



Baton Rouge Downtown Development District named recipient of a 2016 Downtown Merit Award by the International Downtown Association for River Road.

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For Immediate Release:

(Atlanta, GA. [September 8, 2016])--- During its 62nd Annual Conference and Tradeshow, the International Downtown Association recognized the Baton Rouge Downtown Development District with the Downtown Merit Award for its Downtown Development Toolkit.

Downtown Toolkit: A Visual Guide to Downtown Development in Baton Rouge, was among 18 qualified entries in the category of Marketing and Communications. This category recognizes exemplary plans or strategies that used, print, electronic media, or multimedia efforts to promote downtown and further the value of city centers.

“The Development Toolkit, created in-house by the tireless efforts of the DDD staff, was recognized by the IDA for its comprehensive data resources, graphics, and statistics that effectively communicate and promote economic development in Downtown Baton Rouge. We are honored to receive this award and are also pleased with the magnitude of positive feedback we have received from residential and commercial developers.” 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 Certificate of Merit for conducting best practice work in our industry of urban place management,” said David Downey, IDA President and CEO. “The Development Toolkit is a shining example of excellent downtown management delivering real value to the city.”

The Downtown Development Toolkit, focused on economic development, is the most recent of several marketing tools created by the DDD. The data presented within the document gives a current snapshot into the downtown economy as a whole, and indicates a continued strong positive direction for downtown in all areas. With 41 active projects and over \$2 billion total invested, the data shows that initial public investments have returned a much higher private investment total over the last five years. The success of the Downtown Development Toolkit has not only served to provide a one-stop resource for developers in Downtown Baton Rouge, it has also illustrated downtown’s stability, helped strengthen and form existing and new community partnerships, and solidified the DDD image and brand.

Washington, D.C. based International Downtown Association (IDA) is the premier organization for urban place professionals who are shaping and activating dynamic city



center districts. The Baton Rouge Downtown Development District (DDD) is the urban place management organization representing the interests of property owners in Downtown Baton Rouge and is a member of the IDA.

About DDD

For more than 25 years, the Downtown Development District has been passionate in its work to initiate, incubate, and support partnerships that develop and enhance Downtown Baton Rouge. Guided by community-driven master plans and utilizing economic incentives, the DDD works closely with the private sector and non-profit philanthropic organizations to aid their development and entrepreneurship efforts.

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

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