

FOR IMMEDIATE RELEASE
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IDA Presents Downtown Achievement Awards Recognizing Excellence in Urban Place Management

SINGAPORE— The International Downtown Association recognized Orchard Road Business Association (ORBA) with the Downtown Achievement Award of Excellence for its work and initiatives related to Work Great on *A Great Street* 2019.

IDA tasked a jury of peer professionals to review, deliberate and evaluate all entries in the 2020 Downtown Achievement Awards. The Award of Excellence acknowledges an excellent response to an industry challenge demonstrating application of prosperous and inclusive place management and exceeds the jury criteria.

Under the category of Policy and Advocacy, *Work Great on A Great Street* 2019 was identified by IDA as one of the seven professional urban place management practice areas. This category features unique organizational approaches and projects in the areas of government relations and legislation, stakeholder/community engagement, equity and inclusion, and social issues.

“ORBA strongly believes in providing the best programmes for all who visit Orchard Road. *Work Great on A Great Street* has benefitted thousands who work in our precinct, and we are thankful for the opportunity to encourage our population to keep fit and stay healthy. We are also heartened to have the strong support of our stakeholders and partners, and in particular, the Health Promotion Board of Singapore,” said Steven Goh, Executive Director of Orchard Road Business Association.

“Orchard Road Business Association has shown expert application of professional urban place management principles with their project *Work Great on A Great Street* 2019,” said David Downey, IDA President and CEO. “The project should serve as a model example to all member communities within IDA.”

Washington, DC-based IDA is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. ORBA is the urban place management organization representing the interests of property owners on Orchard Road, a renowned shopping precinct in Singapore.

About Orchard Road Business Association

Founded in 1998, Orchard Road Business Association (ORBA) is the Place Manager of Orchard Road, representing the interests and welfare of businesses operating along Orchard Road. ORBA's mission is to preserve, promote, improve, and facilitate business through events, business development, marketing and promotion.

ORBA organises high-profile events such as "Christmas on A Great Street", "Fashion Steps Out", "Rev-Up @ Orchard", and "Pedestrian Night" and "Night At Orchard (NAO)" to attract visitors and tourists to Orchard Road. Its annual award-winning "Christmas on A Great Street" marks the start of the year-end festive season in Singapore, illuminating the city's foremost shopping and entertainment district with sparkling lights and colour.

From 1 April 2019, ORBA has also taken over the curation and management of the Urban Green Rooms (UGRs) as pop-up spaces along the Orchard Road pedestrian mall. This initiative has to-date resulted in more than 25 experiential pop-up concepts on Orchard Road since from April 2019. All events applications are managed by ORBA, making the application process more seamless for event organisers.

Membership in ORBA is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation to lifestyle business along Orchard Road. There are more than 110 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels, and restaurants.

ORBA operates under the auspices of the Singapore Tourism Board with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mr Mark Shaw (Director of The Shaw Organisation Pte Ltd) as Chairman.

For more information, please visit www.orchardroad.org or www.facebook.com/orchardroad.sg.

About IDA

The International Downtown Association is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are city builders and downtown champions who bring urban centers to life, bridging the gap between the public and private sectors. We represent an industry of more than 2,500 place management organizations, employing 100,000 people throughout North America and growing rapidly around the world. Founded in 1954, IDA is a resource center for ideas and innovative best practices in urban place management. For more information, visit downtown.org.

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