

Baton Rouge Downtown Development District named recipient of a 2015 Downtown Merit Award by the International Downtown Association for River Road.

For further information contact:
Davis Rhorer, Executive Director
Downtown Development District
(225) 337-9922

For Immediate Release:

(San Francisco, CA. [October 1, 2015])--- During its 61st Annual Conference and Tradeshow, the International Downtown Association recognized the Baton Rouge Downtown Development District with the Downtown Merit Award for its work and initiatives related to the transformation of River Road.

The project *River Road: A Transformation and Celebration of the Mississippi River*, was among 16 qualified entries in the category of Public Space. This category recognizes capital improvements that enhanced the urban design, physical function, or economic viability of downtown and the community.

“The image of River Road in the downtown area has changed as it has become a ‘complete street’ used and appreciated by pedestrians, bicyclists, and vehicles. This important corridor has a tree lined route, multi-purpose pathway, pedestrian lighting, and other amenities that accommodate gatherings at the entrance to the river and impromptu street performances. We are honored to have worked on this project in conjunction with the East Baton Rouge City-Parish and to receive our eighth year in a row award from the International Downtown Association,” Davis Rhorer of the Baton Rouge Downtown Development District said in the news release.

“The Baton Rouge Downtown Development District’s project received the IDA Merit Award for delivering excellence in downtown management”, said David Downey, IDA President and CEO. “Each year the IDA Awards Jury recognizes organizations that utilize best practices in our industry. The transformation of River Road is a shining example of excellent downtown management delivering real value to the city.”

The Washington, D.C. based International Downtown Association (IDA) is a champion for vital and livable urban centers and strives to inform, influence, and inspire downtown leaders and advocates. With 500 member organizations and thousands of professionals, IDA is a guiding force in creating healthy and dynamic centers that anchor the well-being of towns, cities, and regions.

The Downtown Development District is the advocacy and management organization representing the interests of property owners in downtown Baton Rouge and is a member of the International Downtown Association.

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