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## **IDA Awards Winnipeg's West End Business Improvement Zone Top Honor**

**Winnipeg, MB** – The **International Downtown Association (IDA)** recognized 65 urban innovators as winners of the **Downtown Achievement Awards** which identify outstanding improvements to urban centers by dedicated organizations around the globe. The winning organizations represent nearly 50 cities in the U.S., Canada, and South Africa. The winning projects are selected from six categories, including: downtown leadership and management; economic and business development; events and programming; marketing and communications; planning; and public space. The awards were presented at the 63<sup>rd</sup> Annual IDA Conference & Tradeshow held in Winnipeg September 13-15 this year.

**The top five projects received *Pinnacle Awards*, the industry's highest honor. The West End Business Improvement Zone (West End BIZ) was presented with a Pinnacle award in the Economic Development category for their *Open for Business* project.**

*"We are incredibly proud to be recognized by IDA and our peers with this award. The Open for Business Project is a multi-faced strategy to generate interest by providing comprehensive information on the West End for those looking to set up a new business or expand an existing one"* Says **Gloria Cardwell Hoepfner, Executive Director for the West End BIZ.** *"The information; demographics, trends, traffic and more are of huge value for commercial brokers and independent property owners with space to fill, and for those prospective entrepreneurs trying to decide where to locate."*

*"These innovative projects set an outstanding example for cities around the world,"* said **David Downey, IDA President and CEO.** *"IDA members continue to champion livable, vital and thriving urban centers. Each of these projects has made its particular city a better place for the people who live and work there."*

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 in North America in an industry that is growing rapidly around the globe. Place management work touches every discipline of city building, including economic development, branding, event activation, urban planning, beautification and public safety.

The 2017 Downtown Achievement Awards were sponsored by ABM, Inc. A complete list of award winners is at [www.downtown.org](http://www.downtown.org).

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### **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). Learn more about the 63<sup>rd</sup> Annual Conference & Tradeshow at [www.idaconference.org](http://www.idaconference.org).

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**The West End Business Improvement Zone** (West End BIZ) is a non-profit organization committed to working with the approximately 1,100 area businesses and stakeholders to enhance and promote Winnipeg's West End, by providing impactful programming and services and the delivery of creative projects and initiatives. The West End BIZ is proud to be a member of IDA.

*For further information or to arrange interviews or photo opportunities, please call 204-954-7900 to reach **Gloria Cardwell-Hoepfner, Executive Director** or **Joe Kornelsen, Promotion & Development Coordinator**. Alternatively you may email [gloria@westendbiz.ca](mailto:gloria@westendbiz.ca) or [joe@westendbiz.ca](mailto:joe@westendbiz.ca).*