

61st ANNUAL



Downtown Merchant & Business Update

April 14, 15, 16

Friday & Saturday, 10am – 6pm

Sunday, 10am – 5pm

delrayaffair.com | facebook.com/delrayaffair | Instagram: @delrayaffair | #DelrayAffair2023

Dear Downtown Delray Beach Businesses:

It's that time again! The Delray Affair takes place the weekend of April 14 – 16.

Delray Affair is the south's largest Arts and Crafts event, comprised of more than 400 vendors up and down Atlantic Avenue. The event is presented by the Delray Beach Chamber of Commerce and produced by Festival Management Group.

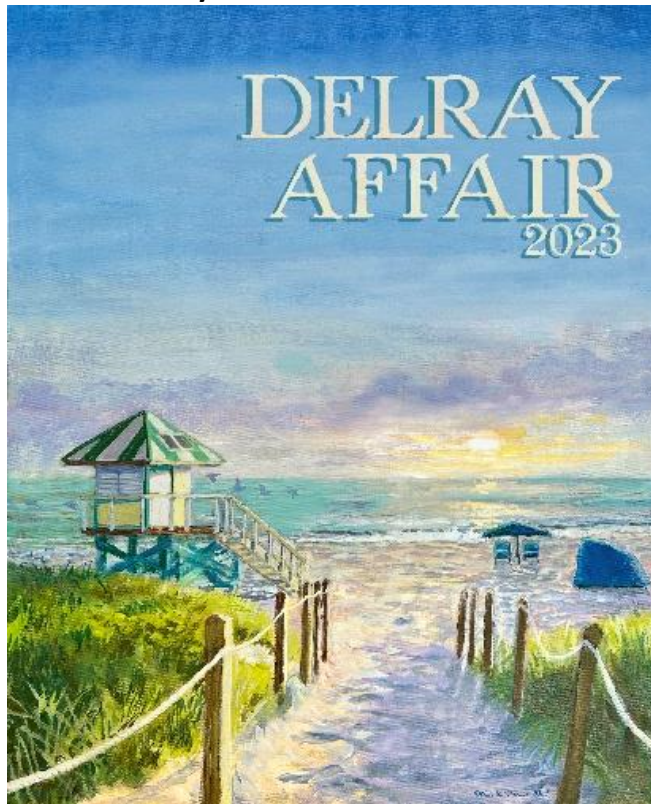
EVENT FOOTPRINT

Atlantic Avenue from in front of the Tennis Center at NW 2nd Avenue, east to Northbound Federal Highway.

EVENT FEATURES AND ACTIVITIES

- Delray Affair Info Booth - Located at the intersection of Atlantic and Swinton, you can purchase a commemorative poster, pick up Delray Affair information or inquire about exhibitors and other Delray Beach businesses.
- Food Court on north Swinton Avenue & Beer Garden on front lawn of Old School Square with stage and live music. (Patrons will be required to be confined to this area while enjoying a beverage or strolling the lawn at Old School Square.)
- History Headquarters at the Delray Beach Historical Society campus - featuring historical images and memorabilia from past festivals, epic story telling AND Gladiola bulbs!
- Official Merchandise Booth sponsored by True Floridian
Located at the intersection of NE 2nd Avenue and Atlantic Avenue, attendees can purchase the commemorated t-shirt, hats and more!

2023 Delray Affair Commemorative Poster



Poster Artist: Martha Quigley

STREET CLOSURES

Atlantic Avenue will be closed to traffic beginning at 1am Friday, April 14 through Sunday, April 16 around 8pm

PARKING

During the event (starting at 10am on Friday) parking will be \$5 at the garages. All proceeds go to the Police Explorers nonprofit as a fundraiser.

From garages to lots to valet stands we have a variety of options!

- \$5 parking at Old School Square Parking Garage (NE 1st St & NE 1st Ave)
- \$5 parking at Robert Federspiel Parking Garage (SE 1st Ave between SE 1st St & Atlantic Avenue)
- \$5 parking at Courthouse Parking Garage (SE 2nd Avenue & Atlantic Avenue)
- **FREE Parking & Luxury Shuttle Bus Service:** Palm Beach County Administrative Complex and Tri-Rail station, 345 S. Congress Ave., Delray Beach, FL

****Parking limits for Park Mobile locations will be changed to extend time in areas where restricted limits****

TRAFFIC FLOW

Atlantic Avenue will be closed from SW 2nd Avenue to northbound Federal Highway. All parking lots are accessible via side streets. For a map please visit downtowndelraybeach.com/parking

Please be aware the **USTA Billie Jean King Cup** will be happening at the Tennis Center during the following times. We've worked with the City and the organizers to coordinate logistics for traffic and parking.

- Friday, April 14th – 6pm – 8:30pm
- Saturday April 15th – 2:00pm – 6:30pm

DETAILED ON THE FOLLOWING PAGES ARE:

- Merchant Tips
- Contact Information

Downtown Merchant & Business Update

MERCHANT TIPS

Delray Affair provides you a prime opportunity to gather new customers. We suggest the following:

- Advertise alternate entrances to your establishment during Delray Affair
- **Create “Walk-in” specials** that will entice attendees to do business with you
For example: *Restaurants -- Feature light meal and cool beverage specials*
- Restaurants may wish to offer a “Delray Affair Lunch Special” or “Delray Affair Brunch” *even if you are not normally open during those hours*. There will be thousands of people who would love to stop in for lunch or a drink. Post a flyer outside your restaurant
- Preparing sample bites and walking the show to offer patrons a taste can increase sales
- Advertise specials/discounts valid only during Affair in your print ads
- Promote products or services attractive to typical Delray Affair attendees. Visitors may need or want sunscreen, hats, “artsy” shirts and belt packs. Offering attractive “bounce-back” coupons or sales are often successful ways to invite customers to come back and visit after the festival.
- Purchase close-outs to offer a promotion
- Set up tables or racks outside your store so they come inside to pay. We encourage you to take advantage of the opportunity to promote your products, **You are permitted to sell 10% of your square footage inventory outside and must be items carried in your store on a daily basis. (i.e. if you sell shoes, you cannot sell jewelry or ice cream unless you sell inside your store on a regular basis.)**

The city does not permit blocking of sidewalks or display of store merchandise outside of (beyond) your private property limits or right-of-way area (i.e. permitted awning overhang area) and Code Enforcement will be on duty during the weekend.

- Please only sell merchandise allowed under your retail license (All City codes, setbacks, etc. apply)
- If you have a problem with an event vendor or attendee, such as someone parking in your space/lot or spreading out merchandise on sidewalk, please call the Event Director, Nancy Stewart-Franczak at 561-703-7028 to get handled.

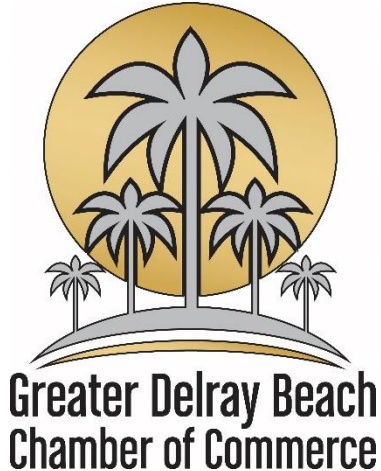
ALCOHOL SALES – A NOTE:

Open Container laws ARE in effect during the event. It is better to “play safe than sorry!” Even though the crowd looks like a great, thirsty profit center... don’t take the risk. City code enforcement officers, police officers and ATF authorities will be on site and citations will be written. Check with your regulating authority or call the City of Delray Beach Community Improvement Office for further information. 561-243-7000

CONTACTS:

Please contact Delray Beach Chamber of Commerce, 561-278-0424 with any questions you may have. Or email us at info@delraybeach.com.

Here's to a successful event for the community.



Greater Delray Beach Chamber of Commerce
info@delraybeach.com
561-278-0424

Nancy Stewart-Franczak, CFEE
Event Director
Festival Management Group
nancy@festivalmanagementgroup.com
C: 561-703-7028

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DOWNTOWN MERCHANT & BUSINESS UPDATE

HISTORY AND ECONOMIC IMPACT

Produced by the Greater Delray Beach Chamber of Commerce, the Delray Affair traces its roots back to the 1940s and '50s as the annual Delray Beach Gladiola Festival. This was a community-wide event that attracted tourists as well as local residents who participated in everything from the annual Gladiola parade to the Miss Gladiola beauty pageant. During the 1960's Delray Beach was considered the gladiola capital of the world. To celebrate the produce and flower industry, an annual springtime festival was held, known as Farm Products Week.

"It was an exposition that attracted flower buyers from all over the country," said Roy Simon, a Delray Beach native and former Chamber of Commerce board member. The original intent was to expand "the season" by one week each year, as merchants counted upon the "snowbirds" for the majority of their annual income. John Bordeman, a local attorney and former President of the Delray Beach Chamber of Commerce, originated the idea of expanding the festival to include arts and crafts.

Today, the community spirit that sparked the first Delray Affair lives on in an arts and crafts festival like no other under the sun. The Delray Affair has an economic impact of over \$7 million per year. The Delray Affair is now long recognized as one of South Florida's oldest and largest festivals! The event features the works of renowned local and national artists. It has been ranked several times as a Top 20 Event in the Southeast by the Southeast Tourism Society and one of the 200 Best Art Events in the United States by Sunshine Artist magazine. This year marks the 56th Delray Affair. The main promenade is along picturesque palm tree lined Atlantic Avenue, from Swinton Avenue to the Intracoastal Waterway.

Event Demographics

According to our last survey, attendance at the Delray Affair topped 110,000 over a three-day period, with 66% having attended previous Delray Affair festivals.

<u>Ages:</u>	<u>Residency:</u>	<u>Income:</u>
14.85% 65 years and older	30.39% Delray Beach	42.16% more than \$75,000
37.62% ages 55 to 64	35.29% Palm Beach County Residents	35.29% earn \$60,000-\$74,999
31.68% ages 45 to 54	28.43% Outside Palm Beach County	9.8% earn \$45,000-\$59,999
8.9% ages 35 to 44	5.88% Outside Florida	12.75% earn up to \$44,999
5.94% ages 25 to 34		
.99% ages 18 and under		

Delray Affair Marketing Reach

Marketing of the Delray Affair reaches far beyond Palm Beach County in promoting "Downtown Delray" as a destination. This encourages a wide range of shoppers, day tourists and families to visit the Delray Affair, patronize local shops and return to Delray Beach for future visits.

Media is carefully evaluated and assigned each year. Heavy emphasis is placed on cross media promotions, within each target market used for increased cumulative exposure and retention effect.

- Delray Affair has won multiple awards nationally and internationally via the Florida Festivals and Events Association and the International Festival and Events Association.
- The estimated Economic Impact formulated is over \$ 7,500,000