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## IDA Presents Downtown Achievement Awards Recognizing Excellence in Urban Place Management

LONDON, ON – The International Downtown Association recognized Downtown London with the Downtown Achievement Award of Excellence for its resourceful approaches related to Festival of Markets. 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.

Festival of Markets 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.

“The Festival of Markets was a wonderful success that elevated London’s cultural diversity through urban place management last holiday season. This award is an amazing reflection of the hard work our marketing team puts in each year to keep Downtown London an exciting place to be. We are so honoured to win this IDA Award” Barbara Maly, Executive Director of Downtown London said.

The Festival of Markets can be a great learning experience for other businesses and organizations looking to do the same. This experience was innovative, through planning such as having vendors in shipping containers, and having art installations throughout the streets. As well, our event was extremely inclusive and showed great representation, showing that this event can be modified to anyone’s circumstances.

“Downtown London has demonstrated skillful application of urban place management principles with their project Festival of Markets,” said David Downey, IDA President and CEO. “The Festival of Markets 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. Downtown London is the urban place management organization representing the interests of property owners in London, ON.

### About Downtown London

Downtown London is the catalyst and connector for a shared community vision of London’s downtown. Downtown London is made up of two complementary organizations – the London Downtown Business Association (LDBA) and MainStreet London.

### 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](http://downtown.org).

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