



**INSPIRED LEADERS
SHAPING CITIES**

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IDA Inspired Leader Awards Announced

IDA Honors City Leaders from Calgary, Alberta and Thomasville, Georgia

Washington, DC – At their 67th Annual Conference & Marketplace last week, the International Downtown Association (IDA) recognized two urban champions as 2021 Inspired Leader Award winners: **Druh Farrell**, City Councillor for the City of Calgary, Alberta and **April Norton**, Director of Downtown & Tourism Development at the City of Thomasville, Georgia.

Urban place management professionals are at the forefront of significant change throughout metropolitan areas around the world and the Inspired Leader Award honors those who have shown clear achievements in recent years, in addressing a broad range of issues impacting how people live, work and play in downtowns and city centers.

“Councillor Farrell’s tenacity and willingness to work with other city leaders helped to cement her win as one of this year’s Inspired Leaders. And Ms. Norton’s visionary leadership and remarkable character painted a picture of heart and respect for her community,” said David Downey, IDA President and CEO. “IDA is pleased to honor Councillor Farrell and Ms. Norton for their continued contributions made in their respective cities.”

Since being elected in 2001, Druh Farrell has been a champion for city-building and placemaking, changing Calgary’s urban landscape. In the last five years, many of the projects that Councillor Farrell worked on for years have come to fruition, such as the redevelopment of Downtown East Village, RiverWalk and St. Patrick’s Island.

“Downtowns are essential for the health of a city. Around the world, cities must reimagine their downtowns and intentionally breathe new life into them,” said Druh Farrell. “Here in Calgary, our downtown is undergoing Canada’s most profound vacancy crisis. We must continue to transform our core into one that future generations will be proud of. City-building is not for the faint hearted but it’s well worth it. I’m thrilled to receive this recognition for a lifetime of work.”

April Norton has dedicated herself to the success of Thomasville’s downtown, helping to maintain its position as a Georgia Exceptional Main Street program. Her vision for a modern, accessible city has resulted in significant changes to the built environment, as well as the amenities and services that make a city vibrant for living, working and playing.

“As a recognized leader in such a vibrant community, I am strengthened by my team and so fortunate to be surrounded by a passion driven community of support for our dynamic city center,” said April Norton. “The revitalization efforts of our team and the downtown mission are all to enhance the authentic identity and historic character of Downtown Thomasville. I am truly honored to receive such a prestigious award from the International Downtown Association.”

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, affecting 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, public policy, planning and infrastructure.

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.

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