

MEDIA RELEASE

Downtown Vancouver BIA Recognized With International Award for Reimagined Laneway Project

Vancouver, BC—September 20, 2017—At the 63rd Annual Conference and Tradeshow in Winnipeg, Manitoba, Canada, the International Downtown Association (IDA) recognized the **Downtown Vancouver Business Improvement Association (DVBIA)** with the Downtown Achievement Award of Excellence for work and initiatives related to the ***More Awesome Now*** laneway project.

The Award of Excellence acknowledges innovative best practice entries which exceeded juror criteria. The *More Awesome Now* laneway project—specifically, Alley Oop—was among 11 qualified entries in the category of Public Space. This category features capital improvements that have enhanced the urban design, transportation methods, physical function, or economic viability of downtown and the community.

“We’re thrilled to have been recognized with this Downtown Achievement Award of Excellence for our project which boldly reimagined laneways to increase Vancouver’s public space, creativity, walkability and livability,” said Charles Gauthier, President & CEO of the Downtown Vancouver BIA. “We set out to transform an underutilized space into a vibrant public space—friendly, accessible, and a lively part of our downtown urban streetscape.”

“The DVBIA’s project received the IDA Award of Excellence for conducting innovative best practice work in the industry of urban place management,” said David Downey, IDA President and CEO. “Their reimagined laneway, Alley Oop, is a shining example of excellent downtown management delivering real value to the city.”

The first *More Awesome Now* laneway, [Alley Oop](#), was developed in response to results from the [Re-Imagine Downtown Vancouver](#) public visioning process. More than 11,000 Vancouverites surveyed said they wanted downtown Vancouver to be home to a connected series of activated alleyways—welcoming spaces with hidden gems to discover, including galleries, restaurants, and art walls where graffiti and visual storytelling are welcomed.

More Awesome Now is a collective of thinkers and doers who reshape underutilized urban land spaces into engaging, accessible public spaces. The group that created Alley Oop includes the DVBIA, HCMA Architecture + Design and the City of Vancouver’s VIVA Vancouver program. The next *More Awesome Now* laneway is located off Granville St. behind the Orpheum Theatre. It is called Ackery’s Alley, and it will feature FIELD, a dynamic public art installation.

About Downtown Vancouver BIA (www.downtownvancouver.net)

The Downtown Vancouver Business Improvement Association represents the 8,000 property owners and tenants in the 90-block central business district and downtown south area. Based on input from 11,000 Vancouverites through its Re-Imagined Downtown Vancouver process, it is working with partners to create more awesome public spaces, including laneways.

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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