



DOWNTOWN WICHITA

Wichita Downtown Development Corporation receives 2014 Pinnacle Award by the International Downtown Association

Ottawa, ON Canada. - 9/4/2014 - During its 60th Anniversary Conference, the International Downtown Association recognized the Wichita Downtown Development Corporation (WDDC) with a Downtown Pinnacle Award for its initiatives related to leadership in the implementation of Project Downtown: The Master Plan for Wichita. Approximately 60 international entries were received for consideration; nine were awarded a Pinnacle Award. Other Pinnacle Award winners were: The Charlotte Center City Partners; City of Kelowna, British Columbia; City of London and Downtown London; Cooper's Ferry Partnership; Downtown Sacramento Partnership; Down Under the Manhattan Bridge Overpass Improvement District – Brooklyn; Downtown Fort Worth – Sundance Square; Town Green Special Services District – New Haven's Historic 9th Square Neighborhood.

The WDDC entry was in the category of Downtown Leadership and Management. This category features comprehensive and unique organizational approaches, projects, or programs that improved the effectiveness of downtown management organizations.

The WDDC's entry, *Evolving to Maximize Development*, outlined how the organization has evolved the past five years to become the convener and private sector facilitator to implement Project Downtown: The Master Plan for Wichita. This focus has led to public sector policies, an entire city block (Block One) of development demonstrating design principles of the plan and leadership in fostering strategic public investment that has served as a catalyst for significant private sector investment.

"The Wichita Downtown Development Corporation's project received IDA's most prestigious award for demonstrating excellence in downtown management," said David Downey, IDA President and CEO. "Each year the IDA Awards Jury honors the very best programs and projects in each category to recognize great work and most importantly to set the standard for best practice in our industry. Their submission is a wonderful example for other cities to emulate."

"The WDDC is honored to receive this award," said Sam Williams, Chair of WDDC Board of Directors. "The WDDC is a partner in multiple initiatives to develop a vibrant Downtown. This award acknowledges that our community is taking proactive, strategic steps to maximize our potential. Our Downtown is evolving and the years to come are going to be very dynamic."

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