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## **2024 Ones to Watch - Rising Stars: Kelsey Pramik, Downtown Boston BID**

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Kelsey Pramik  
Director of Special Projects

## Downtown Boston BID

“Kelsey’s leadership style is one every organization needs to succeed. She is the most organized, unflappable person I’ve worked with and her commitment to taking on complex projects, often from outside her wheelhouse, and learning what’s essential and seeing matters through to completion – makes her a true rising star.” - Michael Nichols, President at Downtown Boston BID

In the last 12 months what accomplishment are you most proud of? Earlier this year, I project-managed Winteractive: a Canadian Art Experience in Downtown Boston. Winteractive was designed to help boost tourism and hotel usage in Boston’s cold winter months and change the way locals and regional residents view downtown by creating an art-focused buzz. Winteractive won Boston Design Week’s Social Impact Award for 2024, led to an estimated 400,000 visitors across January-March, and catalyzed 140+ free media placements.?

Who are the key people in your life that have contributed to your success? I wouldn’t be where I am without Michael Nichols (president of the Downtown Boston BID). We’ve worked together for five years across two organizations and he has consistently helped me grow in my career through coaching and professional development.

?I’m also grateful to my best friend from graduate school, Melanie Olmstead, who has served as an inspiration to women’s leadership and given me so much counsel along the way.

How do you balance your rising career with your personal life? Every day, I try to spend time outside being physically active. This helps lower stress, clear my head for deep thought, and gives me more energy to get through the week. I enjoy long walks and riding my bike or stand-up paddleboard.

Outside of your career, where else do you seek continuous learning and personal growth? This year I’ve been selected for the International Downtown Association’s Emerging Leader’s Fellowship and will attend the organization’s annual conference this fall. Professional development opportunities like this allow me to network with peers in the placemaking industry and continue to be inspired by new ideas. Personally, I have become very passionate about viewing non-English language media. By seeing stories set around the world, I consistently learn from cultures different from my own.

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