



The Boca Raton CRA named recipient of a 2015 Downtown Merit Award by the International Downtown Association for its Brazilian Beat Festival

For further information contact:

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For Immediate Release:

San Francisco, CA. October 2, 2015 --- During its 61st Annual Conference and Tradeshow, the International Downtown Association recognized the Boca Raton CRA with a Downtown Merit Award for its work and initiatives related to its annual Brazilian Beat festival.

The festival – which is a cultural celebration of Brazilian Independence Day and brings together the art of music, dance and cuisine in one memorable evening – was among 14 qualified entries in the category of Events and Programming. Submitted projects and initiatives in this category come from those organizations working to further their city centers by completing the following:

- Focused on programs and events that improved the image and vitality of downtown with events that promote downtown and attract visitors.
- Delivering projects that communicate the vision, mission, function, and achievements of the downtown or business district association.

“Brazilian Beat brings our community together in one exciting celebration of culture, music and dance, reaching Boca and beyond,” Ruby L. Childers, Downtown Manager of the Boca Raton CRA said in the news release.

“The Boca Raton CRA’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 Brazilian Beat festival 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 Boca Raton CRA is the advocacy and management organization representing the interests of property owners in downtown Boca Raton and is a member of the International Downtown Association.

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Boca Raton CRA named recipient of a 2015 Downtown Merit Award by the International Downtown Association for its Pedestrian Promenade and Sanborn Square Arches

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San Francisco, CA. October 2, 2015 --- During its 61st Annual Conference and Tradeshow, the International Downtown Association recognized the Boca Raton CRA with a Downtown Merit Award for its work and initiatives related to its Pedestrian Promenade and Sanborn Square Arches.

The downtown beautification project – which created a strong pedestrian friendly area that allows for greater public gathering and interaction while showcasing architecturally relevant landmarks – 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 Pedestrian Promenade and Arches succeed in connecting the north and south areas of Downtown Boca, creating a people-friendly space and adding architectural charm.” Ruby L. Childers, Downtown Manager of the Boca Raton CRA said in the news release.

“The Boca Raton CRA’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 Pedestrian Promenade and Sanborn Square Arches project is a shining example of excellent downtown management delivering real value to the city.”

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