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IDA Presents Downtown Achievement Awards Recognizing Excellence in Urban Place Management

MINNEAPOLIS – The International Downtown Association recognized the mpls downtown council with the Downtown Achievement Award of Excellence for its resourceful approaches related to Mpls Downtown reanimation. A jury of peer professionals reviewed, deliberated and evaluated all entries in the 2022 Downtown Achievement Awards. The Award of Excellence acknowledges an excellent response to an urban place management challenge, demonstrating application of industry knowledge and exceeds the jury criteria.

Mpls Downtown reanimation was among 23 qualified entries in the category of Marketing, Communications and Events which IDA identifies as one of the seven professional urban place management practice areas. This category features unique organizational approaches and projects in the areas of branding, public relations, marketing strategies and communications plans.

“We have an extraordinary downtown here in Minneapolis, helping people return to play and return to work continues to be an important part of our shared work,” mpls downtown council vice president external relations Leah Wong said. “Together, our collective reanimation efforts have focused on invitations to join us downtown, meeting people where they are, and amplifying the experiences and people within our downtown community.”

The mpls downtown reanimation effort brought dozens of public, private and nonprofit leaders together from diverse backgrounds and work sectors to invite people back downtown and encourage community members to participate in downtown’s evolution. The work began in late 2020 and continues today. It features print, digital and television ads along with activation strategies that work together to welcome people downtown and offer converging events while they’re here. This work featured 65 partners and added up to more than 1 billion impressions across platforms.

“The mpls downtown council has demonstrated skillful application of urban place management principles with their Mpls Downtown reanimation: collective action project,” said David Downey, IDA President and CEO. “The Mpls Downtown reanimation should serve as a framework to all member communities within IDA.”

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

About the mpls downtown council

Founded in 1955, and one of the most historic central business associations in the nation, the mpls downtown council (mdc) is a membership-based entity that works to create an extraordinary downtown. The mdc connects

and empowers people to make downtown a place everyone wants to be. For more information, visit mplsdowntown.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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