



2018 Urban Excellence Award Categories

The **Public Sector Project Award** recognizes a public sector project that has made a positive and significant contribution to Downtown; and has demonstrated a strong impact in revitalizing the Downtown area.

The **Private Sector Project Award** recognizes a private sector project that has made a positive and significant contribution to Downtown; and has demonstrated a commitment to assist in revitalizing the Downtown area.

The **Downtown Collaboration Award** recognizes a group partnership that has made a unique, positive contribution to Downtown; and has been responsible for a project or program that has complemented the work of the City of Tampa and the Tampa Downtown Partnership.

The **Landmark Development Project Award** recognizes an iconic building that serves as a magnet to attract people to Downtown by improving the physical environment or by enhancing the economic, cultural or social well-being of the area.

The **Downtown Experience Award** recognizes an event, entity or idea that involved people in or exposed them to a positive Downtown experience, thus enhancing their enjoyment while visiting the area.

The **Activating Spaces Award** recognizes a person, organization, business, project or initiative that has made a positive and significant contribution to a Downtown space or has created a more attractive pedestrian atmosphere, and commercially vibrant environment through activities, street level store front improvements or design elements.

The **Marketplace Award** recognizes a person, business, project or initiative that has made a positive and significant contribution to the Downtown marketplace or has improved Downtown by contributing a new or unique retail experience.

The **Arts & Culture Award** recognizes an organization, event or initiative that has had a significant and lasting impact on downtown's arts and cultural life, stimulates economic growth, encourages tourism and enhances downtown's cultural image.

The **People's Choice Award** is voted on by the public and recognizes a business, organization, individual, event, project or initiative that has made a significant contribution toward creating a unique, vibrant and diverse Downtown, and has made a positive impact on the Downtown community.

The **Christine Burdick Award** recognizes an individual that has made a positive and significant contribution to a program or project in Downtown; has added to the Downtown visitor experience and/or that has demonstrated strong leadership in revitalizing the Downtown area.