

SOCIAL

connection



In This Issue:

- page 1 New to Downtown
- page 2 Downtown Growth
- page 3 Sociable City Workshop
- page 4 Delray's Fabulous Fashion Week



PlaceMaking



Economic Development



Position Marketing

Welcome!

Welcome to the first issue of *Social Connection* brought to you by the Delray Beach DDA. We look forward to communicating with you – the merchants and businesses, local organizations and residents in the DDA District. The purpose of the newsletter is to share news and information about the DDA and all that is going on within our District – Atlantic Avenue from I-95 to A1A, Pineapple Grove, SOFA, portions of North and Southbound Federal Hwy., and the Beachside. Be sure to look for our next issue in March 2015.

Here's to a great season!

Marjorie and Laura

GROW Downtown Growth

'Tis the season to shop, dine, and be SOCIAL! Downtown Delray Beach has renovations, relocations, and new merchants for all to discover. The DDA District has seen significant changes in the retail and restaurant community over the course of the last 6 months. This growth is instrumental to the Downtown and to the community in general. It increases employment opportunities, enhances our area for visitors and residents, and contributes to our local economy. Here is a list:



Under New Ownership

My Salon Suite

Salon/Spa – Pineapple Grove

Sundy House

Restaurant/Hotel – S Swinton Ave.

Purcycle

Fitness – SOFA

Renovations & Relocations

Blast from the Past

Retail – Relocated to Atlantic Plaza
E Atlantic Ave.

Café Bleu

Café – E Atlantic Ave. (formerly Spot Coffee)

Lemongrass

Restaurant – Renovation – E Atlantic Ave.

N2Wine Bar with Artistic Artichoke

Restaurant – Pineapple Grove

Periwinkle

Retail – Storefront Renovation – E Atlantic Ave.

Prime

Restaurant – Relocation – E Atlantic Ave.

Solita

Restaurant – Renovation – Pineapple Grove

New

American Soul

Retail – E Atlantic Ave.

Art Sea Living

Retail – E Atlantic Ave.

BCBG Maxazria

Retail – E Atlantic Ave.

Beachcomber Art

Art – Retail – Atlantic Ave. – Beachside

Circe and Swag

Retail – E Atlantic Ave.

Cream Yogurt

Restaurant – Atlantic Ave. – Beachside

Delray Beach Executive Suites

Office – W Atlantic Ave.

Delray Beach Running Company

Retail – W Atlantic Ave.

Extreme Art Gallery

Retail – E Atlantic Ave.

Fresh Produce

Retail – E Atlantic Ave.

Glavidia

Salon – Pineapple Grove

Haystacks

Retail – E Atlantic Ave.

Honey Delray

Bar/Restaurant – E Atlantic Ave.

House of Perna

Retail – Artist Alley

Hudson at Waterway East

Restaurant – Beachside

Morley's

Retail – E Atlantic Ave.

Max's Social House

Restaurant – N Federal/6th Ave.

Mastino

Restaurant – Pineapple Grove

Prima Shoes

Retail – E Atlantic Ave.

Once Upon a Time

Retail – Pineapple Grove

Ramona LaRue

Retail – E Atlantic Ave.

Smoke BBQ

Restaurant – E Atlantic Ave.

Swatches & Rags

Retail – Beachside

The Original Popcorn Store

Restaurant – N Federal Hwy/6th Ave.

Urban Outfitters

Retail – E Atlantic Ave.

Vintage Tap

Bar – W Atlantic Ave.

Coming in 2015

Fairfield Inn and Suites

Hotel – W Atlantic Ave.

Gary Rack's Fat Rooster

Restaurant – E Atlantic Ave.

Purelife Fitness

Lifestyle Fitness – Pineapple Grove

Rocco's Tacos

Restaurant – E Atlantic Ave.

SOFA One and SOFA Two

Apartments – SOFA

SOFA (South of Atlantic)

New District – South of Atlantic Ave., to 2nd St.
East to SE 5th Ave., West to S Swinton Ave.

LIVE IT UP

DDA Promotes everything SOCIAL in Downtown Delray



There is only one word to describe Downtown Delray Beach ... "SOCIAL." This fiscal year the DDA will embrace everything social that makes our downtown so unique. Through various marketing communication mediums, programs and initiatives the DDA will celebrate you; our merchants, businesses and residents of Downtown Delray Beach.

The SOCIAL campaign includes magazine and print advertisements; social platforms including Facebook, YouTube, Twitter, Instagram, Pinterest; television commercials on WPTV-NBC and youtube.com/delraydda. The Visit Florida Welcome Centers include backlit displays and the 2015 Guide to Downtown Delray Beach in addition to digital advertisements at Palm Beach International Airport

Be a part of everything SOCIAL this coming year. Call Laura Simon at 561-243-1077 to discuss the benefits and programs offered through the DDA. Together we can continue to drive business and positive exposure to Downtown Delray Beach.

SUSTAIN

A Festive Downtown

Celebrate the holidays in Downtown Delray Beach! The DDA adds its own festive touches throughout the District:

- A beautiful Sphere Tree – beachside at Atlantic Avenue and A1A. Brought to you by: The Delray Beach DDA, Delray Beach Marriott, Residence Inn, Boston's On the Beach and Café Luna Rosa.
- Twinkle lights and garland festoon the Delray Beach Pavilion on the beachside at Atlantic Avenue and A1A



- 26 Holiday wreath displays on the NW and SW 5th Ave. light poles in partnership with the CRA
- Twinkle lights and holiday decorations adorn the Libby Wesley Plaza at SW 5th Ave and Atlantic Avenue
- Pineapple painter palette displays on the light poles along Pineapple Grove Way
- Gold starfish, lined with red twinkle lights adorn the light poles along Atlantic Avenue from I-95 to A1A in December and change to red sparkly hearts in February to celebrate Valentine's Day.

GROW

Mark Your Calendars

December 31, 2014

Throughout Downtown and Tennis Center

First Night

Family-Friendly New Year's Eve
100ftchristmastree.com

January 17 – 24, 2015

Delray's Fabulous Fashion Week

Throughout Downtown
Downtowndelraybeach.com/
fashion-week

January 17 – 18, 2015

Downtown Delray Beach Fine Art Festival

Atlantic Ave – Beachside
artfestival.com

February 6 – 8, 2015

Garlic Fest

N. Swinton Ave and Grounds of Old School Square
dbgarnicfest.com

February 13 – 22, 2015

Delray Beach Open

by The Venetian® Las Vegas

Tennis Center
yellowtennisball.com

February 28 and March 1, 2015

Downtown Delray Beach

Craft Festival

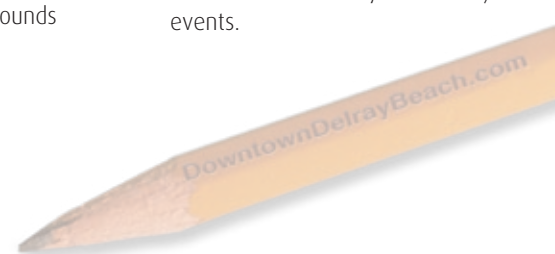
NE/SE 4th Ave
artfestival.com

March 26, 2015

7th Annual Savor The Avenue

E. Atlantic Ave
Downtowndelraybeach.com/
savor-and-tastemakers

For a complete list of Downtown events and road closure information, visit downtowndelraybeach.com/events.



DDA Behind the Scenes

GROW Downtown Delray Beach Sales Growth Over \$62 million from 2008-2013



Downtown Delray Beach DDA District retail and restaurant sales volume from 2008-2013 has increased by \$62 million. The additional sales totaled \$237,008,429, a 35.4% increase in retail and restaurant business over the past five years. The Delray Beach Downtown Development Authority requests figures from the State of Florida Department of Revenue to track growth in the retail and food/beverage categories. During that same five-year span, Palm Beach County's growth in the same two categories was 10.9%.

"The DDA has consistently worked with the merchants and businesses in the Downtown Delray Beach area on economic development, marketing, and maintaining a clean, safe and enjoyable experience for residents and visitors to our Village by the Sea, and wow has it paid off!" said David Cook, Chairman of the Board, Delray Beach Downtown Development Authority and Downtown Merchant.

The DDA created a mix of merchant marketing programs which enhanced this growth in sales. Elements of the promotional program included an aggressive schedule of merchant events, ongoing media presence, a dedicated Downtown website and meeting regularly with retailers and restaurateurs to maintain communication, offer assistance with cooperative advertising programs and provide marketing materials. A concentrated effort to expand the nighttime economy has also helped maintain the growth, with lighting and security being addressed, as well as stores, galleries and restaurants extending their evening hours.

"Downtown Delray, with the leadership of the DDA, has strategically reinvested the 1 Mill tax on the property owners within their District to drive awareness for the area and encourage residents to shop locally," said Joan Goodrich, Economic Development Director, City of Delray Beach.

Delray Beach DDA receives two 2014 Downtown Merit Awards by the International Downtown Association



During its 60th Anniversary Conference and Trade show in Ottawa, CA in September, the International Downtown Association recognized the DDA with two Downtown Merit Awards for its work and initiatives related to "The Practical Guide for Downtown Businesses" and the "Delray's Fabulous Fashion Week."

"The Delray Beach DDA is honored to have been selected as an IDA International Award winner and recognize that our partners, the Downtown businesses, volunteers and board members were all a part of making these projects such a huge success," expresses Marjorie Ferrer, Executive Director, Downtown Development Authority.

"The DDA's projects received the IDA Merit Awards for delivering excellence in downtown management", said David Downey, IDA President and CEO. "Each year the IDA Awards Jury recognizes organizations that utilize best practices in our industry. Both the "Practical Guide for Downtown Businesses" and Delray's Fabulous Fashion Week" are shining examples of Delray's excellent downtown management delivering real value to the city."

SUSTAIN Downtown Nighttime Economy Workshop



Creating a sociable city in downtown Delray Beach was the focus of the October 27, 2014 Downtown Nighttime Economy Workshop presented by the City of Delray Beach and the Delray Beach DDA at Hyatt Place Delray Beach. The Workshop featured facilitator Jim Peters, Founder and President of the Responsible Hospitality Institute (RHI) who has been working/studying Downtown Delray since 2003. More than 50 merchants, residents, and City staff discussed current issues and policies, innovative approaches to solving challenges, enhancing the nighttime economy management and evaluated trends.

History: The DDA has been working closely with RHI, the City of Delray Beach, the Delray Beach CRA and the Delray Beach Chamber of Commerce to collectively create and manage a vibrant downtown both day and night.

Goal: To revitalize the management of the nighttime economy in partnership with the CRA, Code Enforcement, Recycling & Trash, and the Police department.

Focus: The Sociable City Plan
Plan for People – Enhance Vibrancy – Assure Safety

Core elements: Quality of Life, Transportation, Entertainment, Multi-Use Sidewalks, Public Safety, Venue Safety

The DDA will also be enlisting restaurant and bar owners to assist in the development of the Nighttime Economy plan. To get involved, please call the DDA at 561-243-1077.



SOFA 1 Groundbreaking Ceremony

The Related Group hosted a groundbreaking for their new SOFA 1 and 2 apartment communities on November 13, 2014. Designed by local architect Richard Jones, with interior design by Venus Williams of V*Starr Interiors, and located in the DDA District, these new developments assist in better defining the area South of Atlantic – now termed "SOFA." The DDA is proud to lead the way in developing the SOFA brand, provide marketing direction for this newly named area within the Downtown District, and work with developers and owners to encourage and attain retail tenants for their various projects. For more information, please be sure to pick up The Next Big Projects brochure available from the DDA office or online at downtowndelraybeach.com.

DELRAY'S FASHION WEEK

Fabulous

JANUARY 17-24



Celebrate style, sophistication, fashion and beauty during Delray's Fabulous Fashion Week from January 17 – 24, 2015. The Downtown Development Authority and the Downtown fashion retailers, hair salons, and art galleries have designed a weeklong showcase of activities promoting the local, national and international styles, designs and diverse fashions found in the boutiques in Downtown Delray Beach. Fashion Week features high energy fashion design events, beauty experiences, in-store designer appearances and trunk shows, makeovers, art expositions, and the grand finale event – Delray's Fabulous Fashion Show down the middle of Atlantic Avenue in front of The Colony Hotel.

This 2nd Annual event is created and produced by the Downtown Development Authority as an economic development program to increase the revenue and generate exposure for the retail businesses within the DDA district. "The downtown is and always has been a shopping destination, but over the past several years the level of the retail fashions that are available has increased tremendously," expresses Laura Simon, Associate Director DDA. "In the past two years, Downtown Delray has seen an increase in fashion designers with store fronts – from 2 to 10 designers – which is fantastic for the local economy!"

All fashion retailers, hair salons and stylists have been encouraged to participate and the DDA enlists local models to volunteer their time. The restaurants and downtown businesses can get involved as well by donating raffle items, sponsoring a model or hosting an event. All events are free to the public to attend and ones you will not want to miss – from bikinis to ball gowns, Downtown has it all. Runway seating is available at the shows for a ticketed price and proceeds will benefit the Achievement Centers for Children and Families.

For a complete and up-to-date schedule of events, a Fashion Week Guide is available in Downtown stores, online and through Social Media.

GROW



Schedule of Events:

Saturday, January 17th * 7 – 9 p.m.

Fashion Week Opening Ceremony Event

Delray Beach Swim Fashion show

Worthing Park

Corner of E. Atlantic Ave and SE 2nd Ave

Runway seats available

Sunday, January 18 * 4 p.m.

Recycled Runway Vintage Trunk Show and Tea Dance

A Fashion Week event presented by NaKeD Hair Salon

and more, 4th Ave Photography & Video

Hosted by the Delray Beach Center for the Arts

Corner of Swinton Ave and E. Atlantic Ave

Runway seats available — tickets will benefit

the Delray Beach Center for the Arts

Tuesday, January 20 * 7 p.m.

Bold & Print—Ready to Wear Fashion Event

At Atlantic Plaza

777 E Atlantic Ave

Runway seats available

Thursday, January 22 * Open House from 1 – 10 p.m.

Fashion Night Out – Open house

Throughout Downtown and Pineapple Grove

Friday, January 23 * 6 p.m.

3rd Annual Vince Canning Stiletto Race

SE Corner of 4th Ave. and Atlantic Ave

Registration fee: \$25

Benefits the Achievement Centers for Children and Families

Saturday, January 24th * 6 – 9 p.m.

Delray's Fabulous Fashion Show - Show begins at 7 p.m.

With a "Gypsies to Jetsetters" theme, the show features over

100 different looks from 40 retail locations in Downtown Delray

Beach and highlights evening and fashion collections from ten

local designers.

East Atlantic Avenue in front of The Colony Hotel

Runway seats available

Sponsors

- Lincoln of Delray
- Grimes Events & Party Tents
- Delray Beach Magazine
- Swatches and Rags
- Roxy LuLu
- Innov8
- Salt 7
- NaKeD Hair Salon and More
- Samar Hospitality
- Delray Garden Center
- Haystacks
- The Colony Hotel and Cabana Club
- Margaux Riviera
- Fairfield Inn and Suites
- Birthdaycomp.com
- Miami Fashion Network
- The Pineapple Newspaper
- 4th Ave Photography

In-Store Fashion Events are taking place throughout the week and will be listed in the event brochure, The Pineapple Newspaper and on the DDA website.

I am the DDA - meet Roy Simon

Q: How long have you been a part of Delray Beach?

A: I was born in 1930 in Delray Beach and my architectural business has been in the DDA District since 1958. My grandfather came to Delray around 1911. I am a third-generation Simon living and working in the city.

Q: What has been your involvement with the DDA?

A: I was the President of the Delray Beach Chamber of Commerce in 1968 when a problem developed with the zoning code regarding parking. We went to the City to get some answers and the result was to create a DDA. So the administration at the Chamber started the ball rolling with the state of Florida to establish a Delray Beach DDA. I also served on the DDA board from 1986-1992 and was the Chairman twice.

Q: Has being located in the DDA District made an impact on your business?

A: Yes I believe it has. Downtown was and is the place to be. I got to know people and they knew me, so my business has benefitted through word of mouth and referrals

Q: What is the first thing you want your out of town guests to do in Downtown Delray?

A: Go to the Green Owl! And then walk and shop to experience everything there is to offer.



"Downtown Delray is the heart of the city ... THIS is where the activity is between I-95 and the ocean. Recreation, food, shopping - it's all right here! The DDA is responsible for making sure that Downtown Delray Beach remains the nucleus of the city and its business activities."



The 2015 Guide to Downtown Delray Beach

50,000 copies are being distributed to the four Interstate Visit Florida Welcome Centers, area hotels, Palm Beach International Airport, the Delray Beach Chamber of Commerce and throughout Downtown for visitors, customers, residents and employees. The Guidebook will also be available online at downtowndelraybeach.com.



The Delray Beach Downtown Development Authority

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The Delray Beach Downtown Development Authority mission is to enhance and stimulate balanced economic growth through position marketing activities that engage Downtown Businesses, residents and visitors, while creating a clean, safe, physical and experiential place to live, work and invest.



DowntownDelrayBeach.com

#DowntownDelray

