's continuing transformation.

- World of Winter*
 Downtown Grand Rapids Inc. – Grand Rapids, MI
 The World of Winter Festival is a two-month long activation that takes advantage of Michigan’s cold climate to provide interesting ways for people to experience and enjoy the season. All programming and activities are free, were socially distanced for the pandemic and geared for both families and adults. World of Winter 2021 hosted 60 days of activation with 52 events, 16 grants to local artists, 20 art installations, and 109 ice sculptures.
- Colorado Springs DDA Gateways Initiative*
 Downtown Partnership/Downtown Development Authority of Colorado Springs – Colorado Springs, CO
 Completed in fall 2020, the Downtown Gateways Initiative created distinctive arrival experiences using signage, landscaping, hardscaping, lighting, public art and wayfinding at each of the nine vehicular points of entry to Downtown Colorado Springs. The initiative rooted its design characteristics in the historic character and natural environment of the district and the enhancements confer a strong sense of place and welcome, in addition to upgraded safety and connection, that was previously lacking in these locations.
- Street Show Artists Unite for Justice*
 Minneapolis Downtown Improvement District – Minneapolis, MN
 Street Show Artists Unite for Justice was a virtual expansion of Minneapolis DID’s street performance program, producing live streaming shows as well as shows that were taped at quintessential locations throughout downtown. All artist payments were matched by DID contributions to social justice organizations selected by the artists. In six months, there were 48 live streamed events and eight taped performances from a talented and diverse array of local performers.
- O2: Outdoor Office*
 Rosslyn BID – Arlington, VA
 The Rosslyn BID wanted to use an existing public amenity and incorporate wellness to create a retreat for Rosslyn’s employees and residents. O2: Outdoor Office is a free, convenient, physically distanced yet connected outdoor working environment that facilitates collaboration and productivity. Curated and managed by the BID, the space prioritized health and safety, with properly spaced workstations, a cleaning schedule, and an online reservation system.
- Messages for the City*
 Times Square Alliance – New York, NY
 In response to the COVID-19 pandemic, Times Square Arts created the Messages for the City public art campaign featuring artist-designed PSAs and messages of solidarity with New York City’s health care and essential workers. Displayed in rotating 15-minute intervals on the electronic billboards and kiosks across all five boroughs, the initiative turned the city’s digital displays into platforms of public service and gratitude.

In addition to the above Pinnacle Award winners, 29 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.

Additional information on the Pinnacle award winners can be found online at 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.

###