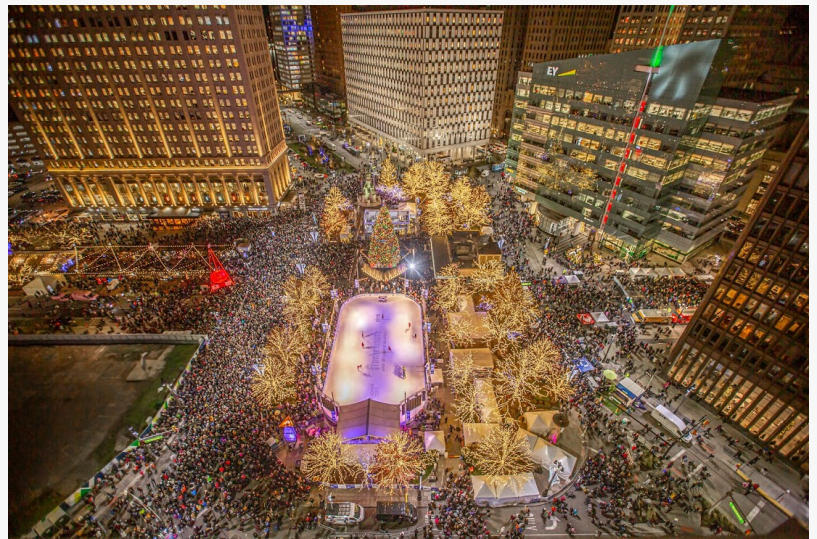


Downtown Detroit Partnership Recognized by International Downtown Association for Excellence in Urban Place Management

Award given to the DDP for its innovative Detroit Aglow initiative that has created an outdoor holiday and winter destination in Downtown Detroit

DETROIT, MICHIGAN, USA, October 13, 2020 /EINPresswire.com/ -- The Downtown Detroit Partnership (DDP) today announced that it has received the Downtown Achievement Award of Excellence from the International Downtown Association (IDA), a premier organization for urban place professionals who are shaping and activating dynamic city center districts.

The award was given to the DDP for its innovative Detroit Aglow initiative that has created an outdoor holiday and winter destination in Downtown Detroit with lighting, placemaking, programming and public space activations across seven parks and public spaces.



Winter at Campus Martius in Detroit

IDA tasked a jury of peer professionals to review, deliberate and evaluate entries for the 2020 Downtown Achievement Awards. The Award of Excellence acknowledges an excellent response to an industry challenge demonstrating application of prosperous and inclusive place management and exceeds the jury criteria.

Detroit Aglow was among 29 entries in the category of Public Space Management and Operations, 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 clean, safe and hospitality, place-making and activation and facilities management.

"We are honored to be recognized by the International Downtown Association for our unique programs that we have introduced to create a must-visit, vibrant and dynamic downtown for all Detroiters," said Robert F. Gregory, chief planning and public space officer for the Downtown Detroit Partnership. "Detroit Aglow, which has kicked off our winter holiday season for the past

16 years, is just one of the many fun, free holiday traditions that Detroiters have looked forward to every year and have grown to love.”

Detroit Aglow centers on the annual Detroit Tree Lighting ceremony, which kicks off the holiday season, and the opening of ice skating at The Rink at Campus Martius. Last year, more than 19,000 twinkling, multi-colored LED lights and sparkling ornaments adorned a 60-foot Michigan-grown Norway Spruce. Recently the DDP expanded the footprint of the ceremony with Light Up Beacon Park. Both events provide first-class, family-friendly entertainment that unites the community in celebration and illuminates the holiday spirit.

More than 500,000 seasonal, decorative holiday lights were placed across the Downtown in partnership with the DDP’s Business Improvement Zone (BIZ) in public spaces, on light poles and trees, and lined pedestrian walkways and along cyclists and vehicle lanes to make dark winter traveling brighter and safer.

Detroit Aglow also celebrates southeast Michigan’s diverse community and encourages everyone throughout the region to experience an inviting and exciting downtown Detroit. The successful holiday tree lighting ceremony and subsequent seasonal activities play a critical role in creating a vibrant and sustainable downtown.

“The Downtown Detroit Partnership has shown expert application of professional urban place management principles with Detroit Aglow,” said David Downey, IDA President and CEO. “Detroit Aglow should serve as a model example to all member communities within IDA.”

About Downtown Detroit Partnership

Downtown Detroit Partnership strengthens and supports Downtown Detroit through strategic initiatives and programs. DDP convenes business, philanthropic and government partners to create a vibrant and resilient urban core for Detroit and the surrounding community. DDP is responsible for programming, managing and operating several of Downtown Detroit’s parks and public spaces. For more information, visit downtowndetroit.org.

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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