



Downtown
Improvement
District

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Mpls Big Build wins IDA Downtown Achievement Award Recognizing Excellence in Urban Place Management

MINNEAPOLIS (October 25, 2018) – During its 64th Annual Conference and Tradeshow in San Antonio, Texas, the International Downtown Association recognized Mpls Downtown Improvement District (DID) with the Downtown Achievement Award of Excellence for its work and initiatives related to the Minneapolis Big Build initiative.

The Award of Excellence acknowledges an excellent response to an industry challenge and exceeds the jury criteria. The Minneapolis Big Build, created in partnership with the Mpls Downtown Improvement District, mpls downtown council (mdc) and Meet Minneapolis, raised awareness about more than \$2 billion worth of construction projects in downtown Minneapolis and was among 18 qualified entries in the category of Marketing and Communication. This category features strategies that use print, electronic media, social media or multimedia efforts to promote downtown. The Big Build was launched and its marketing was executed in collaboration by mdc, DID and Meet Minneapolis, and DID worked to enhance the reach and voice of the initiative through stakeholder outreach, on-street signage and other tactics to magnify the message.

“Downtown Minneapolis has undergone an incredible amount of public and private development over the past several years,” said Steve Cramer, president & CEO of the mpls downtown council & Mpls Downtown Improvement District. “Construction often creates temporary frustration for the public, so the Big Build focused on not only communicating what was happening at two dozen projects but also showcasing how these projects will work together to create a stronger and more vibrant downtown.”

“The Downtown Improvement District’s project received the IDA Award of Excellence for uniquely implementing best practice in urban place management,” said David Downey, IDA President and CEO. “The Minneapolis Big Build is a shining example of excellent urban place management delivering real value to the city and an exemplary response to a community challenge.”

The Minneapolis Big Build aimed at raising awareness about downtown Minneapolis’ intense development transformation over the past several years. With major new facilities and

infrastructure, along with national events coming through town, the initiative seized the opportunity to make sure local residents, downtown employees and visitors all know everything that's new and exciting in our city.

The Minneapolis Big Build featured on-street signage, construction wraps, rendering boards and other forms of on-site tools and technology that will help you visualize and see what these areas and projects will look like once construction is complete. It also featured www.mplsbuild.com, which highlighted more than two dozen projects totaling more than \$2 billion worth of construction.

Washington, DC-based IDA is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. The Downtown Improvement District is the urban place management organization representing the interests of property owners in Minneapolis and is a member of IDA.

About The Minneapolis Big Build

The Minneapolis Big Build is a \$2 billion collection of major projects that are transforming Minneapolis, adding new facilities, new green space, and new public amenities that will enhance Minneapolis for everyone who lives, works, visits, and plays here. To learn more, visit www.MplsBuild.com.

About the Mpls Downtown Improvement District

Founded in early 2009 by the downtown business community, the Mpls DID delivers higher levels of service to make downtown cleaner, greener, safer and more vibrant throughout a 120-block area. It is funded almost exclusively by the commercial property owners of downtown Mpls, and it is the largest Business Improvement District in the state of Minnesota. For more information, visit www.mplsdid.com.

About IDA

The International Downtown Association 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 downtown.org.

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