



November 17, 2017

Dear Citizens:

RE: Downtown Corsicana Event Receives Statewide Recognition from the Texas Downtown Association

The Corsicana Pop Up was named winner of the Best Promotional Event category for a community with a population under 50,000. The awards program is sponsored by the Texas Downtown Association (TDA) which annually recognizes outstanding projects, places, and people from across the state.

The Best Promotional Event category recognizes excellence in creation and execution of downtown or commercial district promotional events, including festivals. Types of events may include, but are not limited to, retail promotions; festivals/events that celebrate and promote civic pride, community history and culture; and holiday activities.

Judges were impressed with the diversity of activities offered during the event including tours of vacant buildings, pop up businesses, and pop up uses like a dog park and beer garden. The other finalists in this category were Levelland's Ladies Night Out and Mount Vernon's Harvest on Main.

One hundred and fifteen entries were submitted in twelve different categories from communities across the state. Judges reviewed entries online and then met in person to make their final selection of award finalists and winners. The panel included: Kent Collins, Centro Development; P.A. Geddie, *County Line Magazine*; Lois Rodriguez, *Texas Highways*; and Evan Thompson, Preservation Texas.

Winners were announced on November 8 at the President's Awards Gala held in conjunction with the 2017 Texas Downtown Conference in McKinney.

The event was a collaboration of many groups and was a great boost for the historic downtown. This is the kind of community spirit for which we strive in everything we do for the City. What a fitting example and standard to set for upcoming events.

Sincerely,

Don Denbow
Mayor