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Downtown Vision, Inc. Receives Recognition from International Downtown Association

Downtown Jacksonville Selected as Downtown of the Month

Jacksonville, FL (April 2, 2008) – The International Downtown Association (IDA), comprised of hundreds of downtown organizations throughout the world, recognizes one Downtown organization each month that has demonstrated success to which other Downtowns aspire.

Downtown Vision, Inc.'s (DVI) significant contributions in creating four new events for Downtown Jacksonville led to Jacksonville's selection as IDA's Downtown of the Month. DVI's yearlong push to create new, annual events for Downtown Jacksonville culminates this week with the launch of Movies at Treaty Oak Park in partnership with JaxParks.

In March 2007, DVI initiated a focused effort to create smaller events to bring more people Downtown, increase revenue for businesses and highlight Downtown's assets. The initiative kicked off in August with Eat Up Downtown, a dining week promotion. September launched the quarterly networking night Downtown for young professionals, the Downtown Get Down. The Downtown Historic Church tour showcasing seven Downtown churches for tours received rave reviews from patrons in December. The initiative will complete the year with the movie in the park series this month.

"Downtown Jacksonville has made major strides in the past year in terms of its schedule of exciting events, which draws more people to this increasingly inviting, clean and safe downtown. This has also been a year of concerted planning effort; and as these plans come to fruition, Downtown Jacksonville could become one of the most appealing downtowns in Florida," David M. Feehan, President of the International Downtown Association.

DVI recognizes the importance of events to Downtown revitalization and in support of the Downtown Action Plan is pleased to contribute 16 more days of events to the calendar in addition to the ever-popular First Wednesday Art Walk and the Friday Hemming Plaza Downtown Market.

"DVI has been working steadily this past year to fill an event niche between the larger events like the Jazz Festival and the Jaguar games. We have formed many strong partnerships that have made these events successful for Downtown," Terry Lorince, Executive Director, Downtown Vision, Inc.

About Downtown Vision

Downtown Vision, Inc. (DVI) is a not-for-profit 501(c)6 organization whose mission is to build and maintain a healthy and vibrant Downtown community and to promote Downtown as an exciting place to live, work, play, and visit.

Founded in 2000, DVI is dedicated to promoting the Downtown area, building a neighborhood Downtown, serving as a one-stop shop for information on Downtown and advocating the interests of local businesses and property owners.

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